

BUSINESS & TECHNOLOGY

Changes — a new salon

By Heidi Kerr-Schlaefer
The Surveyor

The space at 311 Mountain Ave. has seen quite a few transitions over the years. The latest renovation to the address is the creation of hairstylists Lisa Jones and Michelle Fahrenbruch. They have named their new establishment Changes Hair Studio. The studio opened for business on Oct. 1.

MOUNTAIN AVE. PROFILE

After working in the business for years the women decided the time was right for them to start a salon of their own. Jones and Fahrenbruch have 43 years of hairstyling experience between them. Jones has lived in Colorado since she was eight-years-old and she has lived in Berthoud for four years. Fahrenbruch grew up in Loveland and has lived in Berthoud for eight years.

As Jones and Fahrenbruch considered opening their own salon, the women had no intentions of opening it outside of Berthoud. "We both worked here and didn't want to move our clients out of town. We love this town. We love this community. Everybody is always so friendly. It is home," said Jones.

The ladies have worked to renovate the space, transforming it into a bright and inviting space. The women chose to decorate in bold colors, keeping the salon comfortable, yet adding in a little panache. Red paint adorns the west wall and chrome fixtures, antique furniture and fresh flowers give Changes a French flair.

Currently the studio offers hair-styling service only, but they plan to add an esthetician to their small business. The studio specializes in color. "We do lots and lots of color. It's very important to go to a salon where they know about color," said Jones. Both women strongly believe in continuing their education, and they frequently attend color classes, cutting classes and hair shows to learn new techniques and trends.

The women are excited about their new product line called Aquage. The product uses sea botanicals, is not tested on animals, and is made in the U.S.A. "What's great about Aquage? Everything," said Fahrenbruch. "Neither of us have ever used a whole line of product and liked everything in the line, but with Aquage, we like all of it," she added.

Jones stresses the importance of using high quality hair products. "If you use professional products on your hair, especially if you color your hair, you will retain the color much longer," explained Jones.

Jones and Fahrenbruch both feel integrity plays a crucial role in their business. "We care about our clients. Their satisfaction is our number one goal. We stand behind our work, and if a client isn't satisfied we always make it right with them," said Jones.

"We truly care about our clients," said Fahrenbruch. "We want our clients to love where they are at so they want to come back."

"We are planning a grand opening for November or December, so we want people to stay tuned for more on that," said Jones.

For more information about Changes Hair Studio, or to make an appointment, call 970-532-2455.



Photo by Heidi Kerr-Schlaefer

Lisa Jones and Michelle Fahrenbruch, owners of Changes Hair Studio, located at 311 Mountain Ave.

Things working out at BAC

By Bob McDonnell
The Surveyor

Caroline Creager, owner of the Berthoud Athletic Club (BAC), is an optimist. The Mountain Avenue construction project has taken place feet from the front door of her business. Creager has always seen the long-term benefit of the upgrading of the road and other infrastructure.

Creager feels it is "unfortunate" the project has caused the slowdown or demise of businesses. She has urged local business people to "band together" to get through these trying times. This could be a good time for Berthoud merchants to get to know each other better, she says. Caroline feels fortunate that her business has parking in the rear, away from Mountain Avenue. In the spirit of cooperation, she has offered the use of her customer parking lot to the liquor store next door.

Berthoud Athletic Club has had the best month ever this October. In part, this can be attributed to the attitude Creager has about business and Berthoud. Creager is "tickled" by the upswing in business, and hopes for good months "always."

When quizzed about the growth of

her business, Creager mentioned a few factors which made it possible. She credits her staff, and their attitude and hard work. She also has a business consultant who has made many good suggestions about the business.

Even though she remains positive, Caroline acknowledges there are frustrations concerning doing business at this time and place. She says people "pick up on it" if a business has a negative attitude.

She feels the ongoing diversity of class offerings has helped greatly. Berthoud Athletic Club has added Zumba dance classes, karate and jump rope sessions. The yoga classes for both men and women have seen increased attendance. Other offerings at BAC include circuit training, integrated boxing, step aerobics and weight training. For a complete list of classes, go to www.bac-info.com.

Caroline Creager is also using an "upfront" payment plan for membership. The monthly fee for BAC is \$44. People who pay it all at once will receive their twelfth month of membership free.

Berthoud Athletic Club is located at 247 Mountain Ave., and the telephone number is 532-2582.

Linnertz tours German flooring plant

Brett Linnertz, owner of B. Linnertz Hardwood Floors, located in Berthoud Colo., recently returned from a trip to Germany where he toured the manufacturing plant of U Floor Systems. U Floor Systems produces the Pallmann Floor finishes and products that give your floor the overall look and durability that you desire. Brett was one of 19 people that were picked from all over the United States to tour Germany, expand his knowledge, and experience additional training on the products that U Floor Systems specializes in.

He also had the opportunity to attend a traditional Oktoberfest celebration.

During his week-long stay, Brett attended classes and seminars teaching him about the new finishing product called Pallmann finishes. Pallmann, founded in 1911, has successfully developed a complete line of hardwood flooring products that are environmen-

tally friendly and VOC compliant. Today the companies products are marketed on six continents, and in 2006 made its way to the USA with headquarters in North Carolina. The Pallmann Finish line sets the standards for water-based and oil based finishes. They offer solutions that consist of the best products for the environment and are proud to say that the majority of their high quality adhesives are solvent-free and emit very low VOCs. The Pallmann Line also understands that with every day traffic it is hard to keep your floor looking like new. That is why they also offer cleaning and care products for the long life of your floor.

