

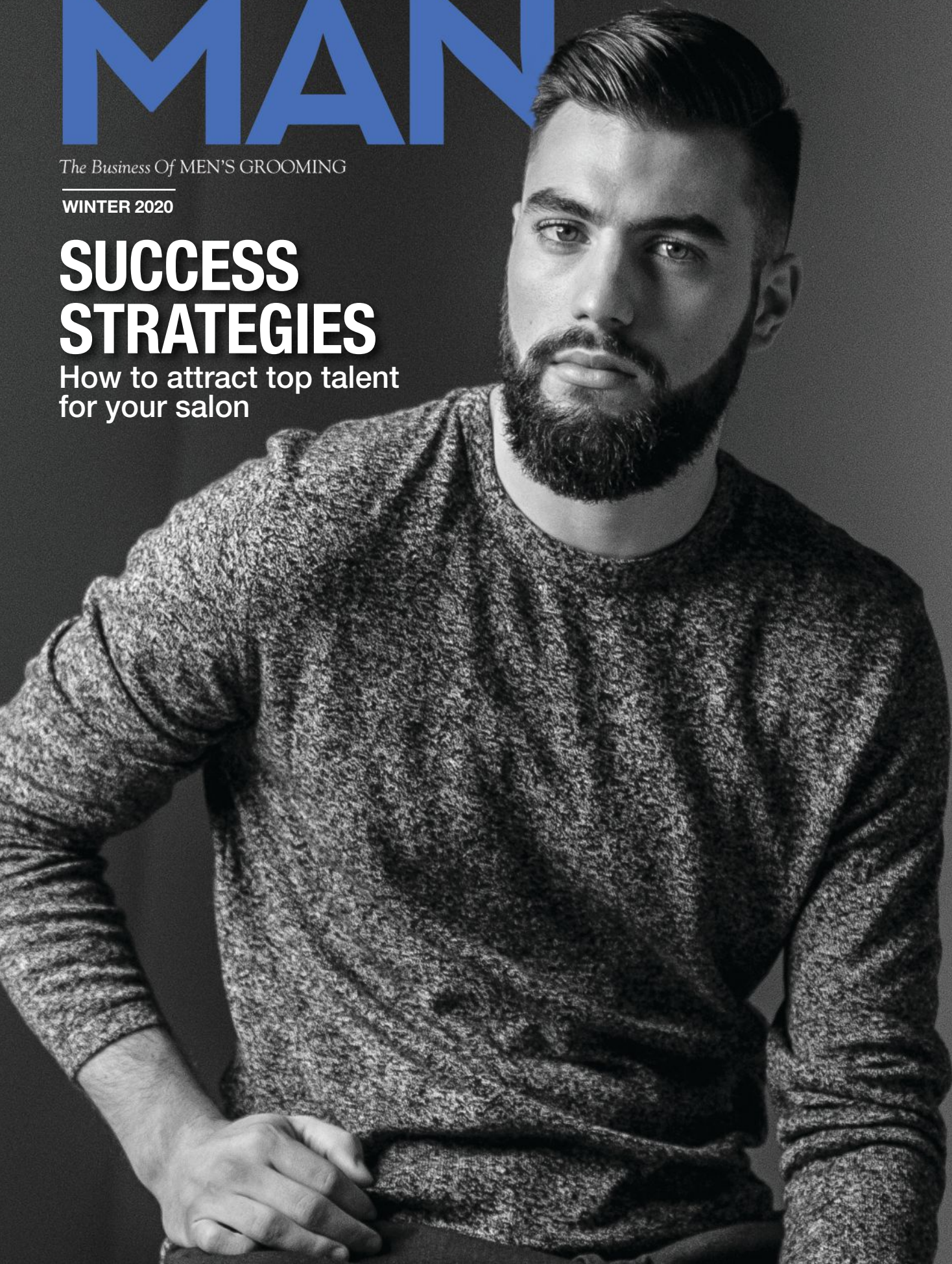
MAN

The Business Of MEN'S GROOMING

WINTER 2020

SUCCESS STRATEGIES

How to attract top talent
for your salon



KNOW NO BOUNDARIES

Making magic: Manny Rolon styles the "Trend" system by American Hairlines | © 2020 HairUWear Inc.

