

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



Name Brian Oshman

Screen Name Brian Oshman

Occupation Technician/Distributor

Location Stewartsville, N.J.

Length of time in the indoor tanning industry 17 years

How did you get involved with indoor tanning? I had another service business and was hired by Andy Huston of Sontegra. During a conversation, Andy mentioned that he sold tanning beds and needed some help with sales and service. I filled him in on my background and started working with Sontegra part-time; from there, it just turned into a full-time position that lasted for eight years, after which I moved on to form The Sun Doctor.

Favorite non-tanning Web site? There are other Web sites?

Favorite beverage after a long day on TT? Mmmmmm, beer!

Favorite movie/TV show? I like to watch shows that I can learn from.

Favorite TT thread or forum? I would have to say, "Do you want to open a salon?" is one of my favorite threads. Not because I posted it, but because of all of the controversy that it contains and all of the great ideas it incorporates. This one thread really presents a foundation on which a newcomer can base his or her decision about opening a tanning salon. It provides them the opportunity to really look at what they are contemplating getting into and what it can actually cost to get a successful salon off the ground.

Your recipe for success? My recipe for success is honesty, integrity and reliability, as well as providing the best customer service and keeping my finger on the pulse of the industry. You have to adapt to the constant changes that take place over the years. You must remain dynamic in this industry to survive.