More and more today's experts emphasize the importance of small, locally owned businesses to a stable and healthy economy. The challenges for the owners and managers of these enterprises are many, the marketplace is always competitive.

On the following page you will find the stories of several local businesses who are making the grade. Presented in an admiring format, these stories will introduce you to the people behind the signs and logos...and to their philosophies of service, the products they offer, and their formulas for success.

Rebecca's Hair Salon Offers Full Service to a Clientele of All Ages In a gracious, Relaxed Setting

With Rebecca Courrier-Dupas' twenty-plus years of experience as a foundation, Rebecca's Hair Salon opened four years ago with one person and has expanded greatly to two locations and over twenty employees, including her daughter Chelsea, Allene, Rebecca's niece. The style and beauty shops are located in the area and features in two specially formulated line of hair and skin care products.

Rebecca's two locations, 1090 North Drive and 1830 Edson School Road, serve a wide range of clients, from children to senior citizens. Services range from hair and skin care to nails and airbrush tanning, and feature a unique atmosphere that is personalized for each individual.

"We strive to offer great looks and courteous, personalized service," say Rebecca Courrier-Dupas, "we also offer products specifically designed for our clients to provide the best care possible for your skin and hair.

Ernesto's Policy of Providing Free, Honest, and Dependable Estimates Builds Trust with Customers

Ernesto's Auto Repair, at 110 Leducch South of Veteran School Road off Parkwood, has built a quality reputation for dependable service, honest estimates and courteous service. Ernesto's offers a wide range of repair and maintenance work, including air conditioning, transmissions, brakes, belts and hoses, exhausts, front-end alignment, mufflers, tire repair, and tune-ups. Ernesto services both domestic and imported cars. Modern, up-to-date equipment, including electronic computer diagnostic, assure customers of top-quality service. Most repairs can be completed in one day.

Dependable, courteous service has made Ernesto's Auto Repair a winner.

One of the most important assets at Ernesto's is trust. Ernesto gives honest, dependable estimates free of charge for all repair jobs, and provides his own warranty on all services, including brake jobs. "This is a family run business," he says, "we want our customers to know that they can rely on us.

Ernesto's Auto Repair
110 Leducch South
233-3588
Peddy & Tuttle – Helping You Gain the Most From Your Hardware and Software Investment

"Businesses of all sizes are moving to computers," notes Chuck Peddy with the pertaining and competent counseling five of Peddy & Tuttle CPA. "It's no longer a luxury—there is no substitute for the insights, accurate information that computerized accounting provides today's business person."

Peddy & Tuttle not only provide computerized accounting and tax service, they will work with a client and help them when software and hardware. "We can work with a client's existing hardware to help select new equipment when some exists," explains Laura Tuttle. Each partner is a CPA and brings accounting and computing experience to the selection, installation and tuning of a computerized accounting system.

Peddy & Tuttle CPA's provide staff training and local support for new major software and hardware. They offer hands-on computer classes that can be customized to fit your business. Peddy & Tuttle can help you get the most from your hardware and software investment.

Acadiana Temporary Services' Solid Track Record Serves Business Needs Well

Acadiana Temporary Services, Inc. has served the temporary employment needs of Louisiana and Mississippi since 1986. Founded by Norm Deblo, who brought his own ten years of experience in human resources to the operation, Acadiana Temporary Services, Inc. has built a solid track record in these-credentialed and well-qualified company serving businesses throughout Acadiana.

"Business people are very creatures of care, and are always looking for ways to economize on costs while maintaining or improving quality," notes Deblo. "Acadiana Temporary Services, Inc. provides an efficient, cost-effective tool for meeting their overall personnel needs."

Acadiana Temporary Services, Inc. provides a wide variety of skilled and well-qualified temporary employees for assignments of short, medium or long duration, including office clerical, light industrial and manufacturing positions. The firm also offers personnel services for companies which offer their own temporary workers (but wish to take advantage of the efficiency and cost savings of having a temporary agency handle the employment).

