

Styling Success

By Romi Carrell Wittman

Boys & Girls Clubs of Tucson
2014 Click For Kids Honorees

From left –

Jana Westerbeke
Co-President, Gadabout SalonSpas

Pam McNair-Wingate
Founder, Gadabout SalonSpas

PHOTO: KRIS HANNING

A stylin' family has left its beauty mark on Tucson.

Pam McNair-Wingate opened the first Gadabout salon in 1979. Her concept blossomed into a multi-million dollar enterprise that's earned international acclaim – and brightened the spirits of customers throughout Tucson.

Daughter Jana grew up in the beauty industry, shares her mother's passion and now heads the company that has almost 300 employees, five Gadabout SalonSpas, two VerVe Aveda Lifestyle Concepts salons and a corporate resource center.

One of Pam's earliest hires was Frank Westerbeke, a stylist in training. Pam became his mentor, his friend and, ultimately, his mother-in-law. Over the years, Jana and Frank worked together, fell in love, married and raised two daughters. Today they are co-presidents of the thriving company.

The first Gadabout was a single 800-square foot salon at Camino Principal near the Tucson Country Club on Tucson's eastside.

Much of Gadabout's success can be traced to Pam's business acumen and spot-on marketing instincts.

"When we opened, it was unheard of for salons to buy advertising," she said. "We advertised from the beginning."

Those early advertising efforts paid huge dividends for the company, establishing the salon in the minds of consumers as the premiere destination for spa and salon services in Tucson. To this day Gadabout has a robust marketing program that encompasses print, television and online media.

Pam was equally innovative when it came to education. Gadabout was the first and only salon in Tucson to offer an internship for recent graduates of cosmetology school. It's a program that's expanded over the years. Today Gadabout offers internship programs for all aspects of the salon industry – from hair to spa to guest services. From the start, Pam felt that her best investment was in employees.

"We educate our staff from the beginning and have found this builds loyalty," said Jana, Gadabout's co-president and director of guest services. "Education is part of our culture. We grow our staff – and that builds a very strong team,"

she added.

In fact, Jana was Gadabout's very first intern, coming to work and learning on the job just after graduating from cosmetology school. She was a stylist for some 25 years before shifting her focus to the day-to-day operations of the business.

In 1982, Pam opened a second location at Oracle and Ina Roads, followed closely by a third at Broadway and Country Club. Canyon Ranch then approached McNair-Wingate about opening a salon on premises incorporating Gadabout's culture and experience. Together the two firms built a partnership that lasted for 15 years until McNair relocated the salon to her own eastside location.

Pam was also a firm believer in owning her salons, rather than paying rent on the space they occupied. In 1986, the Small Business Administration was making loans to female business owners. It was then she purchased her first property, for what is now Gadabout's eastside location on Grant Road.

When the savings and loan crisis of the late 1980s unfolded, McNair-Wingate was able to purchase property at St. Philip's Plaza and build another free-standing salon. From that point on, she resolved to own her salons' properties, a move that was a wise long-term investment.

In 2003, Jana and Frank encouraged a partnership with Aveda and opened a unique lifestyle concept salon – VerVe – that uses Aveda products exclusively. VerVe is a separate and distinct concept from the Gadabout model and does not use any of Gadabout's marketing. Now with a second location on Swan and Fort Lowell Roads, where Gadabout Man was once located, it's building its own brand in the Tucson community.

By 2005, Pam began transitioning day-to-day business operations to Jana and Frank, while remaining part of the visionary process.

Frank said, "It has been a dream to watch this company evolve with the community – and to support our staff in succeeding in many ways other than just conventional business."

Jana added, "The future of Gadabout is evolution," she said. "Gad-

Boys & Girls Clubs of Tucson

The Boys & Girls Clubs of Tucson has served Tucson's youth for more than 50 years.

Six clubhouses located throughout Tucson provide a safe, fun place for kids to go after school. Programs are offered year-round and membership dues are just \$10 per school year and \$10 per summer session.

The organization opened its first clubhouse in 1963 and was known simply as The Boys Club. In 1985, the group changed its name to the Boys & Girls Club to better reflect the services it offers to all kids.

Today the Boys & Girls Clubs serve more than 6,000 kids throughout Tucson. The Clubs offer character and leadership programs, as well as academic and career preparation. There are also extensive sports and fitness programs, as well as programs focusing on the arts.


The Organization raises funds throughout the year to sustain clubhouse

In 2013, the Boys & Girls Clubs reported revenues of \$2.8 million, all of which was put back into the community. Because the Boys & Girls Clubs has such a strong volunteer base, the organization is able to return 78 cents of every dollar raised directly back to its clubhouse programs.

