

Locally Owned First Choice Haircutters Salons Celebrate Over 30 Years in the Guelph Community

For over 30 years the DiRaddo Family has owned and operated the First Choice Haircutters Franchise in Guelph which now has 6 reputable locations with a loyal following of guests and employees. FCH is a staple in the Guelph community providing locals convenient, value priced hair care and friendly customer service. Four years ago Jennifer and Stephanie DiRaddo, daughters of Pat and Tony took over running the local salon business. Both women are University of Guelph Bachelor of Commerce grads who started their careers working for large corporate companies in Toronto. With backgrounds in Human Resources, Customer Service Operations, Marketing and Client Ser-



The expanding DiRaddo Family, owners of FCH Guelph.

vices, they bring a wealth of knowledge and experience to the salon business they grew up in.

Being involved in the community is a priority for the DiRaddo sisters as they grow the FCH salon business. In the past they have supported Juvenile Diabetes through JDRF fundraisers and have won the Franchisee Community Care Award as well as Tribune Reader's Choice Awards. Recently they partnered with The Guelph Children's Foundation to raise money during the Grand Opening of their newest location in Guelph's South end at Clair and Gordon. This past Holiday season they sponsored an event for Big Brothers Big Sisters Guelph which launched a relationship where all members of the organization now receive discounts on services when visiting any First Choice Haircutters location in Guelph. District Manager Janet Somers participates in guest speaking engagements for Lutherwood Employment Agency and Jennifer DiRaddo spends time giving back to the University of Guelph by sitting on committees, attending events, mentoring students and guest speaking. Stylists from FCH Guelph salons have also participated in the annual Engineering hair shaving charity student run event at U of G. Both Jennifer and Stephanie make it a priority to get out into the community and establish strong relationships with Guelph locals and plan to amp this up in the years to come.

Although First Choice Haircutters is a franchise, franchisees like the DiRaddo's are given freedom in many ways to tailor the business to their local markets and establish their own employee programs and talent development initiatives. Stylists are the number one prior-



FCH Guelph Managers & District Manager with 1 Of 6 kids Porsche cars to be won.

ity for this local family as they are the ones who bring the quality and consistency that guests have come to expect. Attracting guest oriented, talented Stylists out of school into apprenticeship or co-op opportunities is their way of building their Stylists from the ground up. Strong relationships with local vocational schools and hair styling schools are part of why they are successful in hiring great talent. There

is ample opportunity for advancement if Stylists have an interest in management or becoming a trainer within the local salon chain. FCH management supports apprentices with becoming licensed hair Stylists by paying for their exam fees. All current Managers, Assistant Managers and Technical Trainers were developed and promoted from within. Many of the managers and Stylists have been with the company for between 5-20 Years and some of their staff commute in from surrounding areas to be a part of the dynamic FCH team. Often Stylists who have left the company have returned and new talent is frequently brought in through the employee referral program. At First Choice they are always looking for ways to unlock the potential of their Stylists and help them achieve their career goals through ongoing training and development, mentoring and coaching.

This Spring First Choice Haircutters wants to thank the Guelph community for over thirty years of loyalty to the FCH brand, so, they are giving away six Ride-On Porsche 12 Volt Kids Cars! Visit one of the FCH Guelph salons today to enter the contest. Contest will run from Tuesday February 20th - Sunday April 29th with the winners being drawn and announced on Monday April 30th. The DiRaddo family thanks the Guelph community for making their salons your First Choice and for supporting local Guelph business and our team of dedicated stylists.