

Attitudes by Kelsi

"Your Full Service Salon"



Kelsi Groth is excited to introduce Shelli Christiansen as a part of her business expansion at Attitudes by Kelsi. The PDC and PACC reps were on hand as well as SEFP board members for a ribbon cutting and presentation of 1st Dollar(s) of Profit. Front row: (l-r) Tracey Olson, Shelli Christiansen, Kelsi Groth and Nancy Larsen. Second row:(l-r) Mark Kasten, Justin O'Keefe, Curt Lukes, Julie Dykstra of Farmers State Bank, Char Hay and Lisa Carlson. Third row:(l-r) John McDonald, David Lambert, Mark Joffer and Jim Jones. Picture courtesy of SE Electric Cooperative Inc.

COMPANY: Attitudes by Kelsi

OWNER: Kelsi Groth

LOCATION: Parker

PHONE/EMAIL: (605) 297-5379

NUMBER OF JOBS: 2

BACKGROUND: Kelsi graduated from Stewarts School of Cosmetology in 1992 and after working for others began this business in 1998, renting the present facility. Over the years, walls, a new furnace, decorating and equipment have been added while building the clientele. Through this business expansion more services are added along with the services of a home town resident, Shelli Christiansen.

ASSISTANCE REQUESTED: Business Planning

RESULTS: An expanded business

QUOTABLE: "I didn't know if my dreams to expand my salon would ever happen but after working with Nancy Larsen and Mark Slade everything just came together. I never had a business plan before and now I do and hope to follow the plan as best as I can. Thanks to everyone for making my dreams a reality."