We at B. Linnertz Hardwood Floors are happy to say that our superior craftsmanship, quality people, and our vast knowledge of our new high caliber products are the perfect mixture to provide you with an excellent floor that you deserve.

Up on the roof

By Bob McDonnell
The Surveyor

Bobby Gay, vice-president of All Roofs in Berthoud, has been involved with roofing all his life. Gay had three uncles who were union roofers in Oregon, and he started doing odd jobs for them when he was about eight years old. He totals his years as a roofer at about 22 years.

While in Oregon Gay got his education and experience in all aspects of roofing. He attended a four-year trade school. He did an apprenticeship program and is a journeyman roofer, just like his counterparts in the electrical and plumbing trades.

Gay moved to Berthoud about three years ago. He said he came to the area because he had some buddies here. It was a good decision, he says. His fiancé, Larina Peterson, who recently spent a

few years in Scotland, agrees. She said she has "fallen in love with the small town."

All Roofs does mostly roof repairs and re-roofing. Gay said he also does some commercial properties. He can do rolled roofs and shingles, but said hot tar work takes costly insurance, so he does not do that type of work.

When asked how he is different from most roofers, Bobby Gay said there are a couple of reasons. One is his attention to detail and going beyond what is necessary. At the times he has used subcontractors, he inspects their work. He said his standards are over and above what a city or county requires.

Gay also said he does not use a nail gun. He hand nails each shingle he applies to a roof. He admits this is slower, but he feels the quality of work makes it worthwhile.

When not roofing, which is seldom at this point for All Roofs, Gay likes to ride motorcycles and hunt. He plans to get back to these activities when time and business demands permit.

All Roofs does work in many local communities including Berthoud, Miliken, Loveland and Fort Collins. Longmont will be added to the list soon. In addition, he has worked in Weld County, especially Greeley and Evans. Gay



Photo by Bob McDonnell

Bobby Gay, Vice-President of All Roofs

says he offers a three percent discount on labor to senior citizens. Another three percent labor discount is available for military veterans. Call 970-344-5113 to find out more.

Watch your language, feel better

By Bob McDonnell
The Surveyor

Are you an optimist or pessimist? The book titled "The Road to Optimism Change Your Life — Change Your Language" says the way you speak has a direct effect on how you think and feel.

Optimists explain away bad happenings and embrace the good happenings. If the weather is nice, an optimist will enjoy the day and relish in it. Pessimists embrace bad things when they happen. They feel if something good happens, it is a fluke. A nice day to them makes them feel wary, and they feel we will "pay for it later."

The link between words, thoughts and feeling is called the Language Inclusion Process (L.I.P.). If one understands this connection, extraordinary personal and business performance is possible through a mental state of optimism. The book also points out how being optimistic can also lead to better health and a longer lifespan.

Of the three factors (what you say, what you think and how you feel), it is easiest to control your words. Choose words that show confidence and positive expectations. Does this sound familiar: "Don't spill that" or "Don't trip." These simple phrases plant the negative thoughts of spilling and tripping in the brain. A better way would be to say, "Hold your drink steady" or "Walk carefully."

Simple phrases heard and used everyday can put a negative "spin" on things. When you ask someone how their day is, many will say "Not bad" or "I can't complain." They are in a nega-

tive thought mode, and should be replaced with "Great" or "Fine." The same is true when you thank someone for doing something nice for you. Somehow we have gotten away from saying a simple "thank you," and now comments like "no problem" or "no worries" seem to be in vogue — not a very uplifting mode of thinking.

The book points out how we are bombarded by negative signs in our daily lives. Think about the "No Parking" and "No Littering" signs that are all over. The authors say we would be better off to get the same message across by saying "Parking Prohibited" and "Keep this area clean."

Chapter 11 addresses how you can have more power to persuade others if you use the L.I.P. method. Think about the times you said, "Why don't we go to Chili's for dinner?" The other person in the conversation automatically thinks of reasons why not. You have a better chance of going there if you say, "Let's go to Chili's."

Eleven irrational beliefs developed by Albert Ellis, Ph.D. are discussed. Each one can be detrimental in your personal and professional lives. How many of these irrational beliefs are in your life?

- Adults must always be loved.
- Perfection is required for self-worth.
- Certain types of people are all bad.
- Everything is a catastrophe.
- We have no control over our happenings.
- We must dwell on improbable dangers.
- It's easier to avoid rather than face.
- One should depend on someone stronger.

Our past keeps influencing present behavior.

One should be upset over other people's problems.

There is one right solution to human problems.

Each of these irrational beliefs is examined in depth.

Examples of positive replacement phrases to use instead of the old ones are shown to help change your beliefs.

The appendix to "The Road to Optimism Change Your Language — Change Your Life" offers 30 ways to improve your optimism. Here are a few of them:

- Seek out optimistic people and do things with them.
- Pay attention to how children speak naturally. They are optimistic.
- Change the subject when others dwell on the negative.
- Talk with older folks about the good times and what advice they might have for you.

In addition to the appendix, each chapter concludes with a page called Smoothing Out the Bumps Points to Remember/Things to Do. They key concepts of the chapter are summarized in short sentences for quick review when needed.

The book is written by Dr. J. Mitchell Perry, a behavioral specialist, performance coach, speaker and organizational psychologist. Assisting Dr. Perry in penning the book is Richard E. Griggs, an author of several other books, and a teacher of courses on reaching personal, career and corporate goals using principles of balanced achievement.

The book contains 208 pages and is published by Tantalus Books, San Ramon, Calif. and Fort Collins, Colo. and is available at bookstores and the major Internet booksellers.



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