

# Bravo!: Susan Haise, owner of Neroli Salon and Spa

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## Susan Haise

Owner

Neroli Salon and Spa

220 E. Buffalo St., Milwaukee

[www.nerolispa.com](http://www.nerolispa.com)

**Industry:** Beauty and wellness

**Employees:** 188



Susan Haise

Beauty and wellness industry veteran Susan Haise opened her first Neroli Salon and Spa location at 325 E. Chicago St. in Milwaukee's Historic Third Ward in 1993.

"When I opened Neroli there was nothing like it in the Milwaukee area as the industry was moving towards day spas," Haise said.

Since then, Haise has added full-service Aveda spa locations at Bayshore Town Center in Glendale and Brookfield Town Center, and opened a boutique salon on the east side of Milwaukee last December.

"Growth for Neroli is based on the fact that the average consumer likes to sleep, live, eat often within five miles of their home," she said. "Our new location on the east side of Milwaukee allows us to better serve the needs in the community and our market."

Neroli has 188 employees, 19 of whom have been with the company for more than 10 years. To foster certified training for future technicians, Haise founded The Institute of Beauty and Wellness (IBW) in 1994 as the The Skin Institute Esthetic.

The IBW graduates 160 students per year, 10 of whom are offered spots at Neroli, Haise said.

"We are one of 22 salons participating in hiring this year," she said. "Even with the (economic) downturn, salons and spas are still hiring."

Haise said she has evolved her business over the years and will continue to do so.

"To keep the concept fresh is an ongoing challenge, especially with customer service, to meet and exceed our guests' expectations and whole guest experience," she said. "My passion for Neroli is evenly balanced by creating a fantastic experience with our guests and especially our team members at work, all while maintaining a sustainable business model."