

# WOMEN IN BUSINESS



*Women have not only come a long way, they have arrived, opening their own businesses, making their mark in professions from medicine to finance, government to social services, education to the arts, and all the while contributing mightily to the vitality of our community. Herein are the stories of 16 such successful women.*

BY **Barb Berggoetz** • PHOTOGRAPHY BY **John Bailey**

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### **Lennie Busch:** Co-founder and CEO, One World Enterprises



Lennie Busch.

Lennie Busch says much has improved for women since she dove into the restaurant business in the early 1980s. Busch, co-founder and CEO of One World Enterprises, remembers bankers looking to her co-founder, Jeff Mease, for answers to financial questions when she actually handled those issues. That doesn't happen anymore.

"I think the opportunities are so much broader now for women. The world has changed so much in the last 30 years for women in business," says Busch, the "Lennie" behind Lennie's Restaurant and Brewpub. She oversees finances, payroll, accounts receivable, and benefits for 225 employees of One World Enterprises, which also operates Pizza X, Bloomington Brewing Co., Loesch Farm, One World Catering & Events, and One World Commissary.

Busch is excited about One World Commissary's new 40,000-square-foot building on Rappel Avenue, where administrative offices and a commissary with new kitchen facilities are located. Owners of food trucks and small bakeries will be able to rent the four kitchen stations located in the new facility. "We've had a lot of demand for this. It's so fun to be able to support other restaurants and entrepreneurs," she says. "We can help get them started and hopefully they can go out on their own. We try to take a community-minded look at the restaurant business."

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## Royale Hair Parlour

Bridgett DiVohl, owner; Julie McLaren, manager; Chelsea Langley, stylist

**C**larify of vision and a willingness to develop systems to communicate that vision are what sets Royale Hair Parlor apart from other salons, says owner Bridgett DiVohl. She came to Bloomington in 2009 with 15 years' experience at large salons in Chicago and Cincinnati. "What I loved about those companies was the opportunity for growth, not only of my skills behind the chair but as an educator and a trainer," DiVohl says. "When I moved to Bloomington, I felt a void because I couldn't find a salon with those same values." After just six months, she knew she wanted to open her own salon and offer those same mentoring and educational opportunities to stylists here.

It took a while. DiVohl and her wife, Steph, wanted to buy a home and get settled before committing to owning a business. Royale Hair Parlor opened its doors in the Wicks Building at 116 W. 6th St. in July 2012 in a space formerly occupied by an art gallery. Royale honors that tradition by featuring works by local artists on its walls and by its participation in Bloomington's Gallery Walk.

"It's been an interesting process," DiVohl says of the four years spent getting Royale to where it is today. "You think you have a vision and you want to make it happen. But you have to find the right people to help you grow that vision into a reality. That's the hard part."

For DiVohl, the right people include Julie McLaren, who is not only Royale's operations manager but, DiVohl says, her first friend in Bloomington. Longtime stylists Chelsea Langley and Emily Hewitt are on that list, too, as is front desk manager Charlie Schleicher. "A lot of salons don't focus on how important it is to have a really welcoming person at the front desk," DiVohl says. "Not only that, but

she's able to help me work with the staff on what she sees about their interactions and communications with our guests."

Communication is a big thing at Royale. "Great communication is at the heart of how we function as a team," DiVohl says. "It's how we can offer an amazing experience for our guests. And I feel everyone — new stylists, our guests — can really sense the trust and teamwork here." That comes from developing a team-based approach to management and salaries (including benefits and paid vacations) instead of commission-based pay for employees.

With a salary in place, there is room for more training, McLaren says. "Education is really important," she says. "Our employees aren't happy to plateau. We're always trying to change, grow, and improve." On-the-job training is a daily practice at Royale, with structured systems where employees learn everything from basic salon procedures to more technical aspects of hair styling. McLaren says the systems allow employees to focus on their goals and what they want to achieve. "Some people might

see structure as a negative," she says. "But for us, the systems are standards. They free you and let you move forward and do your best."

"I really appreciate the structure," says Langley, who has been with Royale since 2013. "It's made our goals more specific. They make you want to succeed and hold yourself accountable." She's been a stylist for 10 years and says the team-based approach at Royale is a great way to run a business. "We're creating a great professional environment, but we are touching people," she says. "It's very moving what we do, day to day, with our co-workers and with our clients. I would want that for anyone working in any industry. Work doesn't have to be stressful. It can be very rewarding."

