



## 2022 Business of the Year Nomination

### Business Name

Dana's Day Spa

### Briefly describe the history of growth and/or job creation by the business.

After 15 years in business, Dana's Day Spa was going about business the old-fashioned way – using a paper calendar, and scheduling appointments one phone call, text message and e-mail at a time. Everything seemed to be going just fine until the pandemic began.

During the COVID-19 pandemic, the beauty industry took a huge hit. Government shutdowns and regulatory restrictions lasted 5 ½ months. However, the financial toll of the pandemic continued well beyond the shut-down as many clients elected to replace professional spa services with more affordable and socially distanced at-home self-care options.

To most the situation would have looked grim, but Dana's response to this should inspire any business owner. Dana chose to use this down time to improve her business by streamlining processes and creating new sources of revenue. A new line of high quality retail products was made available for purchase at Dana's Day Spa, allowing clients to maintain self-care at home while increasing business revenue. Additionally, Dana's clients are now able to book their own appointments via her newly updated website, and once their service is booked, they receive automated reminders to help reduce the no-show rate. These features have allowed Dana to implement a 100% fee for no shows, insuring she is fairly compensated for her time regardless of whether a client shows for their appointment. Dana's clients are also now able to purchase E-gift cards online via her website.

All these things have added to the company's revenue, allowing the spa to experience record sales while enjoying operational efficiency. With more time on her hands, Dana has been able to hire a digital marketing intern and has enjoyed the benefits of an increased online presence and has now turned her attention to restructuring her business. In the near future, this sole proprietor will be the proud owner of an LLC. While additional challenges are all but promised, Dana's Day Spa is sitting pretty and now more equipped than ever to thrive in uncertain times.

### Please list awards, achievements or special recognition received by the business.

Dana's Day Spa has been voted one of the Best Day Spa in DeKalb County for over a decade. Dana has extensive education in the beauty industry since she is a state board licensed massage therapist, licensed esthetician, licensed nail technician, certified sugar hair removal technician, and certified personal trainer. With these state board licensing comes continuing education classes of 72 hours every other year to maintain the best possible knowledge and safety for all her clients. Ms. Baars is also a proud graduate of the DeKalb Leadership Academy.



### **Briefly describe how this business has gained the respect of customers and employees.**

Dana's Day Spa has always been a private one-on-one day spa offering that special attention to detail for each and every client while providing a very relaxing and quiet atmosphere. With Dana's extensive knowledge of the industry, she takes the time to educate her clients on their needs. During the entire pandemic Dana has followed all the health and safety guidelines for the safety of her clients. The business goes above and beyond with sanitation providing disposable pedicure liners, brand new files for all clients, disposable foot files, organic and natural products as much as possible to provide the best quality for the clients. The waxing service is the top-of-the-line comfort for each client with sensitive skin.

A client's quote, "It's more than just the services I get from Dana, she listens to each of her clients with what their needs are for that day. Words of encouragement are given, self-confidence, self-esteem and strength are given while getting their self-care."

### **Describe how this business has been involved in the community.**

Dana is an active member of the DeKalb Chamber, DeKalb Chamber Referral Group, and DeKalb Chamber Gather. She is a huge supporter of CASA DeKalb County where she was an event committee board member for 50 Men Who Cook and participating in their Whiskey, Wine, and Cheese event this year. Dana's Day Spa is very involved in the community with always donating many gift cards and spa baskets for nonprofit organizations and fundraising events.

Dana's Day Spa has a strong presence in the NIU community including Campus Meets Community, NIU Pink, and College of Business.

"Dana's Day Spa partnered with my business consulting class giving my students the opportunity for hands-on evaluation of business operations. Students developed business strategies and presented recommendations, further developing skills coveted by future employers. Thank you, Ms. Baars, for helping build tomorrow's workforce through your partnership with NIU's College of Business and my Business in Action class." - Anissa Kuhar, MBA and NIU COB Instructor.

Dana's Day Spa has partnered with the NIU College of Business to offer students opportunities to learn business by doing business. Since spring 2020 Dana's Day Spa has engaged over 100 NIU Business students on projects that have improved Spa marketing, information systems, and operations. "The Spa is currently working with an NIU Digital Marketing student offering valuable social media management experience. This win-win partnership with the NIU College of Business has been extremely rewarding." - Amy Buhrow.

Dana has a daughter that attends St. Mary School in DeKalb where she volunteers many hours for their school functions as well as donating items to raise money for the school. She was also extremely proud to volunteer all weekend for the DeKalb Corn Fest. For Small Business Saturday, Dana invited many other women in business to join her at the spa to host an event to help gain recognition for them as well as introducing them to her clients.

Dana enjoys participating in the community as a volunteer and fundraising for wonderful organizations. She believes the community is very supportive and loves to give back to the community.