



Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.

More “Pats on the Back”

by Brenda Fishbaugh

I'm always thrilled to hear of folks in our industry who are giving back. Like **Jenny Bortman of Universal Insurance** in Phoenix, AZ. Jenny Bortman loves her little pet pug, Ginger – no different from the rest of the pet owner population, right? Wrong! Jenny had all her friends vote her pug the cutest pug in the Arizona Pug Contest. In doing so, she raised \$2,000 to help a no-kill animal shelter!



But Jenny doesn't stop there – she is also running her first half-marathon to raise funds for the Crohn's and Colitis Foundation of America, and has already raised over \$3,000 in donations! The Universal Insurance team also assists the women's shelters in Phoenix by collecting business clothing for the shelter residents who are ready to re-enter the workforce. This allows them to be properly dressed for job interviews. Universal also collects kids' gifts, so that the kids at the shelter can also have a holiday with presents. *What a great company that gives back in so many ways!*

Teri Telesco, owner of Celebrations Hair & Tanning in Bethlehem, PA, has come up with a couple of clever ideas to promote responsible tanning. Teri made room in her salon's front window for big vinyl letters that spell, "Please Tan Responsibly." Brilliant! And she didn't stop there. She contacted a radio station and swapped tanning gift cards for spots that promote responsible tanning. At the end of each spot, they say, "Brought to you by Celebrations Tanning." Very clever! The listener thinks the ad is from a dermatologist or doctor, and it turns out to be from a responsible tanning salon! *Wonderful idea, Teri.*



Joe Schuster, illustrious *IST* contributing writer and JK North America employee (below, right), is very involved with "Farmers & Hunters Feeding the Hungry," a national non-profit organization with a local chapter in the Atlanta area community where he lives. Each deer season, Joe and many other hunters in the local chapter donate meat, and raise funds to have it processed. Once the meat is processed, it's distributed to needy groups such as Abba House—a local Women's Abuse Center—and No Longer Bound—a men's rehab center—as well as the Unseen Hand Food Ministry. Joe and his three young sons commit to donating their first deer harvest to this chapter that he heads up. Doesn't sound like much? They donated over 1,000 pounds of meat last year! If you'd like to make a tax deductible donation, contact him at 678.347.6608. *Great going, Joe!* ■



If you or your salon does something great for the tanning community or the world, let me know! Brenda@eyepro.net