Visit Royale's website to see the inspired styles created by this group of innovative stylists: [royalehairparlor.com](http://royalehairparlor.com).

(l-r) Julie McLaren, Bridgett DiVohl, and Chelsea Langley. Photo by Courtney Sinclair



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## Dermatology Center of Southern Indiana MediSpa

Brittany Allen, manager; Amy Collier and Tessa Shaw, estheticians



(l-r) Amy Collier, Brittany Allen, and Tessa Shaw.

**W**hen people come to the Dermatology Center of Southern Indiana MediSpa, Manager Brittany Allen and her colleagues set out clear goals: They want clients to feel good about themselves as they learn to take the best care possible of their skin and bodies.

MediSpa builds on DCSI's 35-year tradition as a skin care leader by offering state-of-the-art treatments to address changes caused by the environment and aging. It provides medical and cosmetic treatments for sun damage, acne, unwanted hair, wrinkles, scarring, spider veins, and other cosmetic needs.

"I really enjoy the cosmetic side of the practice," says Allen, a licensed practical nurse and nurse injector who has worked at DCSI 12 years, the last six years with MediSpa. "I'm passionate about aesthetics, and injecting is an art to me. It's very rewarding to experience the excitement when patients achieve their desired results."

At DCSI MediSpa, patients can receive a wide range of nonsurgical options and

cutting-edge treatments available only under a physician's care. Among them are laser services, including hair removal, vein diminishing, and Sciton Forever Young BBL, an innovative, noninvasive light therapy that treats aging skin. DCSI MediSpa, at 1200 S. Rogers St., also provides a variety of non-laser services, including clinical exfoliation treatments, microneedling, Botox, and Dermal Fillers.

"Our treatments continue to advance and evolve," Allen says. "We truly offer the best and most innovative treatments available." She adds that staff members go through several educational sessions annually to stay abreast of treatments and to learn new skills. One new treatment being offered at the office is CoolSculpting, a nonsurgical, body sculpting procedure that delivers controlled cooling to crystallize fat cells, which then die.

"The demand for MediSpa's services has continued to grow over the years," says Amy Collier, a six-year licensed esthetician. Collier has worked at DCSI MediSpa for five years, where she primarily manages laser treatments and other advanced services. Among the treatments she provides are

Sciton's Halo laser procedure, a hybrid fractional laser that reduces pore size, reduces damage caused by sun exposure, improves skin texture and tone, and minimizes the appearance of wrinkles. "It's one of our most popular treatments because of its remarkable results with minimal down time," Collier says.

Teaching clients to care for their skin, says Collier, is one of the best parts of her job. "I like educating people on how to take care of the health of their skin," she says. "We want to correct whatever issues they have, help them maintain the improvement, and protect against future skin damage." Collier also says she and her colleagues build close relationships with their clients. "We (employees) trust each other, which in turn builds a trust with our clients with the care of their skin," she says.

Tessa Shaw, a three-year esthetician who has been at MediSpa since November 2015, already has noticed those close relationships with clients. "They become like family," she says. Shaw was drawn to the profession because she loves being able to help people look and feel better, especially women, who make up the large majority of DCSI MediSpa patients.

"I think women are hard on themselves and don't take time for themselves," Shaw says. "It's a great feeling if I can get someone to feel better about themselves. They leave here feeling rejuvenated and renewed."

Allen says the DCSI MediSpa staff strives to help people feel relaxed and comfortable from the minute they come in the door. "It's a team approach, and I believe we provide the best care to our patients and are successful in helping them meet their personal goals," she stresses.

For more information, visit [dcsimedispa.com](http://dcsimedispa.com) or call 812-339-6434.

# WOMEN IN BUSINESS

## Claire Abel and Pamela Czurak

Owners, In A Yarn Basket



(l-r) Pamela Czurak and Claire Abel.

When the co-owners of In A Yarn Basket open the door every day, it's to share their love and knowledge of the fiber arts with the local community. Claire Abel and Pamela Czurak sell yarn, notions, and patterns, but also offer classes, host events, and provide a place for camaraderie among customers.

"We want to help the community come together and learn and have fun with their crafts," says Abel, who bought the store in 2015 from former owners Julie Koepper and Linda Boyle. "This opportunity just presented itself at the best time for me. This is the stage of my life when I can choose what makes me happy."

Abel recalls falling in love with spinning and weaving when she was 19 years old, and her aunt, then 94, made yarn. Both her mother and grandmother taught her how to sew, and she soon learned how to design clothing. While Abel worked in retail businesses off and on her entire life, In A Yarn Basket is the first business she's owned.