"If you're not providing hair replacement services for your clients with hair loss, you're missing out on a huge opportunity." - Manny Rolon



BEFORE

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MAN

WINTER 2020

RIGHT NOW

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➤ **On the Cover:** Nirvel Professional Team

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STYLE FOR THE EVERY MAN

The Nirvel Professional team shares how they achieved the wearable look featured on this issue's cover.



Our cover look!

Step 1: Wash hair with Nirvel Professional Royal Jelly Shampoo.

Step 2: Cut hair at the nape and sides in vertical motions, in increasing lengths. Make the upper layers proportional and longer.

Step 3: Style with Molding Pomade by Nirvel MEN.

Step 4: Wash the beard with Barber Shampoo by Nirvel MEN.

Step 5: Cut the beard evenly and style with Barber Wax by Nirvel MEN.

Step 6: Finish by administering Barber Parfum by Nirvel MEN onto the face.

@nirvelprofessional_official

NIRVEL PROFESSIONAL TEAM

MAN

The Business Of MEN'S GROOMING

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Tori Gill

WELCOME TO THE TEAM

Tori Gill has joined the Andis international barbering and beauty education team. The Scottish native began her career as a hairdresser at age 15, and has since twice been named Apprentice of the Year at Cheynes Hairdressing in Edinburgh, taken home a first place award in a U.K.-wide photographic competition, and been named Australian Men's Hairdresser of the Year at the Australian Hair and Fashion Awards. Now, Gill will apply her award-winning expertise in men's grooming as an Andis international educator. "Gill is an accomplished and dedicated men's grooming expert, and we're excited to add her to the Andis global education team," says Bruce Bock, senior manager of corporate communications. "Her creative work is among the best in the industry, and she'll be a tremendous asset to our already strong team as we train hair professionals around the globe to master their clipper techniques."

—Ashley Rosario



Gordon Logan cuts the ribbon at the Logan Family Cosmetology Lab with family and students.

HIT THE BOOKS

Class is in session! On September 19, 2019, Sport Clips opened the Logan Family Cosmetology Lab at East View High School in Georgetown, Texas. Sport Clips donated \$50,000 in equipment and supplies, including barber chairs and wash stations, to the new space named after Sport Clips founder and CEO Gordon Logan. The facility will help students in Williamson County reach the 1,000 hours required to receive a cosmetology license by working on mannequins and offering cuts to the public. "High school cosmetology programs equip young people to start well-paying, professional careers debt-free, right after graduation," says Logan. "These jobs can be a long-term career or a flexible option if graduates intend to practice cosmetology part time to help pay for college or while caring for family."



EXPOSED

JASON HALL SHOWCASES CLASSIC MEN'S STYLES WITH A TEXTURE TWIST IN THE EXPOSED COLLECTION.

Inspiration: "Our team was inspired by old black-and-white *Vogue* covers, but our main goal was to expose our collective skills and the models' natural beauty," explains Hall. "To achieve the looks, nearly all the models' hair was prepped using L'Oréal Professionnel Tecni.Art Pli Spray and Liss Control and topped off by combing in Super Dust Volume & Texture Powder and Fix Polish."



LET'S CHAT

Andrew Carruthers, education director for Sam Villa, interviews Mikey Denton, owner of Brick and Mortar Grooming and Supply barbershop in Portland, Oregon, who dishes about social media, continuing education and current hair trends.

Andrew Carruthers: What's happening in the men's market right now?

Mikey Denton: From 2011 to 2012 there was a real old school vibe...an "Inglourious Basterds" high and tight look; then it went to a "Mad Men"-inspired polished style; and now we're seeing a mix of looks, a lot of them longer styles. And guys are paying more, expecting more and even blow-drying their own hair. Men still like close cuts, but many don't want the clipper shelf effect. Those who were requesting fades now want textured, longer elements that they can tuck behind their ears. They're asking for more external length—some to the shoulder, with movement and body—but still masculine-looking.

AC: How has the men's market benefited from social media?

MD: Guests are more specific [about what they want] due to social media. Clients follow me to see my work and to see me explain how to achieve the looks. They can find exactly what style they're looking for on social and request ½ guard on sides, razor- or point-cutting the top...they actually understand and ask for it!

AC: Do you feel that there's a crossover of barbers inspiring stylists to get creative with clippers, and for barbers to be more proficient with shears?

