

# HEADLINERS & LEGENDS

INTRODUCING LEGEND... DEBBIE DOERRLAMM



BY GINA WALLACE

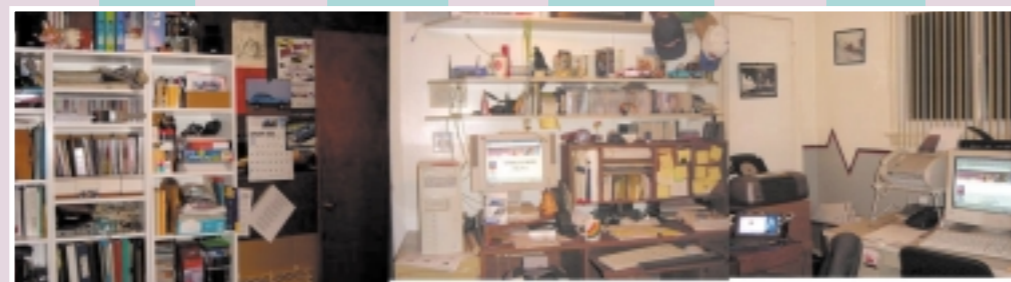
Gina Wallace is the principle international educator for Essential Nails. She is a ground-breaking tutor who passionately believes in high standards in nail education. She presents and teaches on the Home Learn videos, is a three-time UK nail art champion, a former salon owner and is webmaster of [www.ginawallace.com](http://www.ginawallace.com) where she promotes the Home Learn range of courses and the Nail Trainer.



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I regret to report that my scheduled feature on the prestigious Maggie Award winner Sheryl Macauley must be postponed until a later date. So in keeping my promise to deliver amazing, historical features on outstanding people in our industry who have contributed to its refinement, I've not wavered in presenting someone who truly is at the top. In fact, she's #1 in her field, which qualifies her for the legend placement. She's Debbie Doerrlamm, nail tech and webmaster of [www.beautytech.com](http://www.beautytech.com), the #1 nail industry-related website on the worldwide web! Now we're not talking any shabby kind of site. If you're clamouring for nail-related info, then this is the place to start as it has a whopping 1000 pages! (That's not a misprint.) Debbie is personally accountable for every type stroke of it too. This outspoken nail tech turned web master from New York has definitely made her mark on the industry as top nail manufacturers and distributors vie to keep their names listed on her site. Come...take my hand and let's journey down Debbie's 33 years of computer experience and the maddening all-nighters at the keyboard that helped make [www.beautytech.com](http://www.beautytech.com) what it is today.

## IN THE BEGINNING...

In 1947 Hungarian John Von Neumann began pioneering the first known computer. Little did he know that only 46 years later New Yorker Debbie Doerrlamm's mission would be to forcefully overtake and monopolise the worldwide web's beauty category with it! Her story begins in 1970.

At just 16 years of age the mere thought of having to complete one more trig or history paper in high school made Debbie's body shudder. She hated it so much that one day she came home and announced to her parents, "I'm quitting!". You guessed it they pitched a fit...but it did no good. Then later on, her parents persuaded her to enroll at a community college. Thinking, "Boys, fun and nightlife!", she enrolled in Computers 101 and Business 101. She hated both and quit after three classes. Fast-forwarding to 1981, she went back to school and completed the Computers 101 class, among others. Between 1981 and 1990 she married and started a new life - an education at a nail school where she honed her nail skills. However it was in 1992 when shopping with her mother that her eye was drawn to a DOS manual. It grabbed her attention enough that she bought it. And, without ever having sat in front of an actual PC, she read the entire manual from cover to cover.

## NET NAILS

It was in July 1993 that she bought her first PC and soon after started an AOL message board. She was surprised to find it attracted four visitors immediately. "Wow!", she thought, "If I can get these people to come online, I can start a chat room with even more!" And she did just that, inviting anyone and everyone who had nail tech friends to join her.

Then one day out of the blue she received an email from a man in Germany. Her jaw dropped to the floor as she'd never received an email from that far away. Emailing back and forth often, they soon became friends. He had a wide knowledge of computers and agreed to assist her in achieving her goals to arrange a personal chat room. He then persuaded her to produce her own web site. Even more computer classes were required while enjoying lots more dialog with Mr Germany. (Back then the net wasn't as user friendly as it is today.) With more tribulations than accolades Debbie trotted on, pushing herself harder than ever before to conquer her dream of creating an online network of beauty industry members.

