

# Tanning's "It Girl" ...

## Devoted Creations' Lisa Parsons

By John P. Ribner



Lisa Parsons was freaking out. It was her first time speaking to a crowd at a major indoor tanning event and she was scared nearly to death, unsure of what to do. In that moment, the irony that she was voted "biggest chatterbox" of her high school class was lost on her, no doubt replaced by the terror of having to speak to hundreds of complete strangers. Eventually, Lisa did step out on that stage and deliver an engaging tanning product presentation. Where she found the courage to do this is something *IST Magazine* had to find out ...

As compassionate as she is competitive, Lisa Parsons gives 100 percent to everything she does ... allowing this tanning industry diva to do a great deal in a short time.

Given her way of making herself seen and heard, nearly everyone in the indoor tanning industry knows Lisa. As Devoted Creations' National Sales Trainer, she spends most of the year on the road, providing product education and sales training to salon staff and tanning product distribution company personnel across the country. When she's traveling, she gives her all to her job and this is why she never trains a stranger twice. Effortlessly turning everyone she meets into an instant friend, Lisa enjoys revisiting these salon professionals each year to see how they've progressed with the skills she's taught them. These visits also give Lisa the opportunity to catch up with everyone she's befriended. No wonder so many people love this blond bombshell with a bright smile and penchant for taking "selfies."

### Who's That Girl?

Lisa Katherine Parsons was born August 27, 1985 in Renton, WA. She was the first of Karen and Mark Parsons' two daughters, and the family lived in Tukwila. Between her father's job as the Water Superintendent of King

County and her mother's position in her grandfather's hotel development business, Lisa and her sister Kelly lead a rather comfortable life. "We lived in one of the motels my grandpa owned," she said, "but he took four of the rooms and knocked down the walls to create one huge house. We moved into a home of our own about four years later." Lisa says that she's always been a "mama's girl," which seems to be a family tradition. Her mom was close to her own mother, and the Parsons girls grew up with grandma being at the house a lot. "I still talk to my mom on the phone at least twice a day," she added.

Lisa's parents divorced when she was 12 years old, and her reaction to that set the tone for her teen years. "At first it was kind of a shock," she said, "but after that wore off, it didn't affect me in a negative way. I remember thinking that their split was for the best; they were much happier apart and with their new partners. Plus, my sister and I

were able to have double everything, from Christmas and birthday presents to bedrooms." By the time she reached high school, she was captain of the drill team and a varsity swimmer all four years. Being such a popular person, her fellow students at Mt. Rainier High School had a pretty good handle on Lisa's personality. "During our senior poll, the entire class of 500 kids voted me 'biggest chatterbox,'" she laughed. "I also tied with one other girl for 'biggest flirt.'" Some might say Lisa hasn't changed much!

### Finding Her Way

Before graduating in 2003, Lisa also took a job as a bed cleaner at a local tanning salon. Her naturally-talkative and friendly nature served her well at work, especially on the day that a regular salesperson called in sick. "They put me behind the counter," Lisa said, "and I sold



Mama's Girl: Lisa & her mother are very close, catching up on the phone at least twice a day.