

THIS INDUSTRY **LOVES** DOGS!

The tanning industry continues to step up and rescue unfortunate animals from owners who did NOT deserve them.

In my April column, I featured the stories of three members of the tanning community who personally took in abused dogs. This month, I'd like to feature Heartland Tanning – a leading industry distributor and saviors of two abandoned Pit Bulls. I'd also like to give a huge shout-out to Keli Miller, owner of Solar Tans salon in Greenville, SC who masterminded a fundraising auction to benefit abused animals ... and raised \$30,000! Keli, you are an inspiration to us all!

In addition to running **Solar Tans**, an upscale, six-bed tanning salon, **Keli Miller** has been very involved in fundraising for animal rescue in her city for six years. She supports two local groups, Pawsitive Effects, which rescues chained animals, and “KAT (Kitten Action Team) that neuters feral cats. This year, she decided to host a bachelor/bachelorette auction to raise more money. She arranged to have almost everything donated for the event, held it at a classy venue, had all the bachelors and bachelorettes professionally photographed for media promotion, got TV coverage very early, and raised \$30,000! Several local professionals volunteered to be “auctioned”, including two doctors and an attorney. While the highest bid for a bachelor was an impressive \$800, three of the bachelorettes received \$2,000 bids!



Keli Miller & Marti

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“My customers were a huge help in donating high-end posters, ads on five radio stations, and South Carolina Lieutenant Governor Andre Bauer appeared on TV with me three times to endorse our event! Even in a horrible ice storm, we had 400 attendees. It was such a success, we’re going to repeat it next year!” exclaimed Keli.

Solar Tans really demonstrates how doing the right thing – helping your community in some way that you are passionate about – can lead to increased business for you! “In several TV interviews and on the radio, the hosts recommended that the audience come to my salon,” says Keli. “I’m now known as ‘Keli from Solar Tans’, so anything with my name on it has to be done to a really high level.”

If you’re doing the RIGHT THING at your salon and would like to be featured in a future column, drop a note to Brenda@EyePro.net. ■



Outside Atlanta in McDonough, GA, **Heartland Tanning** has their Southeast Distribution Center. One day in November, two homeless, starving dogs showed up at the warehouse. The entire team adopted the dogs and named them Bonnie and Clyde. “It’s been a team effort,” reports John Fromme, Sales Manager. “Our vice-president, Mike Kramer, heads up their care, but everyone has pitched in and really loves these dogs. Since their owners couldn’t be found and they are too much for any one person to have in their home, Executive Vice President Brad Henson gave us his blessing and said the dogs could live at the office!”



Bonnie & Clyde



Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.



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