A few educators found the chats on her AOL board and the new list she had created. That prompted her to think, "What if I got companies to sponsor the site?". So she drafted intro letters and sent them to all the companies that produced the products she used, then she waited patiently for responses.

Hanging around the house one night while in the midst of a family Monopoly game, the phone rang. It was Tony Cuccio, president of Star Nails USA, calling to offer financial backing. It never came to fruition, however it was exciting to know someone had noticed and responded to her plea.

## SUPPORT NET

Through the encouragement of her cheerleader-type husband, she registered the domain name of BeautyTech on 12 September 1995. After deciding she'd need more server space, she bought a book called Learn UNIX in a week. Admittedly, it took a month to complete, but she was confident she could sublet space on the new server. Three years later, she found herself subleasing so many sites to the nail industry that her host recommended she get her own server. So that's just what she did!

The night the site went live was awful. Nothing worked. The web pages weren't visible and all three attempts to upload on a 24k dialup (very slow connection speed in those days) were futile. However through perseverance and after just two hours sleep,

Debbie finally got everything working perfectly. Mission accomplished! Zoom forward a few more years to the present day to find out how raw will and undying determination has led Debbie to this top spot: She...

- \* Has over 70 web sites she personally created and still maintains.
- \* Lists 'Residents' (aka advertisers) which are hundreds strong, with powerhouse names such as OPI, Creative, NSI, etc.
- \* Provides loads of newsworthy articles on everything from MMA issues to the newest product offers.
- \* Outlines licensing requirements in the USA, Canada, Greece and Australia.
- \* Has a Message Board with almost 100 postings every day.
- \* Displays a picture gallery with thousands of nail and nail art photos.
- \* Runs a world wide live chat on Sunday nights at 9pm EST-USA.
- \* Supports an active daily mailing list numbering in the thousands.
- \* Runs periodic 'Strut Your Stuff' Nail and Nail Art Competitions where winners receive great products/prizes.
- \* Has celebrity Q&A forums where household names in the industry answer posts. Names include Janet McCormick, Doug Schoon, Paul Bryson, Dr Oscar Mix aka The Foot Doctor, Lori Greer, Shayna Raymond, Millie Haynam and many more!
- \* Provides an awesome salon locator.
- \* Promotes supplies and equipment, posters, educational videos, ebooks, booth rental info and more.
- \* Offers stationary and book keeping info for salons.
- \* ...and her newest addition to the site is the Mentor Database, where knowledgeable veterans can give visitors ongoing, specific assistance.

This listing is but a small rendering of what [www.beautytech.com](http://www.beautytech.com) has to offer. Obviously with a site this large, it's impossible to include everything on offer in this two-page feature. So may I invite you to check it out! Don't worry if you're not a computer guru, this site is extremely user friendly! Everyone who runs a MAC or PC, AOL, MSIE, IE, or Netscape can access it. Therefore there are no known restrictions. Debbie tests the sites frequently for inconsistencies and strives to maintain sheer perfection. Do yourself a favour and list the site in the Favorites section of your browser, or better yet...create a shortcut link right to your desktop!

And whatever you do, don't forget to subscribe (as I do), to the daily nail tech message board. There is a link, which you fill out and the new posts of the last 24 hours can automatically be sent to your e-mail address every day. This way, you don't have to visit the site every day because it will come to you.

Debbie also offers her amazing web services (called "WWWWeb Services") to people who don't know how to create a web site. Prices vary depending on the amount of graphics used, text content, size of site and bandwidth used.

With continued encouragement from her hubby, friends, thousands and thousands of nail techs, salon owners, beauty therapists, hairdressers, and the like, the 'Queen of the Global Search and Replace' is still in full throttle up-mode.

Yes, any day of the week you can log on to AOL Instant Messenger and find Ms Doerrlamm hammering away at the keyboard, under the screen name of NailGdsss keeping her new audience, die-hard fans and her advertisers happy. (Present company included!) (Thank you, Debbie, for this insight into your unique world of international communication. In the galaxy of contributors to our industry, you truly are a star! Gina)