



THE RISING STARS

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SIMONSON'S SALON & SPA

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As Simonson’s Salon & Spa approaches their 32nd year in business, this flourishing beauty enterprise with metro locations in Maple Grove, Plymouth and Coon Rapids has much to reflect upon and celebrate. This award-winning salon and spa has made a comprehensive menu of hair, face, body and nail services and products available to women and men since 1983. To Twin Citians, the Simonson’s name represents a commitment to create and deliver an experience of perpetual renewal. Not surprisingly, their longevity is attributable in large part to the nearly 200 remarkable team members they employ.

Simonson’s agrees that they have many “stars” within their organization and have chosen to identify one “Rising Star” from each department. These Rising Stars represent technicians and support personnel who have less than three

years tenure, are genuine, energetic and reliable, and stay true to the world-class service the company has long been known for.

Rising Star **Miranda Brown** is a proud 3S Manager at the Coon Rapids location. “I love this industry and I have been working in it for over 15 years,” she shared. “I’ve had every job one could possibly have within this industry including receptionist, aesthetician, cosmetologist/nail tech, educator, independent business owner and now salon manager. I love going to work and enjoying the relationships that you develop with not only your team members, but the clients as well. What continues to inspire me is knowing that I’m part of an industry that helps women look and feel better about themselves. It’s rewarding to see how much someone’s countenance changes when they walk out the door.”

Melisa Hasselius has been a stylist at Simonson’s Coon Rapids location since 2012. Her



multiple areas of expertise include blowouts, trend coloring and cutting, cosmetic/makeup applications, men's hair and more. "Fashion and style have always been a passion of mine," Melissa revealed. "For me it's not only about how the guest looks, but how they feel about themselves. My favorite part about being a stylist is making a client look amazing and then watch them leave feeling renewed."

Ashley Lease is a nail technician at the Plymouth location and has been a team member since 2012. Ashley specializes in diabetic pedicures, nail art and shellac. "My creativity and attention to detail are the two main things I bring to Simonson's Salon & Spa," Ashley noted. "I love getting creative with nail designs by adding that special touch to my client's nails. My favorite part of my

job is making the client feel good about their nails after their services. I believe it's always important that our guests leave happy and 100 percent satisfied."

Jenni Puumala is a guest services representative (GSR) and a GSR Educator at the Maple Grove location. A team member since 2013, Jenni enjoys coaching and identifying ways the Simonson's team can work together to be successful. "Teamwork is the key! 'The whole is greater than the sum of its parts' is a common saying that can illustrate the benefits of teamwork," she affirmed. "Each member of our team specializes in a certain area and contributes something unique to the Simonson's experience. When these individual strengths are identified and brought together in synergy, the results are exceptional."

Seanna Crosby has been a massage therapist at the Maple Grove location since 2014. Seanna brings an enthusiasm for helping guests feel better through her skills with relaxation, deep tissue, hot stone and pregnancy massage. "My passion is to get to the bottom of my client's concerns. I love catering to the needs of each individual client and listening carefully to what outcome they would like from their massage. My favorite part of my job is making connections and hearing how happy people are and feel when they get out of a massage or spa treatment. It's the best feeling to see what we call 'massage face!'"

Vivien Rommes is an aesthetician at Simonson's Plymouth location. A team member since 2014, Vivien's areas of expertise include anti-aging treatments and facial massage. Vivien also holds advanced certifications in skin biology and peels, nutrition and skin health, facial massage and hydrafacial. "I have advanced training in facials, massage and more than 25 skincare lines," she confirmed. "If I were to give any advice to anyone toying with the idea of some 'me time,' I would encourage them to carve out time for themselves. I know it is always a challenge to find that time, but relaxation improves immune function, productivity, mood and overall well-being."

"Stellar staff is part of our brand promise to clients," chief executive officer and founder Kyle Simonson summed up. "It's our team that brings our brand to life. For those who are in search of a truly rewarding salon and spa experience in the Twin Cities area, we would be honored to have them as our guest!" **HLM**

For more information on Simonson's Salon and Spa, visit them on the web at simonsons.com or on Facebook, [facebook.com/Simonsons](https://www.facebook.com/Simonsons).