Acadiana Temporary Services, Inc.
714 E. Kaliste Saloom Rd. Suite A-4
31364-0950

Graphics Plus — State-of-the-Art Technology, Experienced Staff, Friendly Service

Time Graphics and Grafick Precision Art have consolidated into Graphics Plus at a newly-located facility on the third floor of the Times of Acadiana building at 201 Jefferson St. The pooling of staff and the addition of new equipment and capabilities has further enhanced the value Graphics Plus has to offer advertising agencies, designers and printers. The firm also offers prepress services for customers which can handle their own color separations and require only a color proof from the artist.

In addition, Graphics Plus can produce four-color separations with its own in-house color scanners, and produce TV-quality color proof directly from the files via CMYK color laser printers. Four color press proofs can be created using a four-color drum/stencil proof overlay process.

"We are able to do prepress work that allows a client to bring in actual separations to the printer, some companies vice versa," Kari Terry. "This gives designers prepress capabilities above their clients to see what the finished product will look like and represents tremendous cost savings for our clients."

The Graphics Plus team, managed by Jodi LeBouc, consists of eight full-time and four part-time employees.

Graphics Plus
201 Jefferson St.
269-9255
Comfortable Knit Dressing and Coordinated Accessories Equal JT Koolers Style!

AT JT Koolers, shoppers mix with the styles, add the sparkle and grace of comfort, selection, and comfort with the fun and assortment of green-looking fabrics that are just right for them.

"When a customer walks in the door of JT Koolers, we want her to look her very best," says owner Janet Tovey.

The JT Koolers staff is trained to help with the right basic and comfortable blends, and build on them with accessories that match the customer's age, coloring, size, and style.

"The right coordinated accessories not only add versatility," Tovey explains, "they really multiply your wardrobe. Our staff is great at helping our customers put it together, so that everything can be worn more than just once!"

JT Koolers is fully stocked after a winter sale in its shopping center and new clothing and accessories are arriving daily to keep shoppers busy and happy.

JT Koolers
On the Boulevard
983-7897

Equipment, Classes, and Escorted Excursions Highlight Diver's Destination Services

Diver's Destination provides a full array of services for scuba diving and snorkeling, from equipment to classes to escorted diving trips. Owner Greg Hildebran and operator John Aumasson bring a combined total of 25 years of diving instructional experience to Diver's Destination.

"During our four-week class, we greet each guest plenty of support and personal attention so that we're sure they are completely comfortable and confident in the water," said Greg Hildebran. "We work together to train the student in safety and confidence in the class to know one another. At the end of four weeks, they're not just customers, they're friends!"

Diver's Destination offers a complete line of diving and snorkeling equipment and services of all types of diving gear. Diving trips from our dive shop in the Gulf of Mexico to weekends in Florida and vacations in the Caribbean are offered in our shop, and Diver's Destination can make complete arrangements for individuals planning diving trips anywhere in the world.

Diver's Destination
201 Chalmette Road
981-5488

Always Fresh...Always Delicious...Crawfish Town, USA, Also Boasts Select Boiled Seafood

Crawfish Town, USA, Cajun Restaurant, was established in Valencera, USA, February 14, 1994, by two native Caillut, Dore and Jerry Guidry. Donna and Jerry Guidry came from a background in Commercial real estate and had no experience in restaurants.

five years later, the restaurant is 1-25, Henderson Ave 153 with seating capacity of 20 and score of gold from health inspectors and other local beaches, state and political officials.

Crawfish Town, USA is known in an authentic home built in the early 50's, which is filled with Caillut art and memorabilia. Patrons' patterns and groups, top all the old maps and signs.

Crawfish Town, USA features Cajun food. Cajun food is a Creole type used in "slow-cooking" to bring out the true taste and flavor of the food.

All boiled seafood is selected for size and quality and are served to your taste, Mardi, March 31, 1994.

Crawfish Town, USA
1-25, Henderson Ave
981-5488