

## The Bombshell Story...

There are few guests that know the story of how Bombshell came to be. For those of you that are new to our salon company, you might have heard some of the bits and pieces through the grape vine. So, what we wanted to do was reintroduce our story on how Bombshell came to be.

It started with a husband having a crazy idea that he wanted to open his own business before he turned 30, you know the long-term goal agenda. During that time, there were rumors that the salon Amanda was renting a room from was going to close due to the civic center expansion. The opportunity at the time didn't really make sense; we had just bought a home, and were trying to grow our roots in Bismarck. Amanda has lived in North Dakota her whole life, graduating from New England high school and going straight to Cosmetology school here in Bismarck after graduating. Chad was a military brat, moving from state to state before ending up in North Dakota in 2010. We met through mutual friends, and to Chad's surprise Amanda agreed to marry him in Cancun Mexico in 2012.

After many bottles of wine and Macallan 12 scotch at their kitchen table "board meetings", Chad finally convinced his wife with his "relentless nagging" as she would call it, or as Chad would recall "charming intuition and determination", to open a salon with an urban downtown feel that had a fresh, upbeat, and big-city atmosphere.

The name of the salon took us the longest to come up with. We wanted a name with a meaning of reinvention, or bring something back to life - an "old to new" mentality. After countless google searches, we came across the word "bombshell". When you google "bombshell", you see images of women from the past and present reinventing themselves to fit the current trends of our industry at that time. That's what Bombshell is all about!

Fast forward 4 years or 21,902 salon hours later, we feel that we have impacted the community just as much as the community has impacted us. Bombshell has been voted a top salon in the area 4 years in a row; we have donated over \$34,000 to local charities and community events, hosted over 42 educational events in the salon for our team, and accommodated over 200 bridal parties on their special day.

We recently had a team culture meeting in November 2017, and as a team we came up with 6 core values that define the salon. They consist of: accountability, integrity, continuous growth, image, fun and balance. These 6 core values have been imbedded in our current and future salon culture. We are excited for these values to take shape in our salon, and future salon professionals.

Amanda and I welcome you to experience what our team has to offer, we guarantee you won't be disappointed!

Cheers!

*Chad and Amanda Faass*