



This is Kevin C. McElroy. I am the Co-owner of Robert Laurence Hair studio located at 2624 North Downer Ave. I have been attending the BID Meet for some time and would like the opportunity to become an official member of BID. The following is a brief Biography to introduce myself to the members of the board.

I have been an entrepreneur and business owner since 1994 when I opened Robert Laurence Hair Studio, originally located in Shorewood. I opened the salon in partnership with my mother, Beverly Sullivan. Since that date, our business has continued to grow and prosper. Robert Laurence is an Aveda Concept Salon; we only use and sell Aveda products which makes our salon unique in the area.

I have been in the Hair industry since 1988 after my graduation from Milwaukee Area Technical College in Cosmetology and Barbering. Prior to attending MATC, I studied Fine Art at the Milwaukee Institute of Art and Design and University of Wisconsin Milwaukee.

In addition to my work as a stylist and salon owner, I was employed at the Milwaukee Repertory Theater from 1990 until 2009. I was the head Wig Master at the theater. This position is associated with the theater's Costume Department. A Wig Master is an artist craftsman whose duties entail all aspects of an actor's hair in a production. This allows that actor to inhabit a character in a play. This position is a collaboration between the director, costume designer, and actor in each theater production. It includes skills such as, making hand tied lace front wigs and facial hair, knowing historical trends and fashions of hair, fitting wigs on actors, and creating the appropriate style for the actor's character. I also was a barber and cut actor's hair when wigs weren't necessary. I held this position for 19 seasons of productions.

We opened the current Robert Laurence Hair Studio and Barber Shop in the spring of 2017 and continue to thrive.