

Huron Valley Strictly

IT'S YOUR BUSINESS Q&A



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Bailey Castiglione (center) shows off her Milford pride at the high school's Homecoming football game. Big Daddy Body Art owners Stacey (left) and Bill Austin were at the game as a fund-raiser for the athletic boosters, providing temporary tattoos for the spectators.

Show off with Big Daddy Body Art

Q. Tell us about your business, including the types of services, and/or products your feature.

Our temporary airbrush tattoo services are fast, painless and most of all, fun! We can create computerized custom designs for any event and currently offer more than 300 popular pre-made design choices. Our inks are FDA ingredient approved, waterproof and last up to a week with proper care. We also provide sunless UV-free airbrush tanning services for a quick, safe tan any time of the year.

Q. What makes you business unique?

From the smile on a child's face at a birthday party to the custom logos we create for parties and fundraisers, airbrush tattoos are great conversation starters and grab your attention! Being a part of that fun and excitement never gets old, that's why we do it!

Q. How has the recent economy affected you business?

Fundraising requests have more than doubled in the last 6 months. Schools and non-profit organizations are trying hard to raise the necessary funds to keep their programs afloat. We recognize this fact and do our best to fit everyone into our schedule. There's been plenty of fundraisers we've taken part in recently, including Equine Star Horse

AT A GLANCE

Business Name: Big Daddy Body Art

Business Address: Wherever you need us; we are a mobile service

Your name and title: Bill & Stacey Austin - Owners/Artists

Your hometown: White Lake

Business opened: July 2008

Number of employees: 2 - 6 (based on the size of the event)

Hours of operation: Whenever you need us; overnights, afternoons or evenings - 7 days a week.

Your business specialty: We provide a fun, memorable experience of temporary tattoos for all ages at any event. We also provide sunless UV-free airbrush tanning services.

Business phone, email and Web site: (517) 316-6205; info@bigdaddybodyart.com; www.bigdaddybodyart.com

Rescue, Milford High School and The Journey Church.

Q. How did you first decide to open your business?

Knowing our services have helped many local fundraisers achieve their financial goals and that we have helped to make many private parties a hit is a great feeling, who wouldn't want to start a business doing that?

Q. Any advice for other business owners?

Great resources are available through the Huron Valley Chamber of Commerce and the Highland Business Association. Take advantage of their event calendars and make the time to attend. Remember to bring plenty of business cards.

Q. Do you have a funny tidbit or story to share with our readers about your experience so far as a small business owner?

A woman in her 80s had so much fun picking out a heart tattoo, minutes later her husband got the same heart in the same spot to show his love for her - it just doesn't get any better than that folks!

Q. How has it changed since you opened?

In 2009 we added the option of computerized one-of-a-kind custom designs, which has been a huge hit for both private parties and fundraisers / sporting events.

Q. What's in store for the future of your business?

When people see what we do and how much fun it is for not only the kids but adults too, their next question is "Are you available for our party?" We are already booking graduation parties for the summer of 2010 so the future is looking pretty good!