



ra-por´ noun; French – relation marked by harmony, conformity, accord, or affinity

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FOR IMMEDIATE RELEASE

*Donn Heywood*

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**PIED PIPER OF SALON OWNERS CELEBRATES SIX YEARS  
IN LOVELAND, BUT DECADES DEVOTED TO LOYAL CLIENTS**

The last thing on Donn Heywood’s mind was opening another salon, but fiercely loyal clients persisted: following him; sending their children, friends and neighbors; and, eventually, finding him the quaint yellow house on West Loveland Avenue that his Salon Rapport occupies.

The full-service salon celebrates six years in April with a typical Heywood twist by expressing gratitude to customers. He’s giving *them* gifts.

“Our customers give us so much,” he says. “Our success really is all due to them.”

Salon Rapport is a mix of small-town camaraderie, a zen-like escape, genuine concern and high-end artistry that draws a diverse clientele as well as multiple generations of families from across the tri-state and as far as Columbus.

Heywood has successfully crafted that concoction after studying design, cut and color across the country and globe, working all ends of the industry, trading a brisk business for degrees in psychology and counseling and returning to what he does best: listen, nurture and color. Much of that experience and education has been in tandem with his sister, Konnie, who plays a supporting role at the salon.

“I want desperately to enhance the natural beauty of everyone who walks in that door,” he says, “with our technology, skill and products. I have a strong desire to make every person look their best.”

It’s the same formula he’s used skillfully for years, adding experience, a longer list of clients and new talent.

His latest interest and business expansion is training within the salon. It adds to the team approach where all members tend clients in some capacity. And begins to pass the torch.

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Donn Heywood is a lifelong learner, who devours books, keeps abreast of industry and business trends, constantly tweaks his skills, draws from customers and naturally passes that knowledge along.

However, it's the relationships he's built that feed him. "I named it rapport because our business is all about getting to know one another," according to Heywood. "I think we are good listeners and communicators."

First-timers are treated to a questionnaire that helps stylists know more about that person from interests and lifestyle to expectations and concerns. "We do everything other salons don't," Heywood says. "We strive for accuracy and consistency and that has always driven our business."

Heywood pushed a recent customer toward a trendier style. When she returned the next time, she said it was the only haircut/ style/ color her granddaughter ever liked. "All I did was adapt her hair to match the rest of her."

Heywood and his team are happy to merely cut hair, but also offer pedi- and manicures, massage, their exclusive highlight process, expert color and color correction for men, women and children. Their approach is gentle and caring, yet they can guide customers with their artistry, experience and education. "Our touch really tells people who we are," Heywood says. And that begins at the shampoo bowl, continues with steamed facial towels, often includes a hug and, always, a warm welcome. "It's true," Heywood says, "people don't care what you know, but want to know that you really do care."

While he loves being engaged with clients, he also desires to give back to the community. Salon Rapport has donated back-to-school haircuts to children whose families could not afford them, just drafted a check to the American Heart Association as the result of a valentine promotion and awarded a prize to Claire Ledford of Blanchester in a related customer give-away.

Heywood is currently cooking up plans as he begins his seventh year in Loveland. "Yeah, maybe I've flirted my way through life," he reflects, "but I am a gatherer and like to see people happy. I don't see the glass as half full, but three-quarters full."

Perhaps that's why clients have followed him for over 30 years.

For more information on Salon Rapport, visit [www.SalonRapport.com](http://www.SalonRapport.com) or call 683-1109.