

THE MOD SQUAD

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 Frankie Burrell

Screen Name Frankie

Occupation Owner of Silver Sun Tan USA chain and the Southeast sales representative for MR International.

Location Athens, Ga. (Home of the Georgia Bulldogs!)

Length of time in the indoor tanning industry? 21 years. (Too long.☺)

How did you get involved with indoor tanning? I was working as a telephone operator when my mom and dad were in an automobile accident. I took a leave of absence for three months, so that I could take care of my parents while they recuperated. During that time, I opened a salon with one tanning bed and six toning tables. The following year, I added another bed and more fitness equipment. The year after that, I purchased a seven-bed salon. Since then, I've kept growing—I now own six salons. It has been a long, uphill climb and I have had fun—but I am getting tired. It's time to enjoy life a little more and spend time with my family.

When I'm not on TT, I'm on Facebook and MySpace. These sites are my favorites because they make it easy to reach out to old friends—and make new ones!

Favorite beverage after a long day on TT? A bottle of H₂O vitamin water. And, when I just want to lay back and relax, a red-headed slut will do the trick.

Favorite movie/TV show? I love to watch all the movies on Lifetime Movie Network and every year I watch American Idol.

Favorite TT thread or forum? I have two faves: the Lotion Forum and the Moderator's Den.

Best advice for an industry newcomer? Don't ever give up on your dreams. Work hard to be the best you can be. Your customers are your most important asset to your business—treat them as such.

Best advice for an industry veteran? Keep building your business and stay up-to-date regarding the latest technology. Always remember: If you don't take care of your customers, someone else will. Keep an open mind and don't be afraid of changes. Be honest and show integrity in everything you do.

Your recipe for success? I don't really have a recipe, so to speak. I just work very hard every day to be the best I can be.