The Klassens’ road to success has been a very exciting adventure while still offering challenges. Thiessen-Elise Salon opened January 2009 just after the holidays with a recession on the horizon. The Klassens did not know anyone in Salina but were determined for their business to succeed. They wanted to use the uniqueness of their historic Salina downtown location to create a salon with a classic, sophisticated New York City-style look. “We wanted customers to have a real historical feel when they walked in,” Amber Klassen said.

Thiessen-Elise Salon uses traditional advertising, including a website www.tesalon.com. However, hosting and being a part of events have been a great success for the business. In 2010 the salon hosted the Pink Pumpkin Painting Party to raise awareness for breast cancer after winning the window competition in 2009. Proceeds from Cuts for a Cure were donated to the Tammy Walker Cancer Center. Thiessen-Elise Salon’s annual Fashion/Runway Show has also become a hit. Since the Klassens are passionate about what they do, it is easy to give back to others and the community.

John shared, “The best part about being an entrepreneur and having our own business is the sense of accomplishment. At the end of the day when you have helped your client achieve a new look and a new found confidence, have set a new system in place, and earned money doing it, it is very rewarding! Your passion for success must be greater than your fear of failure.”