

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 Dean Mandos

Screen Name Din

Occupation Tanning salon owner / Marketing company owner

Location Toronto, Ontario, Canada

Length of time in the indoor tanning industry 9 years

How did you get involved with indoor tanning? I got into the tanning industry through a friend; I was helping him generate some ideas for his salon. That friend is now my business partner.

Where do you think the industry is headed? I see the industry becoming stronger ... as long as we all work together and continue to educate our customers about tanning indoors.

Favorite non-tanning Web site? www.ChronosMarketing.com

Favorite beverage after a long day on TT? Tim Hortons Ice Cap

Favorite movie? The Usual Suspects

Favorite TT thread or forum? "Tried Din's Trick" (Not because it was my idea, but because it's great to see many people implement a new strategy someone shared on TanToday and be successful with it. That's what TanToday.com is all about.)

Best advice for an industry newcomer? When you think you've researched everything there is to know about owning a salon, think again ... you haven't even begun. I suggest that everyone who is entering the industry read every single thread on TanToday.com they can—and once they've done that, they should do it again! And remember, the only dumb questions are the ones not asked.

Best advice for an industry veteran? You have to keep it fresh if you want to remain successful. Don't be narrow-minded. Newbies can knock you off the block if you aren't keeping your business up-to-date with what's new out there. If you want to stay on top, you must be one step ahead at all times.

Your recipe for success? When it comes to business, you have to think with your head. If you think with your heart, it will hold you back.