

# Alvareita's wins small business award

Cosmetology school has been a Godfrey staple for 30 years

February 07. 2015

By Nathan Grimm [ngrimm@civitasmedia.com](mailto:ngrimm@civitasmedia.com)



Alvareita's College of Cosmetology staff and members of the RiverBend Growth Association gathered Thursday for the RBGA's presentation of the Small Business of the Month award to the business. Alvareita's has been training and educating students in Godfrey since 1984.

**GODFREY** — Whether a client, a friend of a student or a student themselves, many in the Godfrey area have some connection to Alvareita's College of Cosmetology.

It's for that reason that the school was given the RiverBend Growth Association's Small Business of the Month award for February. Members of the RBGA gathered at the business, located at 3048 Godfrey Road in Godfrey, Thursday for the award presentation.

RBGA director of member services Joell Aguirre, who presented the business with the award, said their presence in the community was just one of the reasons Alvareita's was chosen for the award.

"They were chosen for their years of service and their commitment to the community," Aguirre said. "They're very generous and they have a great reputation."

The school has three locations in the Metro East, with spaces in Edwardsville and Belleville as well as the Godfrey branch. The school opened in Godfrey in 1984 and has been at its current location since 2000.

The school offers four programs: a cosmetology program that includes all phases of beauty culture; a massage program; a teacher training program; and continuing education for license renewal. With its different and numerous offerings, location manager Judith Grigg said the school has a wide reach in the area.

“We really touch base with many of the people in the neighboring communities due to students, their families and our clients that come in and out,” Grigg said. “I would think that we have an important spot in the community for servicing people.”

And the community takes advantages of the services offered. Grigg said part of the education and training for the students is allowing them to massage and beautify the paying public. For their part, community members pay roughly half what they would at a normal salon or spa, Grigg said.

“We very much welcome people to interact with what we do,” Grigg said.

Grigg said she was appreciative of the award.

“It’s very nice,” Grigg said. “I’m really pleased that we’ve been recognized.”

Alvareita’s College of Cosmetology is open from 8 a.m. to 5:30 p.m. Monday through Friday. For more information, call the Godfrey location at 618-466-8952.

Nathan Grimm may be reached at 618-208-6451 or on Twitter @GrimmTelegraph.