MD: It used to be that if you worked at a salon you weren't allowed to use clippers, and on the flip side, barbers only used clippers and guards. I was trained on both, so when I went from working in a salon to a barbershop, my coworkers made fun of me for my point-cutting and razor work, but I let it roll off because I was doing more dynamic work because of it. But last year there was a big push for both stylists and barbers to get more educated on different tools. Now, a lot of barbers are attending workshops on sectioning and shear work because there's been a shift toward precision-cutting with shears among barbers, and they're having to work with more clean, thin sections, and advanced shear techniques like slide-cutting.

AC: Is there an ideal shear for barbers?

MD: There are so many options! Like finding the right shoe size, it's a personal thing—you just have to find your best fit. Many would say a 7-inch shear, but that can be too long for the top of the head. I usually suggest an all-around 6 or 6½-inch shear that can be used on wet or dry hair, so it's good for scissor-over-comb and the top of the head.

Mikey Denton



AC: How do you suggest barbers stay educated?

MD: It's easy to find online educational platforms: Sam Villa's education platform is great. And you can find anything on YouTube—monthly subscriptions for haircuts and even live education; there's no reason not to watch and learn!

When I first started working at a barbershop, I took a class from Sam Villa on braiding. I have no idea why I signed up, but I did. When the class broke for lunch, I stayed to practice. Sam came over and noticed that I was struggling with the braiding technique. He asked where I was from, and when I responded "a barbershop," he asked why I was in his class. At that point I realized that I was there to learn something new—anything new. I was such a fan of his that I wanted to learn from him. Curiosity and the willingness to challenge yourself is what makes you better.

AC: Do you find that men are interested in the overall salon experience?

MD: It's all about the experience! You have to be prepared for anything nowadays because most clients don't just care about the end result; they want a professional guiding the way.

I have a pretty regimented consultation process and booking strategy, but I always take the time to explain what I'm doing and which products I'm using. It's a soft pitch, and at checkout, before you can even suggest retail to clients, they're asking you again about what you did and they're putting it on the counter. Don't ask your guests about what products they use. You paid a lot of money for a license, so you should make the call on what they need!

A client once said, "Mikey, I love what you do in the beginning and end; it makes the service worth it—the haircut is just the bonus!" It really is all about the experience...and that's something Amazon and online platforms can't take away.

PERFECT PARTNERS



BRONNER BROS.
INTERNATIONAL BEAUTY SHOW

+ NAILPRO

Bronner Bros. International Beauty Show (BB) and *NAILPRO* magazine are joining forces February 8-10 for the 73rd BB show in Atlanta. With the new partnership, the show introduces two nail competitions, a nail tech panel, education classes and a nail pavilion where more than 60 nail brands will have booths to showcase new and innovative products. "As a family owned company, we have an important role to play in supporting the multicultural beauty industry—from hair and nails, to makeup, fashion and beyond," says James Bronner, senior vice president of operations of Bronner Bros. Beauty Show. "We admire *NAILPRO*'s creativity and vision, which makes them the ideal partner to deliver an exciting new experience for our loyal show attendees. Together, we will help beauty professionals take their craft to the next level while also empowering the next generation of aspiring nail techs." Visit bronnerbros.com to register.



Five Reasons to Use Natural Products

Your skin is your body's largest organ, so it's important to treat it right, and that includes using natural products for your face and body. Why? Here are five key reasons:

1 To reduce irritation and dehydration. Many skincare products contain harsh chemicals that can lead to dryness, redness, dullness and even premature aging. Lucky Tiger formulates its premium paraben-free, gentlemen's skin and body products with the purest essential oils and natural botanicals. And they've been doing it for more than 80 years.

2 Natural products are time-tested. There is an abundance of tried-and-true plant sources capable of cleansing, clearing, tightening and brightening skin. For instance, Lucky Tiger's aloe- and jojoba-rich Premium Men's Face Wash and its hibiscus, honey and green tea-fortified Premium Exfoliating Face Scrub draw from the properties of these natural ingredients.

