

AYDE MENDIBLES

Director of Spa Operations

Body del Sol Medical Spa



How did you get into the spa business?

I was working on my 11th hour as a wireless communications administrator and said to myself "I really need to start my own business." Then I said, "I really do need a massage!" Then it came to me to open my own spa. I always frequent them, I love skin care, so I started researching, attending medical spa conferences, took a class at city college for business plans and just went with it. The more I learned the more I became intrigued and excited! This dream became a reality when I became laid off from Pelco. Whatever I had on paper, which was going to be a hobby or secondary job, was now going full throttle whether I was ready or not.

How have you managed to grow your clientele?

When I first opened I had five clients, five little files. Today we have over 9,000 and I can't fit another file anywhere. We need to move to a larger location!

How has your experience been advertising with Groupon?

It's been awesome! I have tried radio, TV commercials, newspapers, local magazines and none of them compare to the reach Groupon can get you.

Do you have any tips for business owners interested in using Groupon and other daily deal sites?

I would say to other business owners to be prepared. It's insane the first couple of days! I had to add two more computers to the front end, add another receptionist and another phone line. When your Groupon customers come in, make the best impression you can. Have your own in-house special going because they will come back for your specials. Of course, you cannot please everyone. I would say 10 out 9,000, were not happy and probably never happy in their life ever. But the other patients and clients we have met have been wonderful. I don't think we would have had the opportunity to meet such great people if it wasn't for Groupon.

What are the biggest opportunities in your business?

Meeting new people, making them look and feel great!

What are the biggest challenges?

Having enough qualified staff and rooms for services to meet the demand.

What we do:

Body del Sol Medical Spa is the 1st "green" spa in the Central Valley. We combine nature and science for a more beautiful & natural you. Our services include: cosmetic injections, chemical peels, organic enzyme peels, medical microdermabrasions, HydrFacials, oxygen facials, skin clearing facials and a variety of massage therapies.

Age:

We opened our doors April 2010. I will be 54yrs old this November

Education:

I have a Bachelor's of Science in information systems; an MBA in technology management; spa & hospitality management degree from UC Irvine; CA licensed esthetician & currently continuing my nursing degree

Family:

Married 26 years to my husband Oscar. We have one son Samson (34 years-old) and one daughter Veronica (25 years-old). We have three grandchildren (two boys & one girl)

What was the best advice you ever received?

To work hard, to stand up for yourself, to treat people with respect and to have compassion (Thank you Mom & Dad)

What was your very first job and what did you learn from it?

My very first job was in Silicon Valley as a wafer fab operator (manufacturing micro chips for computers). Responsibility and bonuses! The harder you work the bigger the bonus! Whether it's monetary or gratifying, hard work always pays.