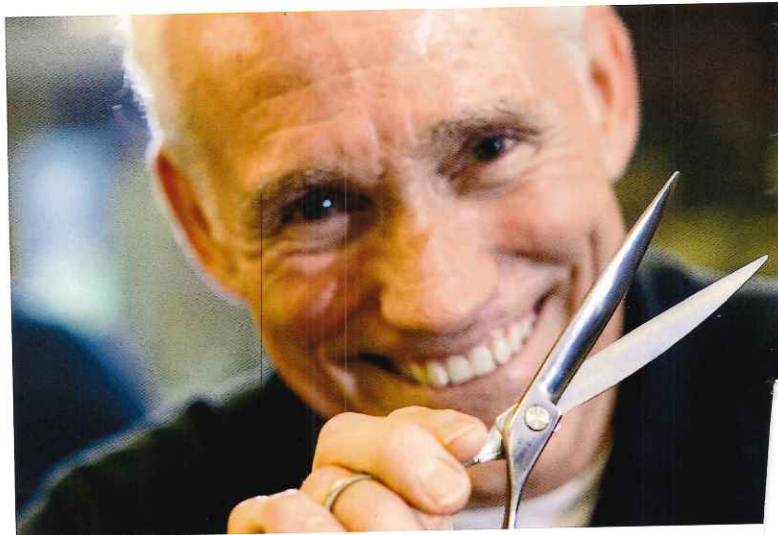


DuWayne's Salon:

A LEGACY OF STYLE AND COMMUNITY IN MADISON

By Kathy Stelmach



For over six decades, DuWayne's Salon has been a beloved fixture on Madison's northside, offering more than just hair services—it provides a warm, family-friendly environment where clients feel like part of an extended family. Established in 1959 by DuWayne, the salon is now run by his son, Steve, who began working in the salon straight out of high school after earning his cosmetology license. With 46 years of experience in the hair industry, Steve has continued to uphold his father's vision while adding his own personal touch, making DuWayne's Salon a place where people leave looking great and feeling even better.

Steve's passion for his work is evident in everything he does. "I've never felt like I've 'worked' a day in my life," he says. For Steve, the joy of his career comes from transforming clients' appearances and boosting their confidence. Every haircut, color, and style is an opportunity for him to help someone feel their best. His enthusiasm is contagious, and it's clear that he genuinely looks forward to coming to work each day. Working alongside his sister, Terri Page, and several other family members, including his daughter, nieces, and nephew, has been an added blessing, fostering a true family atmosphere within the salon.

At DuWayne's Salon, it's not just about the service—it's about the experience. Steve and Terri have maintained the family-oriented environment that their father envisioned, but they've added their own unique touches. Guests are greeted with warm cookies

and a selection of beverages, while children enjoy stickers and suckers to make their visit special. This attention to detail and personal care sets DuWayne's Salon apart, making every guest feel pampered and valued.

The philosophy behind DuWayne's Salon is simple yet powerful: to create a refreshed, new look for each guest while ensuring they leave the salon feeling uplifted and rejuvenated. The team of talented stylists at DuWayne's shares this commitment, working together to create an environment that is both professional and welcoming. Steve takes pride in his team, who, like him, are dedicated to providing exceptional service and making every guest feel like part of the salon's extended family.

Beyond its reputation for quality hair services, DuWayne's Salon has deep roots in the northside community. From the early days when DuWayne first opened his salon on Sherman Avenue, the business has been a steadfast supporter of local causes. The salon has sponsored little league teams, supported Lakeview Elementary School, and organized the annual "Breakfast with Santa" event, where proceeds benefit local food pantries, including the River Food Pantry and Lakeview Lutheran Food Pantry. Steve and Terri have also volunteered for the Rhythm and Booms event and have served as past presidents of the Northside Business Association. Their involvement extends to the Northside Community Council and the Circle of Friends, highlighting their commitment to keeping the community vibrant and connected.

For Steve, being a part of the northside is personal. Born and raised just off Sherman Avenue, he has a deep connection to the area and a strong desire to keep it a beautiful, safe, and thriving place to live and work. His dedication to the neighborhood is reflected in the way he runs his business—with care, passion, and a genuine love for the community.

DuWayne's Salon is more than just a place to get a haircut; it's a place where relationships are built, memories are made, and the community is supported. As the salon continues to evolve with the times, its core values of family, quality service, and community involvement remain steadfast, ensuring that DuWayne's Salon will remain a cherished part of Madison's northside for many years to come.

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