



For Immediate Release

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***Finally Lisa's Hair & Nail Salon* wins SASSI® *Salon Secrets Contest* The Southbridge, Mass. hair and nail salon stands out for its charitable involvement, commitment to staff excellence**

Southbridge, Mass.—Jan. 25, 2017—[SASSI®](#), the Salon and Spa Specialty Insurance agency, announced *Finally Lisa's Hair & Nail Salon* has won the agency's inaugural [Salon Secrets Contest](#), a nationwide contest recognizing the unique practices, services and traits that create successful salons. In a pool of strong entries, *Finally Lisa's* stood out thanks to their commitment to building community, both as a staff and in their local area.

In 2006, the *Finally Lisa's* team began an ongoing campaign to raise funds for and awareness of all cancers. Over the past ten years, they have helped to raise more than \$25,000 for organizations such as the Cancer Center at Harrington, the American Cancer Society and Relay for Life, as well as individual families living with cancer.

"Helping each other—also helping your community—is a secret not only to business success, but also to success as a human being," *Finally Lisa's* founder Lisa Bodreau wrote in her entry.

Bodreau founded the salon 30 years ago. Today, she has a staff of six master stylists/colorists and one expert nail technician offering hair cuts, color services, manicures and pedicures. The staff is committed to educating themselves about the latest trends, attending trainings in the region and on-site education sessions.

"With this contest, we wanted to recognize salons that have blazed their own paths to success," says Sean Brownyard, executive program manager for SASSI. "In *Finally Lisa's*, we saw a business that not only had high standards for staff professional development, but also for community leadership."

As the winner, Bodreau will further her professional development and network with beauty industry leaders with a complimentary annual membership and a pass to [America's Beauty Show](#) in Chicago, March 25-27, 2017, as well as a hotel stay and a \$500 travel voucher.

About SASSI

The Salon and Spa Specialty Insurance agency (SASSI), formerly known as the Hairdressers Agency, has been a leading innovator in providing specialized liability coverage to the beauty industry for 70 years. A division of [W.H. Brownyard Corp.](#), SASSI provides a wide range of insurance coverage for salons, day spas, electrologists, beauty schools and barber shops. Claims management is provided by Brownyard Claims Management, a loss prevention and full-service insurance claims facility. The company is based in Bay Shore, N.Y.

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