

Big Fish, Small Pond

In every small town across America, there's at least one salon that raises the bar for everyone else. **Pewaukee, WI**, (population 11,783) has Spargo Salon & Spa.

Located about 15 miles west of Milwaukee in Wisconsin's aptly named Lake Country, the charming town of Pewaukee was established in 1842, six years before Wisconsin officially became a state. While the town boasts many year-round festivals and quaint storefronts, the heart of Pewaukee is Lake Pewaukee, where residents spend their summers swimming, fishing and waterskiing and their winters sailing on iceboats, which, for all of you Southerners, are specially made sailboats fitted with skis designed to run over ice.

When they're not catching a breeze on the lake or sipping a cool one at a lakefront restaurant, Pewaukee's residents unwind at Spargo Salon & Spa. Spargo first opened in 2000, after owner Doug Saloga got into a conversation with several hairstylist friends about how they loved their jobs but would handle things differently if they were boss. Inspired, Saloga decided to open a salon, one where the staff would have a say in how the business was run. His friends jumped on board, and Spargo quickly became known for its friendly culture, as well as its stellar services. "Spargo's main differentiator is our people," says Saloga. "We work together and have a great deal of fun. New employees tend to be friends, family or are referred by current employees, and our customers recognize and compliment us on the genuine happiness and cheerfulness of our staff and our atmosphere."

Spargo was so successful in its first five years that Saloga was forced to build a new location last year, expanding from 2,400 square feet to almost 8,000, at an estimated cost of \$2.5 million. The design and décor were inspired by Saloga's many trips to Pompeii and Rome and modeled after ancient Roman bathhouses. Several Roman artifacts and antiquities complement the Old World Mediterranean design. "The salon on the upper level reflects an open, forum-like space, like

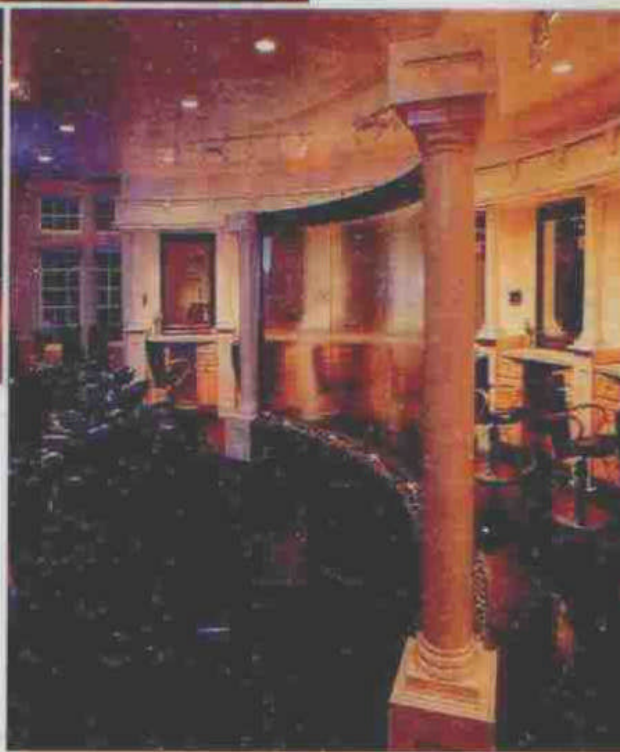


CLOCKWISE, FROM TOP: At Spargo Salon & Spa, the spa is on the first floor and the salon is located above; the cozy reception and retail area sets a warm, relaxing tone; a wall of water separates the shampoo bowls and styling stations; Spargo's signature spa room offers a sensual experience for two.



the Vatican, with several water features," says Saloga. In fact, the shampoo area features a cascading waterfall that surrounds clients as they recline in heated massage chairs. For the folks in Pewaukee, it's enough to rival a sunset sail on the lake. —CARRIE WATSON

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SPARGO SALON & SPA

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