As a customer, though, she was very familiar with the shop, located at 1907 S. Walnut. "This was my happy place to come and my getaway when my kids were home," Abel says. Her new co-owner, Czurak, also was a customer before joining the business in April.

Czurak, who is a professional seamstress and previously owned her own sewing business, taught her three daughters and granddaughter to sew. She jumped at the chance to become involved with a broader community that appreciates fiber arts.

"Being a part of this whole operation is a dream come true," Czurak says. "We don't see the quality of the products in retail and the camaraderie between generations. We have that here."

In A Yarn Basket yarns — from sheep, alpacas, llamas, rabbits, and goats — come from all over the world and are available in a multitude of colors. You'll find wool, silk, angora, mohair, and organic cotton yarns along with knitting and crocheting notions, and spinning and weaving supplies. The shop offers a wide variety of knitting, crocheting, weaving, and needle felting classes, and ongoing events, such as a Rigid Heddle Support Group, a Socks-and-Sock-Yarn Club, Fiber Sunday, and free open-knitting sessions on Tuesdays and Thursdays.

"We try to provide an environment for people to come together and be comfortable and enjoy the hobbies they like," Czurak says. "We're providing that opportunity for women, men, and the young generation to have a chance to learn these skills."



Ann Wesley with her dog, Scout.

## Ann Wesley

Owner, Bloomington Pet Pals

Ann Wesley has found her passion. And many dogs and cats and their owners are thankful she did. In 2005, after 20 years as a journalist and marketing manager, Wesley opened a professional pet sitting business — Bloomington Pet Pals Inc. Since then, she's been providing in-home services for cats and dogs while owners are at work or out of town, or when they just need help with daily care and exercise.

But Bloomington Pet Pals does more than simply meet basic needs. "We develop an individualized plan for each pet, according to what it wants and needs," Wesley says. "Sometimes that is primarily exercise or entertainment. Other times, pets' emotional needs take priority and we pet, cuddle, and provide loving companionship."

Wesley, a lifelong pet owner, says the relationships she develops with clients' cats and dogs are as strong as the bonds she has with her own pit bull, Scout, and cats, Simba and Willy. Having a professional pet sitter, Wesley says, greatly relieves stress for animals and owners. "Cats, especially, seem much happier in their homes than in a loud, sterile kennel," she says. "And people love coming home and having their babies waiting for them, rather than having to wait for kennels to open to reunite the family."

For more information, visit [bloomingtonpetpals.com](http://bloomingtonpetpals.com).

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## Lynette Weber

### Owner, Lynette Weber Photography and Social Butterfly Weddings & Events

Capturing milestones, whether it's a newborn's first photo or a touching moment on a wedding day, motivates photographer Lynette Weber. "I have always loved taking photographs — it is a passion of mine," she says.

While Weber, who has owned Lynette Weber Photography since 2008, specializes in weddings and newborns, she also takes portraits of children, high school seniors, and families. The studio takes photos all over the state and even as far away as Paris! Photos of newborns and children under one year are taken in her downtown studio at 421 E. 3rd St. Specializing in newborn portraiture is not an easy task and a lot of education goes into getting it right. "From the start, we educate our clients on what to expect," Weber says.

(l-r) Erricka Jones and Lynette Weber.



Weber has always enjoyed working with newborns. "I really love creating that memory for parents," she says. "It's one of the biggest milestones you can capture."

Weddings are yet another major milestone in people's lives, and Weber and Erricka Jones, her second photographer, attend several photography conferences annually to learn the latest industry trends. "We like to create works of art — artsy photos that are one of a kind," Weber explains. "We like to photograph in non-traditional places, such as parking garages and old abandoned buildings."

Weber, who worked at Indiana University for nine years until 2014, was born and raised in Bloomington and lives here with her husband, Chris, and children Abby and Isaiah. She opened her first studio at home in 2008.

Her work, she says, is so gratifying. Some clients even cry when they see their photos. "We build relationships with all of our clients and become their friends. Our job is to make clients feel confident and comfortable," she says. "Just to know you hit their heartstrings is the rewarding part for us."

Weber also owns Social Butterfly Weddings & Events, planning events, such as weddings, graduation parties, conferences, and community events. "Putting on events, such as Mother's Day Tea Parties and Expecting Mom Events, are just some of the fun things we do," she says.

