

Catherine Crum: Salon owner relies on faith, community to spur success



Catherine Crum smiles inside her self-titled business, Catherine Crum the Salon, which has offered hair-cutting and coloring services as well as waxings, makeup sessions, manicures, pedicures and massages for 12 years. Photo by [Julie Smith](#).

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Monday, October 26, 2015

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Since her youth,
Catherine Crum

knew she wanted to be a hairstylist.



She held onto that dream and entered beauty school two weeks after graduating high school, skipping the summer break many of her classmates enjoyed.

Now, Crum is celebrating 12 years of owning her self-titled business — Catherine Crum The Salon, which offers hair cutting and coloring services as well as waxings, makeup sessions, manicures, pedicures and massages.

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As an experienced stylist, Crum said she chose to sell Aveda products in her salon because of the company's all-natural approach. Crum said she only wants to sell products to her clients that she would use on herself. Of all the aspects to hairstyling, Crum said what she enjoys most is customizing the guest's individual look.

"Finding the perfect look for their lifestyle and face shape," she said. "I thoroughly enjoy helping others with hair loss issues and finding a solution to feeling confident whether through a new style, hairpiece or products."

She credits her success to the community.

"I am humbled by the support of my community," Crum said. "It's a tough road when you run a small local business, and it takes support from your community to be successful."

Q.

Who has invested in you and your career?

"My parents have supported me through every leg of my journey. Friends and other family members have been very encouraging as well. Teachers and previous employers allowed me to pursue my childhood dream of becoming a hairdresser by giving me the opportunity to learn and demonstrate my work ethic."

Q.

What choices have you made to invest in yourself and your own success?

"I have chosen to place my faith first and have learned that faith has allowed me to make more confident business decisions. Investing in my ongoing education has meant choosing to give up both personal resources and time off during my free time to further my technical skills. Our profession has a lot of dynamic, creative minds. I've been blessed to attend training in large cities across the U.S. and Europe to learn from some of the absolute best. Additionally, training my employees has taught me how to better sharpen my technical skills, become a better mentor, and has helped me to see the perspectives of others more clearly."

Q.

What do you think are the biggest issues still facing women in the workplace?

"Work-life balance for all women can be quite a juggling act. Women want it all and expect it to be perfect. It won't be perfect if we try to wear all the hats. We must learn to let go of the perfect picture we envision in our heads. I strive to figure out what is most important and have a formula that has proven to be quite successful for me. I put faith and family first and allow all other things to fall into place."

Q.

What drives you most in life and in your career?

"Faith in Christ and watching others grow are the most rewarding things to me. It is fun to watch the transition from when I start training a new employee to the time they are able to confidently do their job with ease. It is really special when you see an employee succeeding in their profession and providing for their family. No pressure!"

Q.

What advice would you give to a woman entering the workforce?

“Be willing to invest in yourself. Set goals. Be the best you can be no matter what. Help out others and display a good attitude even when others around you may not. Stop focusing and measuring your success on the success of others. Focus on your daily walk and the small behaviors that eventually influence the big picture. When circumstances change you must be willing to change your direction and readjust. It’s your journey, so don’t take it for granted.”