

STUDIO RK

From page 1

“Foil techniques, customer service, mixing color...”

After she graduates, Casey will be assigned to a full-time stylist and apprentice for 8 to 12 months. If she stays with Studio RK, she might even have the chance to become a shareholder in the company. Walker and Steuber already have four shareholders, employees who have reached a desired level, they said, as stylists, good leaders and most importantly, in “personal growth.”

That’s something that is stressed at Studio RK. Walker and Steuber hold one-on-one monthly counseling sessions with all their employees to keep



Owner Renee Walker styles a client's hair. Walker and Steuber have owned the Fort Myers salon for more than seven years.



Owner Karen Steuber adds highlights with a foil technique.



FLORIDA WEEKLY PHOTOS EVAN WILLIAMS
The front desk at Studio RK.

them briefed on professional growth – but not only that. They also cover things like personal budgeting, comparing insurance rates, credit card usage and maintaining good credit and applications for car and home loans. And emotional growth.

“We all find our fears and we all adjust to them,” Walker said.

It can be a daunting thing, cutting hair. How easy would it be to look the other way and shave a bald patch off the side of someone’s head? What if someone’s highlights turned out blue by mistake? Walker said in all her styling years, she never had a hair disaster. It’s due to preventative measures, she said.

“We wanna have clarity before we start,” Walker explained. “And I think a huge part of our success is everybody in here has really learned to listen, so we can follow through.”

Hairstyling, Steuber said, is both a craft and an art, but there are other things besides just hair.

“How well you do hair is not the big-

gest part of why someone comes to get their hair done,” she said. “It’s cleanliness, friendliness...They can come in here for 30 minutes to an hour and a half and just pamper themselves.”

For those who haven’t been to Studio RK, here’s a quick sample of what you can expect: A warm greeting and beverages offered (coffee, tea, beer, wine, cappuccino), and a consultation about your hair. You might look at some pictures of hairstyles.

“Especially with men, sometimes they don’t know how to describe what they want,” Walker said.

Then comes the shampooing, cutting, styling and blow drying if necessary. There might be a discussion about what products you use on your hair, how you care for your hair at home, what’s working and what’s not.

And you’ll be in the hands of people who take their profession personally.

“We feel that we’re destined to do this,” Walker said. “So it’s very comfortable. It just feels right.” ■

TRAVELERS

From page 1

that have been all but extinct these last few years. For spring break and beyond, monitoring last minute deal offers and utilizing online airfare monitoring tools, such as FareWatcher Plus that tracks major fare decreases on consumers’ pre-selected routes, will be key in saving money this year.

Despite the weak dollar, international travel share is up by almost 33 percent,

which may partially be a result of an increase in the number of passports issued in 2007. Domestic share is down by 7 percent this year and domestic fares are up more than 15 percent over 2007. Meanwhile, international fares are up only about 5 percent, making international travel look more appealing to travelers monitoring year over year prices. ■

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