

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 Kathe Ray

Screen Name Kathe

Occupation Tanning salon owner since 1994; RVP/independent consultant with Arbonne International since 1997; mother of six (ages 8 to 27) and soon-to-be grandma (expecting first grandchild in June)

Location Southeastern Michigan

Length of time in the indoor tanning industry My husband, Tom, and I opened our first salon 15 years ago.

How did you get involved with indoor tanning? I have been an avid indoor tanner since the mid-80s, but became frustrated with the salons around me being dirty and uncared for. So, I decided that, if those salons can make money doing it that badly, then I knew I could do better. I talked to my husband and, after going over some figures, we decided to go ahead with it.

Favorite non-tanning Web site? I like anything Bible-related. Currently, I spend time at www.elliskolfield.com. He is a good end-times teacher—I love learning about Bible prophecy and where we are in God's timeline.

Favorite TT thread or forum? That's a no-brainer: the skincare forum. I love helping people understand that skin is our business and, the more we teach our customers to take care of their skin, the more loyal they will be to us. My favorite saying is: You can have your tan and great, young-looking skin, too. Specifically, the thread on mineral oil is excellent.

Best advice for an industry newcomer? Read the hundreds of posts on TanToday. If the site had been around when we opened our first salon, the knowledge it contains would have saved us thousands of dollars.

Best advice for industry veteran? Don't be stubborn about change and growth—keep mixing things up so that you and your salon stay fresh. For a long time, I wouldn't bring anything into my salon other than tanning. But, in the past few years, we've branched out and incorporated skincare and the Formostar, as well as other services and products. It's really made a difference in our profits and I wish I wouldn't have been so stubborn in the beginning.