

On the Streets of Philadelphia...

It has been an exciting year on the streets of Philadelphia! We were very pleased to welcome Michael O'Connor, Lana Alex-



ander and Jerry Davis into the tanworld family last fall. They opened their salon in Roxborough, PA in mid February and have been absolutely rocking since day one! They have kept their early momentum going and are poised to have one of the best first years of any tanworld salon yet! Needless to say, we are very pleased with their progress.



These three franchisees have as eclectic backgrounds as they do personalities. With Jerry's background in construction to Michael's experience in a salon environment as owner of a beauty salon in the Roxborough area, the group's diverse experiences and talents make for a great team. Their salon numbers speak for themselves! It has been delightful working with and getting to know each member of the Philadelphia group and we hope there will soon be opportunities for them to get to know everyone in the tanworld family.

As mentioned, the Roxborough salon started off with a bang and has showed no signs of slowing. Lindsey Burnham travelled to Philadelphia from Corporate for their opening and reported a smashing success. In their first two days of business they saw over 200 people and sold over 50 Memberships! It

has been wonderful to see the initial excitement carry through season. As a new salon, Roxborough offers the new pricing structure and it is reassuring to see this kind of success along with the success of others who have introduced Memberships into their salons. Their guests have voiced appreciation for the stunning look and feel of the salon along with the service provided by Lana, her daughter and the rest of the Roxborough staff.

It is wonderful to have entered a new state and market and experienced such success. Roxborough – it is time to run the steps of the Museum of Art in Philadelphia and shout from the top of your lungs, "Yo Adrian, we did it!"

