



Nathan Grimm | The Telegraph

Brooke Herring, center left, manager of B.E. Stylin' salon in Godfrey, accepts the RiverBend Growth Association's Small Business of the Month award for October. Growth association members presented Herring with the award Thursday.

# Salon winning in style

## Godfrey hair salon gains RBGA recognition for October

By Nathan Grimm  
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GODFREY — B.E. Stylin' salon has grown considerably since opening its doors, and the RiverBend Growth Association has taken notice.

The Godfrey salon, which celebrated two years in business this past June, was recently recognized as the RBGA's Small Business of the Month award winner for October. RBGA members turned out at the salon, located at 5212 Godfrey Road, Thursday to present manager Brooke Herring with the award.

"It's absolutely amazing," Herring said of the award. "When she called, I was so excited. The first thing I did was call my mom and say, 'You're never going to believe who just called us.' It is a wonderful feeling to be a part of all of this."

It was a feeling that started in June 2013. The salon opened with two stylists, including

Herring, and a massage therapist.

Herring, a Brighton native, has worked in the hair styling industry since 2002, managing an Alton salon before opening her own. She said she got the idea after her sister, Elise — the "E," with Brooke's "B" in the B.E. Stylin' name — and mother decided they wanted their salon experience to be a family affair.

"My sister and my mother had gone to a salon on Godfrey Road to get a pedicure and they had this idea, 'We need to get Brooke a salon so we can get pedicures at her salon, not have to go someplace else,'" Herring said. "We looked at different places, and there was no opportunity in Brighton. Godfrey Road, there's so many salons and there's still opportunity for more growth. So we looked around and found this amazing building and it fit our needs."

Two years later, the salon is full service,

including six hair stylists. The salon offers nail painting, manicures, pedicures, facials, body waxing and only recently stopped offering massages after losing its massage therapist.

"To come to Godfrey and have this opportunity to grow like this, it's been wonderful," Herring said.

The eagerness to continue to grow and adapt is what caught the attention of the RBGA, director of member services Joell Aguirre said.

"They've listened to their customers," Aguirre said. "They've listened and they've added, and that's just made them successful. They're just really dedicated to their customers."

Herring won't rest on the salon's accomplishments, either. Just as growth has got them to this point, Herring said she sees continued growth being vital to future success as well.

"We definitely want to get the massage therapy back," Herring said. "We have been talking about moving into air-brushing makeup and potentially spray tanning. So those would be something that we prob-

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— Brooke Herring,  
Manager, B.E. Stylin' salon

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ably want to morph into in the future.

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B.E. Stylin' is open Tuesday through Friday from 10 a.m. to 7 p.m. and Saturday from 9 a.m. to 5 p.m. For appointments or more information, call the salon at 618-466-1515.

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