

LaBelle Day Spa



Owner: Jessica Petrick
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Soothing music and the calming ripple of a waterfall are sounds that greet you when you enter LaBelle Day Spa. The menu of services includes pampering for hair and nails, calming massages and body wraps, and other necessary grooming and treatments for men and women. Couples packages are available—complete with wine and a light lunch.

LaBelle is the only spa in Bismarck to offer the Derma New microdermabrasion system. But owner Jessica Petrick says that's not all that sets her salon apart. "We're small, but we don't care just about getting clients. We care about taking care of people," she says.

It takes 3 hair stylists, 3 massage therapists, 2 estheticians, a receptionist and Jessica to take care of the people who come into the spa. Jessica works six days a week, but as the size of her family grows, Petrick hopes to work less in the future. "I majored in business, always loved the field, and really wanted to own my

own business. I was actually fulltime military and got out last year because I had my first child and I decided I needed to find something to do that's going to keep me home."

For three solid weeks, Jessica poured herself into developing a business plan. She visited other spas, asked a lot of questions, and researched day spas on the internet. She wanted to create a unique environment where people would feel comfortable and pampered at a reasonable, but competitive price. Petrick feels strongly that, "Anybody that has a dream and has the drive and the excitement, you know what? They can do it! Of course, you need to have people who support you and that's very, very important."

With a 20-page business plan in hand and support from her family and Nancy Krogen-Abel with the Bismarck Small Business Development Center, Petrick approached Northland Financial for a loan. Banker Randy Gust says Jessica was very prepared for that meeting. "You can go from one meeting working with somebody on a spa to another meeting working with somebody on a funeral home or bowling alley. That's why the more prepared they are to help us too, because it's a 2-way thing. The more that they can help us understand their business, the easier it is for us to get to that final step—to get the financing through and approved and get them on their way."

So, at age 26, Jessica Petrick became a business owner—something she admits is exciting and scary. But her husband is supportive, and her mom and sister both work at the spa, so she has family to lean on when working and being a mom become hectic. "This is my own thing and every time I walk in the door, ya know, it's my responsibility, so that's exciting!"

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