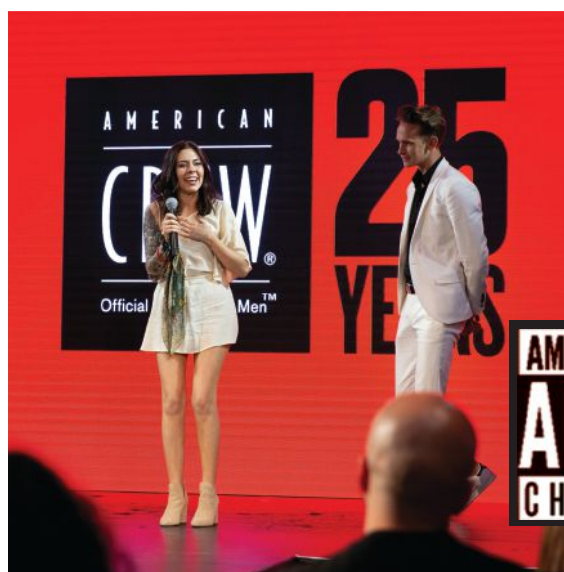
3 You don't need a dictionary to understand what's in them. There's nothing healing about a product whose ingredient label you can't even pronounce. Instead, you can nourish your skin with Lucky Tiger Head to Tail Shampoo and Body Wash, made with pure peppermint, olive and coconut oils, and antioxidant-rich rosemary extract. Even the Head to Tail Deodorant & Body Spray contains essential oils from botanicals like vetiver, rosewood and spearmint.

4 Unnatural products can cause breakouts! The chemical agents used in largely synthetic skincare lines might attract dirt and free radicals to skin, resulting in blemishes and early signs of aging. Lucky Tiger Head to Tail Acne & Blemish Soap delivers soothing aloe vera and healing sulfur to help gently clear up acne and prevent future breakouts.

5 Going natural can be easy on the wallet! With high quality natural ingredients, less product is needed. And, not all good-for-you products have to break the bank. Lucky Tiger skin- and bodycare products deliver premium quality without a premium price, plus free shipping on orders over \$75.

Natural grooming products are in fashion for a reason—or five! For more information, visit www.getluckytiger.com or call 1-800-222-8160.

MAN
ON TAP



Last year's American Crew All-Star Challenge winners Emma Jankowski and Blade Pullman



STARS ALIGN

Calling all stylists! American Crew is now accepting submissions for its annual All-Star Challenge, where top stylists and barbers from around the world come together to compete. The prize? This year, not one, but five winners will receive the top prize including a \$5,000 monetary award and an all-expenses paid trip to Los Angeles to participate in an editorial photo shoot alongside American Crew founder David Raccuglia. "Year after year, I'm honored to be a part of the All-Star Challenge and to give talented stylists and groomers around the world the opportunity to present their skills on a global platform," says Raccuglia. "We hope this competition continues to support and inspire the men's barbering community worldwide." Submissions are open through March 1st: Visit americancrew.com for more information.

NEW ADDITION

Milciades "Manny" Rolon has joined American Hairlines as its newest brand ambassador. Rolon, owner of salons Silver Vine Room in New Jersey and My Darling Ivy in New York City, will combine his passion for haircutting and experience as an educator to demonstrate the nonsurgical hair replacement products. "We're thrilled to have Manny on the team," says Michael Ferrara, chief marketing officer at American Hairlines' parent company HairUWear.

"There isn't anyone in the professional beauty industry today with the talent and creativity to better demonstrate American Hairlines' quality hair and versatility than Manny." As for Rolon, he's looking forward to helping stylists tap the hair loss market. "The reality is that a good portion of the population is losing their hair," he says. "Since there's no secret potion to grow hair, stylists should equip themselves with information and techniques to better service these clients."



Manny Rolon



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2. Liquid Cream Shave
3. After Shave & Face Tonic
4. Face Moisturizer

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MUST-HAVES

by Sarah Reyes



Johnny B. Juniors Shampoo, Conditioner, Detangler, Pomade and Gel boast all-new gentle formulas designed for kids. (Shown: Gel) @johnnybhaircare



Truefitt & Hill Apsley Shaving Cream features a glycerin-based formula that allows for a close and comfortable shave, as well as an aromatic fragrance containing notes of vetiver, grapefruit, pepper, cedar wood, patchouli and musk. @truefittandhill.usa

American Crew 2 in 1 Skin Moisturizer & Beard Conditioner is a lightweight formula that softens and conditions beard hair while moisturizing the skin beneath. @americancrew



Bosley Professional Strength Bos•Renew Rejuvenating Scalp Scrub utilizes bamboo, charcoal, rosemary leaf extract and shea butter to cleanse, moisturize and improve scalp health. @bosleypro

Lucky Tiger Liquid Cream Shave boasts a rich creamy lather that soothes and moisturizes skin while reducing razor burns. @luckytigershaving



