

You read their posts every day on TanToday.com, but how well do you really know the moderators? Read on for a glimpse of the person behind the screen name.



Name Sheri Hensley

Screen Name Sheri

Occupation Tanning salon owner and mother of two

Location Oxford, Miss.

Length of time in the indoor tanning industry 13 years

How did you get involved with indoor tanning? My mom died in a car accident when I was 18 years old and it quickly was time for me to grow up. I had always loved tanning and a salon had just opened near me with a new Ultrabronz bed. It took me three weeks to get an appointment to try the bed; after that, I decided owning a salon was what I wanted to do for a career. I took some trust money and headed to the tanning convention in Nashville where I purchased five beds. We have been in business 13 years and have owned eight salons. I now own one salon—I sold seven of the Memphis salons in 2006 to a local chain—and I am loving life. I think my mom would be very proud of my choices.

Favorite non-tanning Web site? MySpace and Facebook. Having two kids makes it hard to keep in touch with old friends, and these sites help.

Favorite beverage after a long day on TT? Smirnoff Triple Black or a red-headed slut shot.

Favorite movie/TV show? My favorite movie is Wedding Crashers with Vince Vaughn and Owen Wilson. My favorite TV show is Big Brother.

Favorite TT thread or forum? I have two favorite forums—Salon Discussion and Lotion Talk.

Best advice for an industry newcomer? Hold onto the money you make during busy season for your slow times. Don't be fooled, there is a JASON for most salons.

Best advice for an industry veteran? The best advice I can give is to reinvest your money back into your salon. You need to keep the salon updated because people always are looking for the hottest thing going.

Your claim to fame? My husband Mic and I were the first area developers for Mystic Tan and had the first unit outside of Texas. Mystic Tan did really well for us, and we received a lot of coverage as a result. Once, the Dallas Cowboys cheerleaders picked us up from our salon in Cowboys owner Jerry Jones' bus and drove us to an interview on the ABC morning show. Afterward, we went to Graceland with them, and then they came to our salon, signed autographs and posed for pictures for four hours.