

a h h



Crop-A-Doodle-Do
ARCADIA, INDIANA
CROPAADOODLEDO.COM

In a charming, 1865 farmhouse on 100 acres of land, Crop-A-Doodle-Do prides itself on being "the ultimate scrapbook and spa getaway." Located 45 minutes from the hustle and bustle of Indianapolis, it allows guests to leave their stressors at home, and head out for scrapping and spa treats in the country.

Co-owner Melissa Keene says that she and Brenda Webster, one of her four business partners, attended cropping retreats each year. They eventually decided to open their own scrapbooking spa. Business partner Beert Morrow offered his farmhouse as the venue, and that was the beginning of Crop-A-Doodle-Do.

The name and crowing rooster logo fit perfectly with the Midwest location, as does the shabby chic-like interior. A unique feature of Crop-A-Doodle-Do is the Silo of Solitude. It's a relaxation room filled with luxurious pillows and fragrant candles built inside the farmhouse's old granary. "People go there to escape from it all," Keene says.

Beyond the silo, guests find solace in spa services. On Saturdays they're invited to try The Ultimate Manicure (\$18) or Pedicure (\$40) with upgrade options: a paraffin dip (\$10), French polish (\$5) or a hydrating volcanic-clay foot mask (\$10). The menu also features The Ultimate Ionic Foot Detox (\$40) and The Ultimate Facial (\$60), as well as waxing, and brow and eyelash tinting.

Intense scrapping sessions can strain upper body muscles. Many guests relieve tension with a massage (\$60/60 min. or \$30/30 min.) in the spa's candlelit spa room. All charges for spa services are paid directly to the technicians.

Keene attributes part of Crop-A-Doodle-Do's success to its service providers. "They have great attitudes," she says, "and everyone is a good fit." Some of the technicians work at local spas; others have home-based businesses. Scheduling at

the farmhouse is based on seniority. Technicians who've worked with Crop-A-Doodle-Do longest get first dibs on appointments. Keene says this simple system "works wonderfully."

About 75% of guests utilize the spa services. "They love that they have a choice," Keene says, adding that the spa is a definite draw for the retreat. "Guests who aren't completely interested in scrapbooking come to enjoy the company of their friends and for the spa offerings. They might think twice about visiting if the spa didn't exist."



At Crop-A-Doodle-Do, cropping and camaraderie combine in a space specially designed for scrapbooking.

Keene says the majority of Crop-A-Doodle-Do's guests are mothers who like to scrapbook and are simply looking for a girls' getaway. "Scrapbooking and spa services are such a unique fit because women love to feel productive and pampered. Even though they're doing something for themselves, they also feel that they're doing something for their families by preserving precious memories.

"Having the spa services makes us a specialty niche," Keene adds, "and most women don't want to leave after a weekend with us."

The business model also benefits its owners. "Brenda and I split the shifts. I'm here one night and she's here the next," Keene explains. The two do most of the cooking for guests, although some meals are catered. A dinner might consist of chicken enchiladas with rice and beans, and chocolate baselut

The Premier Spa Business Magazine

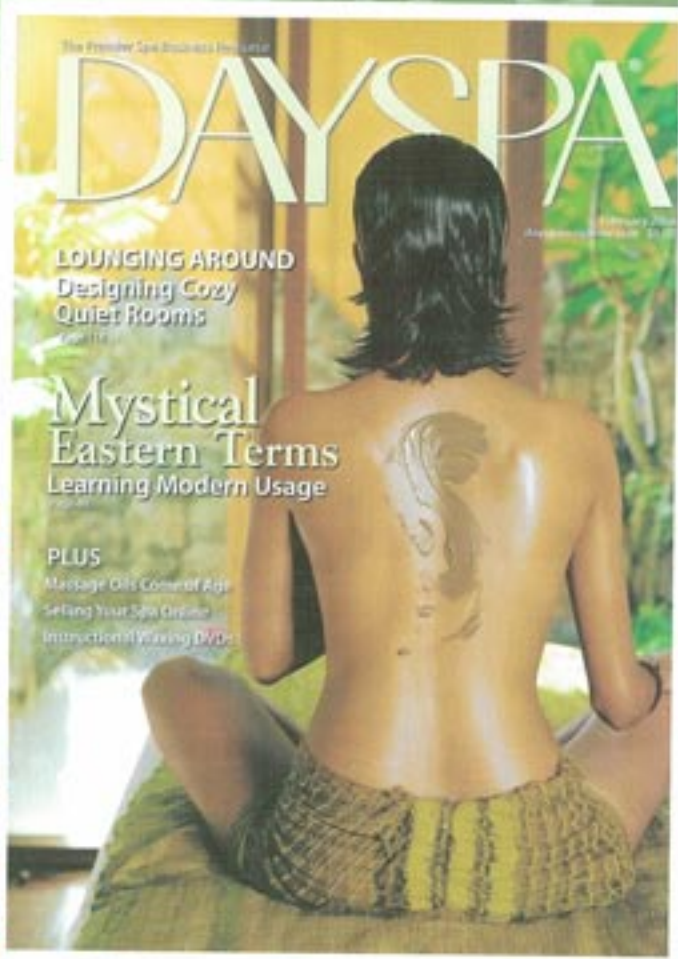
DAYS SPA

LOUNGING AROUND
Designing Cozy
Quiet Rooms

**Mystical
Eastern Terms**
Learning Modern Usage

PLUS

Massage Oils Come of Age
Selling Your Spa Dream
Introduction Waxing DVD



As Seen In