And in 2015, the studio started taking photos of middle school and high school students involved in competitive teams and extreme sports. "Extreme sports photography isn't offered here and this is one of the most challenging genres to break into," Weber says. "But once clients experience what we have to offer, they will be hooked."

For more information, visit [lynetteweberphotography.com](http://lynetteweberphotography.com).



Sharon Hanna.

## Sharon Hanna

### Owner, Campus Hair 101

For nearly 40 years, Sharon Hanna and stylists at Campus Hair 101 have worked with thousands of clients seeking classy and fashionable looks. Besides cuts, she and stylists Cami Mossenburger and Shawn Mangas offer balayage coloring, highlights, and keratin hair straightening. Staying in business so long, says Hanna, has been challenging and enjoyable.

"You have to love what you do and persevere through all of the changes," Hanna says. "You can't look back. You have to look forward and keep up with trends." Her salon is located at 1805 E. 10th St. and has been in the same area since 1977. Close to the Indiana University campus, the salon attracts many IU students, professors, and staff — and 90 percent are men.

Over the years her male clientele has steadily increased. "Moms started taking their sons to salons, and males now are more comfortable in smaller salons," Hanna says. She loves her female clients, too, and wants to attract more of them. Since many clients are international students, Hanna intends to learn more about cutting Asian hair this summer.

"I like interacting with people and love getting to know international students. It's a learning experience for me," Hanna says. "I want to be able to give the best service to all my clients."

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(l-r) Angela Schnick, Andrea Lutz, and Erin McFadden.

## Upland Brewing Company

**Angela Schnick**, vice president of retail operations

**Erin McFadden**, Bloomington general manager

**Andrea Lutz**, national retail sales director

**T**hree women in top leadership positions at Upland Brewing Co. say they're all glad to be able to advance in a company that values their opinions and cares about the local community as much as they do.

"We are strong people with strong personalities," says Andrea Lutz, national retail sales director. Lutz started at Upland in 2013 as marketing director. "We have the opportunity to be smart and strong and be ourselves, and that's not something you find in many businesses. Here, you are heard and respected and everyone acts like a family. That makes it an amazing place to continue to grow in our own way."

Both Angela Schnick and Erin McFadden have had the chance to advance from their initial positions as servers at Upland. Schnick, now vice president of retail

operations, oversees all six of Upland's sites. She started as a server in 2003 after working in restaurants since she was a teenager. McFadden, now general manager of Upland's Bloomington restaurant, came on a year later. They both found a niche at Upland and stayed.

"Every year, there has been a new challenge in front of me," says Schnick, who drove the design of Upland's Carmel Tap House and the new Columbus Pump House that will open July 1. "I thrive on the opportunity to be presented with something new to learn."

While waiting tables at Upland, Schnick earned a master's degree in educational psychology at Indiana University. After working as general manager, she became vice president of retail operations. Upland also operates the Westside Beer Bar and The Wood Shop sour beer brewery, both in

Bloomington, and the Broad Ripple Tasting Room in Indianapolis. "With the rate of growth here, my job has never been the same year after year," Schnick says.

Schnick also finds her knowledge of educational psychology can be applied to her Upland duties. She approaches managing and motivating staff similar to how a teacher manages and motivates a class, finding "teachable moments" to help staff become more efficient.

McFadden, general manager, says she's basically had the opportunity to grow up with the company — something she didn't initially foresee. When she started working at Upland in 2004, she was also earning a biology degree at IU. "I was having a phenomenal time working here. It is a great business," McFadden says. "The staff and people you work with become like family."

After graduating, she stayed on, and last October was named Upland's general manager. Her responsibilities include daily operations, hiring, payroll, and scheduling of 40 workers. "I welcomed the chance to advance and feel extremely fortunate to work here," she says.

As national retail sales director, Lutz concentrates on the brewery side of the business, focusing her attention on developing strategies and sales plans for distribution to national chains throughout a five-state area. It's her job, she says, to make sure the right products get to groceries and bars and into the hands of customers. Previously a floral shop owner, Lutz wanted to work with another small business that held the community in great regard, so she was attracted to Upland.

"I always loved craft beer and small businesses," Lutz says. "For me, this was like the crossroads of both. The craft beer industry is growing so much, and it's great to be a part of that."

All three women share an appreciation for Upland's support of local farms and its green practices to reduce its carbon footprint. "You can tell the company cares about the environment," says Schnick. "Upland wants to do what's right for the staff and community."

For more information about Upland and its craft beers, visit [uplandbeer.com](http://uplandbeer.com).