



**Small Business
Development Center
Gannon University**

*Helping businesses
start, grow, and prosper.*

Amy Swartz

Owner, Amy's Hair Salon
(724) 813-8162
309 Mercer Road
Greenville PA 16125

www.amyshairstyling.com

County: Mercer

Industry:
Personal service

Year Founded:
1992

SBDC Assistance:
Covid assistance
PPP Loan assistance
EIDL Loan assistance
Expansion

Consultant: Denise Rhoads

Additional Partners:

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Amy's Hair Styling, Inc.

Amy Swartz has changed the looks and styles of men, women and children for over 28 years as a hairstylist. Some of her clients who were children when she began are now her clients as adults and bringing their children.

She has always been in the Greenville area of Mercer County. She started with a small salon on Canal Street in Greenville which she later purchased and employed six. When her children were young, she decided to sell that salon and work from home. As her children got older, she decided it was time to purchase another salon, her current business location, and she employs six stylists. Amy decided to incorporate her business in 2009.

Throughout her years in business, she maintained a steady flow of customers, but when Covid hit, it not only impacted her business, but her staff as well. Because she was not an essential business, her doors were ordered closed with the government shutdown. Like many salon owners, Amy was in unfamiliar territory. She had six employees who were like family to her and watching them struggle as they worked their way through the unemployment process was difficult for her. As time passed, Amy's staff was finally on track with their unemployment compensation plus the additional unemployment compensation funds allotted through the government, and Amy began breathing easier.

During this time, Amy like many stylists, was dealing with frustrated clients who needed her service. As the bordering state opened for hair styling, Pennsylvania did not, and Amy was concerned about losing her business clientele. During this time, she stayed busy updating her salon for the fresh new start. In June when hair salons were permitted to open under the Governor's Green Phase, the restrictions and regulations were more complicated than ever before. Limited customers, strict regulations, and social distancing forced her to pivot again making the many required accommodations for the safety of her staff and clients. Amy remained positive throughout all the uncertainty.

Amy was relieved when she was granted the PPP loan, and next came the EIDL funding. During the months of shutdown, like many small salons, these funds helped her keep the lights on. With the EIDL funds, she was able to purchase the necessary products for her business, as well as, purchase supplies to prepare for the re-opening. Amy's Hair Salon was also awarded the COVID 19 Relief PA Statewide Small Business Assistance Grant.

Before Covid, Amy had a dream to expand her salon in a very special direction and during the shutdown, she was able to think about this more and more. Now that her business has taken hold again, that dream could soon becoming more of a reality sooner than later. Today, Amy remains excited and optimistic to where this possible new venture will take her.