Finipil 4 Men Only Professionals Choice Antiseptic Cream nixes 99.99 percent of bacteria that can be agitated during the hair removal process while staving off follicle infection. @nufreefinipil

Nirvel Professional MEN Age Defender is formulated with antioxidants, oak extract and Japanese cryptomeria sprouts to stave off signs of aging. @nirvelprofessional_official



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by Sarah Reyes

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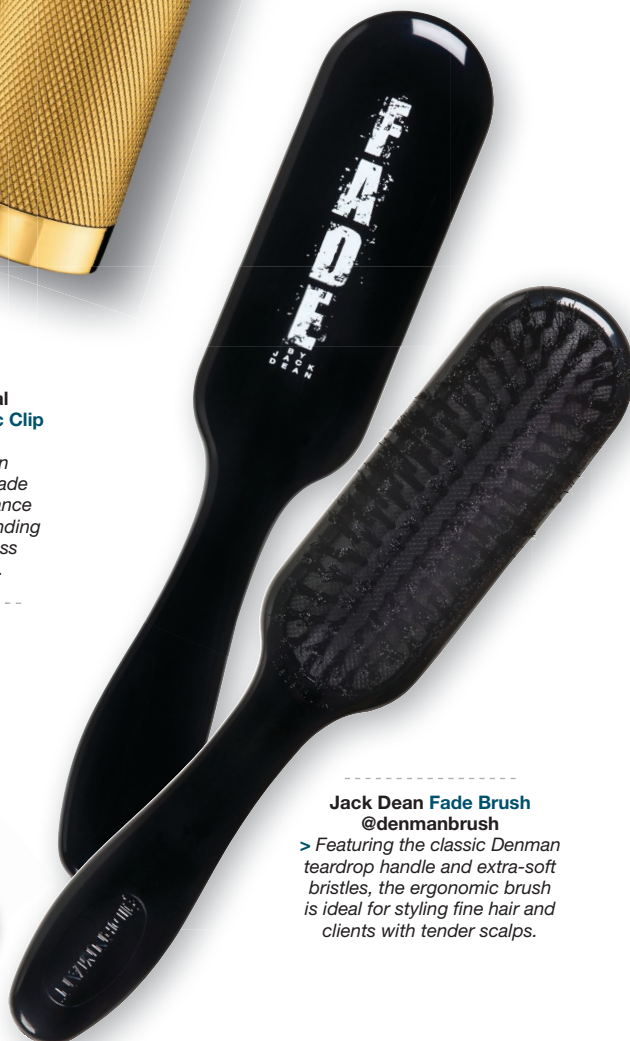
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> The high-precision stagger-tooth 2161 blade boasts sharp performance for easy fading and blending with cord and cordless cutting capabilities.



Jack Dean Fade Brush
@denmanbrush

> Featuring the classic Denman teardrop handle and extra-soft bristles, the ergonomic brush is ideal for styling fine hair and clients with tender scalps.

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- Instantly cools and soothes the skin
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- Helps prevent ingrown hairs and sebaceous cysts
- Is effective after shaving, waxing and electric hair removal
- Has been dermatologist and scientifically researched, tested, and approved

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Listen to authoritative scientific testing, not marketing tactics of others. Finipil is an incredible germ and fungus killer, moisturizer and sanitizer. It soothes skin irritations, blemishes, rashes, calms itching and cools sunburn! Can even be used as a deodorant and in place of alcohol based hand sanitizers! Professionals call it a "must-have" lotion!

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ON THE CLOCK

Time (and convenience) is of the essence! Enter these multiuse grooming goods that are perfect for retail.

Style Sexy Hair 4Some

@sexyhair

Lather this wash—imbued with aloe leaf juice and oils of sweet almond and coconut—onto hair, body, face and beard for super cleansing and conditioning benefits.

Agadir Men Hair & Body Wash

@agadirmenllc

Formulated with oud wood extract, argan oil, panthenol and biotin, this hard-working wash simultaneously moisturizes and fortifies hair and skin.

Billy Jealousy Gold Standard All Over Wash

@billyjealousy

Gentle pH-balanced formula includes cucumber extract to soothe dermis as well as hydrolyzed oat protein to help skin retain moisture and boost hair strength.

