

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