

# Powerful Networking and Quality Talks

**Stamford, CT** - There is no doubt that during the past few months the **Future Industries** (FI) team put much hard work into creating their 20th annual Northeast Tanning Expo which was held at the Hilton Hotel in Stamford on January 31st. Over 400 visitors from different parts of the country flocked to the trade show floor. The atmosphere was really good. **Karen and Twan Bentlage**, owners of FI, created this very positive mood, when they kicked off the expo with a great statement: We, as suppliers and vendors, have to continuously improve our knowledge and services, to enhance our salon partner's success! This mission set the tone for the day.

"Many times our booth was crowded," Karl Platzer, Vice President at LightSources, Inc. (LSI) commented. "All attendees were eager to take part in our free lamp drawing. Raffle cards were filled out like crazy! Congratulations to **Jim Rice. Sr.** (Beach Bum in Wayne, NJ) from our entire tanning team at LSI. We were happy to announce Jim as the winner of 150 free lamps!"

However, the raffles were certainly not the only value salon owners could take home from the show. The many **educational seminars** FI offered were just brilliant. These workshops provided best practice examples and insights on how to best succeed in the tanning industry during these most difficult of economic times.

Karl and Jody (Sales Representative at LSI), also received good feedback at their booth. "Karl and I were happy being able to answer so many technical questions," Jody explained. "Many people asked about the latest

state-of-the-art lamps and phosphor blends. They asked how the different rays acted upon the skin. Everyone knows that UV light tans the skin, but it's also crucial for salon owners to understand how UVA and UVB work individually and yet in tandem to create the perfect tan."



"It all boils down to three fundamental key words in our industry," Karl explains further. "These are: education, training, and communication." After all, looking behind the scenes of the tanning industry, and learning about the skin can help generate more business in the salon."

Another popular topic of conversation at the show was the subject of **red light therapy: collagen**. Karl Platzer claims: "The industry must be eager to learn more about collagen. We have to slightly change our mindsets, as we have the opportunity to appeal to a new target market - the anti-aging market."

According to the Academy of Anti-Aging Medicine, the opportunities are enormous. The anti-aging market is estimated to be at \$115.5 billion by the end of 2010. "If we do it right and work together as partners, our industry can certainly be part of this vast market in the future", Karl explained conclusively.

At the end of the day, the exhibitors at the FI show all got a chance to reminisce with one another, as we packed up

our wares. We truly felt that we also took away a lot of input from the salons. Education is an ongoing and exciting two way street...



For more information click either on [netanningexpo.com](http://netanningexpo.com), [LSItanning.com](http://LSItanning.com) or join us on Facebook: <http://www.facebook.com/pages/Light-Sources-Inc/286058638016>.

