

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 James Plummer

Screen Name Natureboy

Occupation Owner of three salons

Location Regina, Saskatchewan, Canada

Length of time in the indoor tanning industry Nine years

How did you get involved in indoor tanning? I wanted a salon with better technology, so I decided to open my own.

Favorite non-tanning-related Web site? Facebook

Favorite beverage after a long day on TT? Molson "Pilsner" beer

Favorite movie/TV show? My favorite movie is "American History X;" my favorite show is "The Sopranos."

Favorite TT thread or forum? My favorite forum is the "High-Pressure" forum.

Best advice for an industry newcomer? Go big or don't do it all. Also, spend at least six weeks reading TanToday posts before deciding to open your salon.

Best advice for an industry veteran? Never become complacent—if you do, you're finished.

Your recipe for success? Investing in new high-pressure equipment; offering point-packages only; not offering EFT or unlimited pricing; charging for eyewear; not offering free tans; charging what the services are worth.