WAHL Professional 1919 Hair & Body Wash 3-in-1

@wahlpro

Ultra-moisturizing coconut, sweet almond and avocado oils nourish from top to bottom.

TSA-SIZE CONVENIENCE!

Jata Men's Trio Shaving Set

@jataifeather

Pack contains 2oz. tubes of Shaving Cream, Daily Facial Moisturizer and Beard Moustache for making his post-flight grooming needs more manageable.

American Crew 3-in-1 Tea Tree

@americancrew

Tea tree oil relieves scalp and skin as it refreshes his body.

18.21 Man Made Wash (Shown: Spiced Vanilla)

@1821manmade

This three-in-one shampoo, conditioner and body wash cleanses and nourishes via macadamia glycerides, hydrolyzed quinoa and hydrolyzed jojoba esters.



PROFESSIONAL



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FOR MORE INFORMATION GO TO: www.wahlpro.com



Clients who book Sensory Inclusive Haircuts receive noise-canceling headphones, among other calming items.



BARBER'S BLUEPRINT

> New York, New York

The year was 2008: On a stroll through the New York streets of SoHo, Alena and Arthur Iskhakov soaked in the vibrancy of the neighborhood. “It was very artsy, very free-spirited, very fashion,” reminisces Arthur. The duo wanted to harness the energy they felt in those streets into a successful barbershop, but the area’s prices for men’s haircuts left them wary. “SoHo back then—and even more so now—was an expensive neighborhood with haircuts priced upwards of \$60 for men. We wanted to change that,” Arthur explains. Huddled together at an outdoor café in Little Italy, the two conspired to change the neighborhood’s landscape for men’s grooming. “We were young kids trying to do something different and creative,” says Arthur.

Their answer was Barber’s Blueprint, a 600-square-foot, six-chair barbershop with roots in what Arthur calls the “golden era of luxury men’s barbershops” (read: vintage leather barber chairs, warm wood floors, exposed brick walls, shelves brimming with books, smooth jazz tunes playing and barbers who respect their craft). No matter how luxurious the services, the Iskhakovs kept price points affordable not only in 2008, but also today, with a men’s haircut clocking in at a cool \$32. What the duo fell in love with about SoHo lives on in Barber’s Blueprint; the barbershop is what Arthur calls a “quintessential New York” experience that even out-of-towners would enjoy—especially the Blueprint Signature Shave service (\$50), which includes a



Co-owner Arthur Iskhakov

The Blueprint Signature Shave service includes a straight-razor shave, two hot towels infused with organic peppermint oil, a clay facial, and head and face massage.



Sensory Inclusive Bags bundle items like “feeling” cards that facilitate children on the spectrum.

straight-razor shave, two hot towels infused with organic peppermint oil, a clay facial, and head and face massage. If clients get a hankering, they can throw back a shot of whisky post-shave and relax outside with a cigar.

But perhaps most revelatory about the Barber’s Blueprint experience can be tied to the shop’s partnership with KultureCity, a nonprofit that helps families and communities better understand and facilitate people with autism. Having witnessed a mother calming her autistic child at an amusement park, Alena felt her heart break. Wanting to become part of the change, she reached out to KultureCity founder Julian Maha that very next day. “Our companies were a perfect match,” says Alena, and now Barber’s Blueprint offers Sensory Inclusive Haircuts where children on the spectrum can get their hair cut in an environment that makes them feel safe. Each service features a Sensory Inclusive Bag developed with KultureCity that includes noise-canceling headphones, fidget toys, weighted lap pads for comfort, a “feeling” card for clients with speech impairments that helps facilitate communication, as well as other items chosen to relieve sensory-sensitive kids. “I think at the end of the day, what it comes down to before being a hairstylist or a business owner or anything else: We are parents,” Alena says. “And, as parents, we *all* have the same hopes and dreams for our kids, regardless of whether or not they have a disability—and that dream is to be loved, to be accepted, to be included and for their dreams to come true. We all want the same things for our children.” And Barber’s Blueprint is doing its part to fulfill those dreams.

SHOP EXTRAS

Lines carried: Barber’s Blueprint will be releasing and stocking its own sustainable, eco-friendly grooming line exclusively made with organic CBD.

Tailored fit: As part of the online booking system, when parents choose a Sensory Inclusive Haircut service, they can include whether the child has issues with blowdryers, music, clippers and so on. “The whole experience is tailored toward the individual child,” Arthur relays.