The 23rd Annual Boys & Girls Clubs of Tucson Steak & Burger Dinner will celebrate the scholastic and service achievements of 12 outstanding Youth of the Year from all six Boys & Girls Clubs of Tucson Clubhouses. Arizona Head Football Coach Rich Rodriguez and his family are this year's hosts.

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“Education is part of our culture. We grow our staff – and that builds a very strong team.”

– Jana Westerbeke
 Co-President
 Gadabout SalonSpas

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about will continue to grow and evolve based on the fashion, vision, needs and desires of our community through our staff and guests. Having our children grow up in this beautiful community, they will tell the story of the next generation in our industry.”

Over the years, Gadabout and its owners have won many awards in the industry, including presentations in London and Germany. Pam, Frank and Jana received the Global Salon Business Award for Excellence in Salon Leadership.

From the start, Pam believed in giving back – not only to her industry but also the community. Today the company website includes a dozen logos of local projects they support including charities that serve women, children and animals.


Both mother and daughter feel strongly that helping wherever they can is central to Gadabout's mission. They've won many honors – the latest which will be the 2014 Click for Kids Award in recognition of their commitment to the Boys & Girls Clubs of Tucson. They'll be honored at the Boys & Girls Clubs Steak and Burger Dinner on June 14 at Casino Del Sol.

“There are no words to express the gratitude that I have for all that Pam and Jana have given to this organization throughout the years, and for all that they will do for our kids in the future,” said Kym Adair, current board president of the clubs and director of marketing for Nova Home Loans. “Pam

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joined the Boys & Girls Clubs board in 1984 and her impact was immediately felt,” Adair said. Today Pam serves on the Emeritus Board of the Directors.

Jana joined the board in 2002 and, among other leadership roles, served as board president and chair of the 2012 PARTY, the group’s largest annual fundraiser. She said, “It’s a wonderful organization. The Boys & Girls Clubs help so many kids and their families, many of whom are headed by a single parent. We encourage our staff to send their kids to one of the Boys and Girls Club-houses after school.”

Pam said, “This award is such a tremendous honor. Jim Click has been an inspiration as an entrepreneur and community advocate. To be recognized and receive the award with his name, it just is such an honor.”

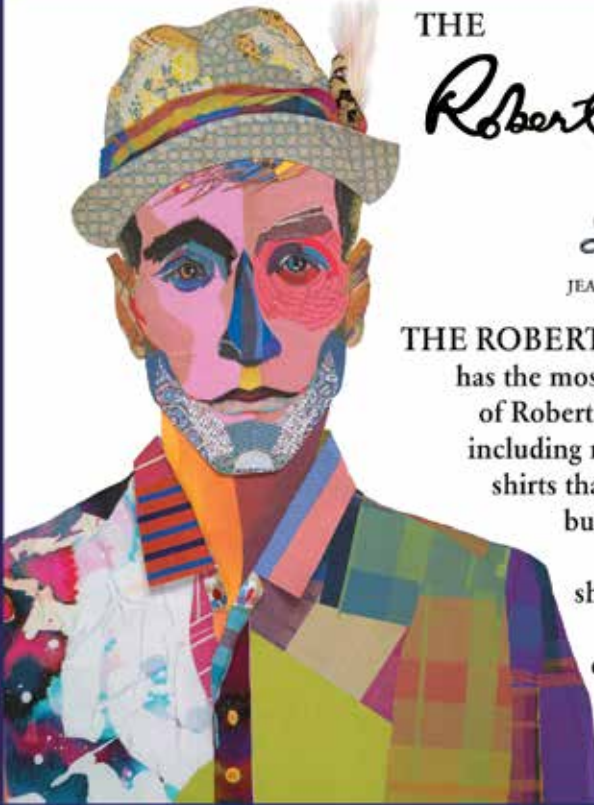
Gadabout SalonSpas has shown its corporate commitment to the clubs a wide variety of ways – from sponsoring special events to providing no-cost haircuts to Youth of the Year winners as well as club staff on their birthdays. The salon has also participated in the annual Image Up program to enhance kids’ self-esteem and educate them on life skills and hosted Girl Power Day to help promote self-esteem.

The Boys & Girls Clubs Click for Kids Award was created in 2009 to honor enduring supporter Jim Click. Each year the award is given to an individual or a couple who made a major impact in the lives of children at the Boys & Girls Clubs of Tucson.

“The award is really exciting,” Jana said. “When we found out, we were delighted and humbled. I see the winners who have come before us and am just blown away by their commitment to the community. To be honored in that same circle – it’s just fantastic.”



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