

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 Shane Robichaux

Screen Name Shane

Occupation Tanning salon owner and real estate agent

Location Houma, La. (Hurricane Alley)

Length of time in the indoor tanning industry? 8 years

How did you get involved in indoor tanning? I worked on my family's sugarcane farm before I was a tanning salon owner. Then I was in a bad car accident and had back surgery that limited what type of work I could do. My cousin owned a tanning salon a couple of hours away, so I took a ride up to New Orleans to check it out. Then I decided to open my own salon; eight years later, here I am. We now have 15 units with five levels from base beds to VHRs to high-pressure as well as sunless. I also have a side business repairing Mystic Tan "mystic meters."

Favorite non-tanning Web site? www.saintsreport.com GO SAINTS!

Favorite beverage after a long day on TT? Red Bull and Grey Goose.

Favorite movie? It's a tie between Major League and Rounders.

Favorite TT thread or forum? My fave thread is "Leaving Piles of Money on the Table." My favorite forum is "Salon Discussion" because it's full of great topics.

Best advice for an industry newcomer? That is a no-brainer ... RESEARCH, RESEARCH, RESEARCH and LOCATION, LOCATION, LOCATION. So many newbies are coming into this industry and not taking the time to conduct the research needed to succeed as a professional tanning salon owner. Location is another major factor—the correct location will make or break most salons in the long run. You have to be convenient for your clients.

Best advice for industry veteran? Don't be afraid of change. You will not succeed if you don't stay up with the times. Also, don't be afraid of other salon owners—networking is critical. Being able to bounce ideas off of some of the smartest people in the industry—people who have "been there, done that"—is invaluable.

Your recipe for success? Work smart ... NOT hard!!! Another of my favorites is "Laissez les bon temps rouler" (let the good times roll).