Veterans Day, Every Day: “We support our local vets and offer a 50-percent discount to veterans on all services—every day,” Arthur says. “We also hire any vets who want to join our professional team—even if they don’t have experience—and train them personally to set them up for the work field.”

Welcome Distraction: Noticing that kids enjoy iPad entertainment during services, the shop plans to implement the tablets this year. “We want to make our haircuts a fun and comfortable experience for children and their families,” says Arthur.



POWER

Industry pros share their best strategies for recruiting and retaining top talent.

by Francesca Moisin

No one said building a dream team of talented men's groomers would be easy; it takes time and effort. Owners must ensure they have a solid hiring process in place to attract top talent, as well as cultivating a thriving cutting-floor culture that functions without toxicity to encourage retention. Need some pointers? We tapped top industry experts to provide employment insight.





SET YOUR STANDARDS

As a first step, take a moment to consider the technical skills you most desire in a barber, and write them down. “Never lower your standards out of impatience or desperation,” advises Donna Lynch, recruiting director for Floyd’s 99 Barbershop. “In the long run, hiring the wrong person proves more detrimental to a shop than being temporarily understaffed.” Culture fit runs a close second to superior technical skills in terms of hiring importance. “Finding stylists who possess the right motivation is a process,” says Aamon Carver, chief artistic director at Ulta Beauty. Someone who presents with a self-centered attitude or overactive ego could ultimately prove poisonous, regardless of how impressive his or her client book may look.

RELY ON REFERRALS

“Your best employees can double as your best resource for finding quality applicants,” says Lynch. Ask them for referrals, and make sure you have a well-defined employment brand that’s easy to communicate. As the former owner of an eponymous New York-based salon, Carver didn’t favor job-site postings when it came time to sourcing stylists. “Ours is a big industry but a small world, and all the pros end up knowing each other,” he reports. “I continuously encouraged my groomers to reach out to their colleagues and friends, so word might spread that I was always on the hunt for top talent.” The old adage perhaps proves true here: If you intentionally build a great environment, the right people will come.

SPREAD THE WORD ON SOCIAL

Of course, no employer in today’s world can

discount the power of social media. Use all of the platforms at your disposal—Instagram, Facebook, LinkedIn, Twitter, Google Plus—to share company culture and employee experiences. “You’ll capture the right candidates when they’re aware of who you are and what you do,” says Lynch. Further, the more content you tag with the location of your shop, the higher search optimization results you’ll score.

NARROW THE FIELD

Once you’ve identified some promising candidates, start the interview process right away. “Our industry is seeing a decline in beauty school enrollment and increase in competition,” says Lynch. Because the pool is limited, call, text or email top candidates within six business hours of receiving an application.

To learn about your candidates, ask open-ended questions that encourage them to do most of the talking, and be on the lookout for any potential issues. “Watch for job-hopping as a red flag,” says Michael McGraw, Supercuts national artistic director and brand ambassador. “That means a barber or stylist hasn’t taken time to invest in any salon’s mission.”

The interview process isn’t the only way to suss out a candidate’s qualifications, however. A paid test day is a great way to observe both technical skills and personality before pulling the final hiring trigger, while inviting potential hires to evening events at the shop can provide an opportunity to assess communication skills in a less stressful environment. “You can tell a lot about a barber by listening to the conversation he or she has with guests, or viewing his or her interaction with other employees,” says Carver.

NO EMPLOYER IN TODAY’S WORLD CAN DISCOUNT THE POWER OF SOCIAL MEDIA.



NURTURE YOUR STAFF

You've forged your ideal team—now you need to nurture it if you hope to retain top talent. One key approach: Provide opportunities for groomers to enhance their skills by offering ongoing education. "It's essential to stay up to date with the latest techniques and trends," says McGraw, whose company, like many others, offers artists ongoing educational opportunities and in-salon seminars with renowned industry leaders. Above all, treat staff members with respect and let them know that you value their work. "As an owner, the staff is your customer," says McGraw. "Prioritize your time to spend quality moments with each groomer, and be there when they need you."

EMPLOYEES ONLY

Career growth doesn't happen automatically. It's an active process that requires clear communication and intention. And when the time comes to move on from a job, discerning groomers should know how to do so without burning bridges. Follow this advice to keep your career on the right path.

