

The Boardroom

The Ultimate Men's Salon

By Kelly Melang

I open the door and the light smell of Bumble and Bumble Salon products greets me. There's rich wood floors and walls, leather couches, and Roseann, the manager asking, "Would you

playing around with the idea of a salon for about 5-6 years. He came across a franchise opportunity for The Boardroom and after visiting one of the salons, he fell in love with the idea. I'm from Winston-Salem, so it's perfect that we open the salon in my hometown in this shopping center. It's a real family affair. I do the marketing and advertising, my husband does the financial work, our daughter works the front



I walk through the salon with Roseann Turner, the salon's manager and stylist. "Men used to have to put up with women's sights and smells when going to the salon for services. At The Boardroom, this place is designed specifically for men." This is evident in the chessboard in the front window, the rich brown leather furniture, the dark wood on the walls and floors. Sports Center is on the TV and ZZ Top is playing in the background. We pass a pool table surrounded by black leather hair cutting chairs.

"Foot grooming?" I ask. She chuckles. "Most men shy away from manicures and pedicures, but in this room, they see the TV with the remote next to the chair, the drink on the table and they really like it." Looking around the room, I'd take a hand and foot grooming any day.

The Boardroom also offers a full array of massage choices and skin services, including facials, face and body waxing. Julie, a licensed esthetician says, "We use Dermologica products, known worldwide as the 'professional's choice.'" Kristi, a licensed massage therapist, was rumored to have magical powers when it came to massage.

"We have 3 full time stylists and are in the process of hiring one more. A haircut at The Boardroom is different - we do it backwards; we cut hair first then take them back to wash it. We also offer hair coloring and highlights."

Ben and Ginger Hackley, the owners of The Boardroom, are excited about this new addition to Winston-Salem. "Salon gift certificates helped us start the business when we first opened in December and since then it's been growing steadily. We also offer memberships - men like having a place to come to that's just for them."

Further back, she shows me the Facial Shaving area. "Most men think of the quick razor at the barber shop, but here it takes about 45 minutes to an hour for a shave. We use only The Art of Shaving aromatherapy based shaving products. It's a completely relaxing experience."

Roseann shows me the Hand and Foot Grooming area.

The Boardroom really is a full service salon and spa for men. Ginger says, "Here we want you to leave your worries at the sidewalk, come in, relax and do something for yourself."

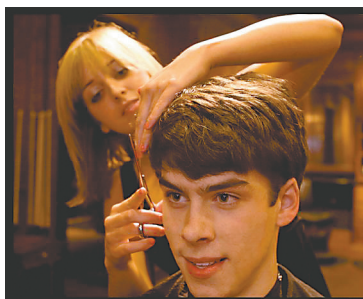


like a beverage, coffee, soda, beer, wine?" I walk past the pool table to the soft black chairs in the shampoo room.

Sorry, ladies - The Boardroom sounds and looks relaxing, but it is a salon for men. I asked owner, Ginger Hackley, how she came up with the concept of a salon for men. "My husband was



desk nights and weekends, and even my 12 year old son helps out here periodically."



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