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# COURIER

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BRING THE HOSTAGES HOME!



**LOIS  
CHRISTIE:**  
52 Years  
as a Business &  
Community  
Icon



# Lois Christie: 52 Years as a Business

Lois Christie established her own business, Christie & Co. Salon, with a \$1,500 loan from her uncle over 50 years ago. Under Christies visionary leadership, what started as a modest salon has evolved into one of the most prominent salons in New York City, earning her recognition as a leading figure in her profession and the community.



**Lois Christie was honored as an Icon at the 30th Anniversary of Power Women of Queens, seen with Elizabeth Aloni of Schneps Media.**

Christies journey, fueled by passion and a clear vision, has seen her business grow significantly, positively impacting many lives.

For decades, Christie has been honored with numerous awards for her service to both the community and her profession. She was named a Power Woman of Queens, winning multiple Best of the Boro awards, receiving the Business-woman of the Year from Mayor Bloomberg, a humanitarian award for her efforts during Superstorm Sandy, Woman of the Year from the Ronald McDonald House, and serving as the first female president of INTERCOIFFURE America/Canada, the International Organization of Salon Owners.

Christie & Co. Salon, located in the Bay Terrace Shopping Center in Bayside, clients are treated to a range of personalized services, from specialized cuts and hair coloring to skin-care, cosmetics, facials, nails, hair extensions.

Christie & Co. Salon takes pride in its dedicated team of salaried employees who enjoy comprehensive benefits and continuous career training, many of whom have been with the company for decades, embody the commitment to consistent high quality services ensuring that their clients always leave with exceptional hairstyles and color.

Loiss vision for the future is secured by the Christie College salon training program for new talent. The transformation in the new workforce is especially important as younger talent wants life, work, balance within this atmosphere of inspiration and encouragement to follow their dreams.

While personally attending to her V.I.P clients, Lois also mentors the Master Artist team, leveraging the collective 50 years of expertise. She plays a pivotal role in spearheading the growth strategies, including the innovative H.U.G. (Help Us Grow) program. This initiative rewards both the referring and the new client with a 50% discount on services, creating loyal customers.

This year, Christie introduced the Service on Demand



**Lois Christie was recognized by Mayor Bloomberg as Business Person of the Year.**

program following a significant salon remodel that added six new stations. Thanks to the team of 12 colorists and 18 stylists, headed by Jason Hirshman, the newly appointed Hair Color Director, this program caters to clients seeking immediate services without appointments, from color and styling to nails. This no appointment model has successfully attracted around 100 walk-in clients monthly making the salon a go-to for last-minute dates.

Christie has also introduced V.I.P. memberships, offering clients exclusive access to special events, discounts, and on demand appointments.



**Personally trained by Lois, Jason Hirshman has recently been promoted to Hair Color Director.**

Loiss membership in INTERCOIFFURE America/Canada underscores the salons dedication to excellence, setting global industry standards.

As the first female President, and World Vice President of INTERCOIFFURE America/Canada, Christie & Co. Salon has become a Leading Salon of the World!



**Power Women Event 2024 (Left to right: Lori - Make-up artist, Arlene Cotter - CFO, Lois Christie - Honoree, Jamie - Receptionist, Jade - Receptionist, Tracey Kelly - Manager).**

In fact, Lois and Master Stylist Marissa Miranda will attend a World Hair Show in Barcelona, Spain in May.

Beyond the salon, Christie actively contributes to the community, exemplified by her participation in the Walk of Love, a 5K run supporting the Ronald McDonald House. Her commitment to business and community service has made her an exemplary figure in both realms, continuing to inspire and make a difference for over five decades.



## & Community Icon



As president of INTERCOIFFURE America/Canada, Lois Christie presents an award with celebrity hairdresser Oribe and Sarah Jessica Parker at the Waldorf Astoria International Gala.



Salon Coordinators Jamie Bay, Jade Perrotta with Lois Christie.



Lois Christie seen with Matt Campo, Director of RMHC New York Metro, at Ronald McDonald House Charities Gala for the 50th Golden Anniversary of Christie & Co. Salon, where they honored Lois, who serves on their Board of Directors. Ronald McDonald House provides compassionate care to families for their sick or injured children. It was my greatest honor and privilege to set a new fundraising record that year!, said Lois Christie.



Master Stylist Yiota Panagiota with trainee Caylie, who is going through a training program, which is provided to all new employees.



Winner, 2024 Best of the Boro, Master Esthetician and Award Winning Make-up Artist, Diana, certified in Oncology Facials, Light Therapies and Holistic Treatments

MAKE A DONATION

JOIN OUR TEAM TO RUN OR WALK



On April 27, Christie & Co. will be participating at the RHMC 5K run. The Christie Cares team led by Amanda, Trish, and Jayson Hirshman invite you to walk with them. Please scan the QR codes to donate or join. The run starts at 8 a.m. from RHMC New York Metro, 267-07 76th Ave., New Hyde Park, NY 11040.

### CHRISTIE & Co. Salon



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