

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 Susan Hall-Sammons

Screen Name Soo

Occupation Salon Owner

Location Jensen Beach, Fla.

Length of time in the indoor tanning industry 2003 was the start of it all.

How did you get involved with indoor tanning? My salon used to be a video store.

When the video-rental business began slowing down, I thought, "Hmm—why not add tanning?"

When I'm not on TT, I'm on : www.theinterviewwithgod.com

Favorite beverage after a long day on TT? O'Douls

Favorite movie? Top Gun

Favorite TT thread or forum? The Gold Mine

Best advice for an industry newcomer? You had enough brains to get your store off of the ground, so, trust yourself. You have more ideas than you think you do!

Best advice for an industry veteran? Keep reinventing your salon.

Recipe for success? Believe that every person who crosses your path is a potential customer. And, when dealing with customers, be sure to encourage them to buy with a big smile on your face ... how can someone say no?!