STAY HUNGRY

Learning shouldn't stop even after you've scored your dream gig. "Barbering is an easy way to fall into a

steady pattern, but in order to advance, groomers must continuously challenge themselves, and education is the answer," says Carver. These days, learning comes in various forms. "In addition to hands-on workshops, watch YouTube videos, take online courses, attend community educational events and pursue product-knowledge classes from respected pros," suggests McGraw.

REMAIN OPEN

Listen to feedback and learn to accept evaluations in a constructive way. "Feedback is the breakfast of champions," says McGraw. Seeing yourself through someone else's eyes is a key step in the growth process, reciprocated by offering support to fellow industry peers.

BE HONEST

Barbers who've put in their time and feel they've learned everything possible from their place of employment should be honest about upcoming career intentions. "Don't hide your goals from supervisors," urges McGraw. Instead, share the vision you hold for your professional future so everyone has time to get on the same page. "Half the battle is in getting aligned," says Lynch. A good boss will support your next job move if the situation is respectfully handled without duplicity.

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TIES THAT BOND

Compton, California-based barber Donald “DC” Conley combines his knowledge as a long-time educator and passion for making a difference to open Barberizm The Shoppe. Here, Conley shares insight into giving back to his community through barbering. —as told to Ashley Rosario

MAN Magazine: What made you pursue barbering?

Donald Conley: While I was working as an administrative assistant for one of the largest banks in California, I realized that working for someone else would never help me to fulfill my dreams of financial independence, so I took a leap of faith and enrolled in barber school.

MM: What’s the best part of the job?

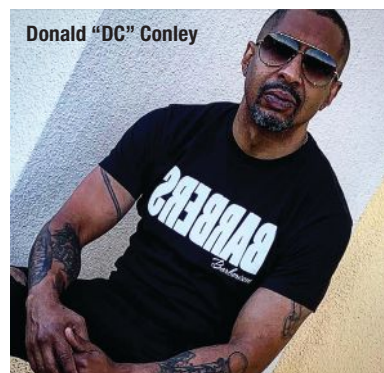
DC: Connecting with people. Barbering is a way to impact others daily—whether it’s getting a younger client ready for school or grooming an adult for a potential life-changing event.

MM: Biggest lesson learned in your career?

DC: The biggest lesson I continue learning in my career is that we’re all still learning. Some people are learning to perfect their technical skills while others are finding ways to balance their business and personal life. Comparing yourself to anyone other than the person in the mirror is a surefire way to self-minimize what you’ve already accomplished and can even stifle future potential.

MM: What’s your role with Andis, and how did you become involved with the brand?

DC: I’ve been a national educator for Andis since early 2017, but I’d worked with the company for several years prior in different capacities. I began by offering free clipper classes to barber and cosmetology schools in my area, then I started offering my services at the Andis booth for different hair shows, which eventually led to my brief stint as a sales representative for the brand. Shortly after, I was chosen as an official educator in the Andis class of 2017. My job is to inspire others to invest in the best tools for their professional needs.



Donald “DC” Conley

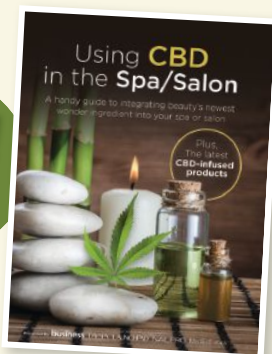
MM: You were recently given a scholarship from Schedulicity, and mentioned using that money to create a safe space for children—could you please share more details?

DC: Growing up in Compton, I witnessed events as a youngster that many would consider traumatic. As a barber, connecting with the community is a part of the daily experience. When I opened Barberizm The Shoppe, the focus was to bring an air of high-end to the city I love so dearly. Not only is this important for my adult clientele, but perhaps even more important for the younger crowd. We provide a kids’ area and even painted on the wall that the space is a “no fussin’ or cussin’” zone. We provide gaming systems, an area to do homework, toys and learning games for all ages and genders. After I opened my doors, staying connected through online booking was a major concern. After thorough research, I chose to join Schedulicity because of the amazing features the software provides, and shortly after, the brand announced a barber and cosmetologist grant of five thousand dollars. Oftentimes entrepreneurs will have a vision, but then realize that the vision and budget aren’t in the same stratosphere. This was the case for me, and upon winning the grant last May, I was able to finish not only the “Kid Zone,” but also fine-tune the aesthetic of the space.

COURTESY OF DONALD “DC” CONLEY

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