

Feature members for March 2007



Sharon Stephenson
Spectrum Marketing Manager
Chartwell Homes

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Sharon was born and raised in Essex County. After raising four children of her own she went back to school to get her diploma in interior design. She worked for a small independent furniture for eight years. The story goes that when people asked her if she owned the store the proprietor would explain, "no, I'm the owner...she's the boss. Although content with her choice of work but restless for a challenge Sharon pursued something she had always been interested in....Cars (a result in growing up with three brothers) Sharon set out to change the car industry. She wanted the experience of buying a car to be female friendly. Sharon sold over 100 cars in her first year. Her co-workers said she spent far too much time with people. Her response was....I'm a farmer not a hunter . . .I'm in it to build relationships , not for the kill!

After her first year in sales she was promoted to a management position to help develop a car buying experience that was less intimidating for the consumer. Then came a call. A friend whom she had helped get his consulting business off the ground several years earlier called and asked Sharon if she was up for another adventure. This was marketing a retirement home . A very foreign proposal but it didn't take long for her to realize she had found the opportunity to do what she loved best... help people be comfortable ,secure and content. Shortly thereafter she became the General



Lori Armstrong
Owner
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Lori Armstrong is the proud owner of BrightSide Tanning Inc. and is certified by The International Smart Tan Network, National Tanning Association, and International Tanning Association. She established BrightSide in 1998 with 5 tanning units in her downtown location, after having 10 years experience in the tanning industry managing another successful operation in the city of Windsor. Today BrightSide owns and operates over 34 units and was the first to bring high pressure tanning to the city of Windsor in the form of a vertical unit imported directly from Italy.

BrightSide offers low and high-pressure tanning in both stand-up and lie down units. BrightSide Tanning includes 3 Great locations strategically located for client convenience. Be it for building a base tan for travel, combating the winter 'blues', treatment of skin disorders like psoriasis/eczema, vitamin D absorption, or to just look good and feel great BrightSide is ready to meet all of your tanning needs. Boasting the cleanest of environments and a team of staff like no other, BrightSide wishes to meet all of their clients needs in a bright, clean, and comfortable environment.

Fully trained via a comprehensive program, the team at BrightSide give guidance to clients on the exposure schedule specific to their needs and offer plenty of information regarding exceptional skin care and results orientated