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Racheal Salentine

## Salentine strives to help area youth

Once a member of Brigade Neenah, Racheal Salentine, a certified medical assistant at Ear, Nose and Throat Specialists of Wisconsin's Neenah office, now gives back to the organization that once helped her.

She leads at the Leadership Training Conference in June and Girls Anchor Camp in August and is heavily involved with other activities throughout the year. She says she wants to be a mentor for students just as others mentored her when she was younger.

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# Branson on their mind



The Fiddlers Farm, just outside of Sturgeon Bay in the Township of Nasewaupée, features family-friendly shows similar to those performed in Branson, Missouri. The site also is used as a wedding venue. Pictured (left to right) are Hana Rass Dumas, Nick Dumas and Dan Rass. Rass and his family launched the business in 2018 after renovating a barn on the property they bought in 2017. The Business News Photo by Nancy Barthel

Fiddlers Farm a place to enjoy country, bluegrass, western swing shows

By Nancy Barthel

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Dan Rass is living his best dream. For decades he has been a regular on the Door County music scene. A pipefitter who retired in May from Fincantieri Bay Shipbuilding in Sturgeon Bay, he's performed ever since he was five years old when he'd play "Red River Valley" on his Roy Rogers guitar.

By age seven, he had his first "big" guitar and by age 14, Rass was performing with a band, with only one lesson behind him. His musical ability, he said, is "God-given."

"I guess it would be my dad's fault," as to why he took up the guitar, said Rass, a lifelong resident of Door County. "I grew up with him playing and singing at home, but mostly he'd take a guitar to a bar and he'd sit and play, a friend and him."

Today, Rass and his daughter Hana Rass Dumas and son-in-law Nick Dumas, along with the assis-

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## Taking a refined approach

Medical spa was chance for physician 'to do something different'

By Amanda Lauer

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As busy as Dr. Kay Theyerl was as an internist seeing patients both at a local hospital and in a clinic setting, she wanted to open an additional practice. "I needed something fun," Theyerl said. With that thought in mind, she partnered with ThedaCare and eight other area physicians in 2007 to create Refine MD, a medical spa at 2005 Midway Road in Menasha.

"This was a chance to do something different and fun and

honestly, I always loved skin," Theyerl said. "Even throughout my training (to become a physician), I did special rotations in dermatology. When the business began, four of us doctors were working here. We pulled the trainers into us. We got all the experts from around the country to come in and train us."

A graduate of Appleton West High School, Theyerl took a roundabout path to becoming a physician. "I went to UW-LaCrosse for undergrad," she said. "I started out in accounting

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Dr. Kay Theyerl, a founding member of Refine MD, is shown here with a piece of laser equipment used at the medical spa. The Business News photo by Amanda Lauer



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Wisconsin bank CEO's cite pent-up demand as reason for improving economy

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Change in tourism spending



# Refined/It offers a variety of aesthetic services

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and then switched to biology with a minor in math. I got my master's in preventive and rehabilitative cardiovascular health at George Williams College Chicago. I worked in that field for eight years."

After stints working in the epidemiology and pharmaceutical fields, she made the decision to go to medical school.

At the age of 39, Theyerl enrolled at Medical College of Wisconsin. "I was 46 when I got out," she said. "In 2004, I was hired by ThedaCare. I was doing internal medicine at a clinic and I was a hospitalist seeing patients in the hospital." Today, she works 30 hours per week as a medical director for ThedaCare at Work and spends the rest of her working hours at Refine MD with a staff that includes one other doctor, a nurse practitioner and two nurses.

Services offered at Refine MD run the gamut from facials to liposuction. The categories they specialize in are body sculpting, injectables (dermal fillers and neuromodulators such as Botox), hair removal, laser and light, aesthetics, and vein treatments. Some treatments are temporary, some are permanent.

"Aesthetic services range from facials to micro-needling to laser — all for skin rejuvenation," she said. "We also treat acne, rosacea, and aging skin." They can help people who have excessive sweating issues, too. They carry pharmaceutical grade products for their clientele on-site.

As the name implies, Refine MD is a licensed medical clinic with the goal of refining their clients' bodies and skin.

"We slow down the appearance of aging," Theyerl said. "People are very vibrant and healthy. I'd like their outsides to match their insides. People don't want to look different; they want to look refreshed, rested and softened."

"We specialize in a natural look to bring out people's natural beauty," she said. "We want to be the best medical spa in the Valley. The reason people come to us is that they trust us. When you're dealing with your face, you want someone you can trust. We're all about integrity, safety and training. We're about education and not selling."

That sense of trust has paid off as Refine MD draws clients, both women and men from teens through folks in their 80s, not only from the Fox Valley but from Chicago, Wausau, Door County, Sheboygan, Milwaukee, and throughout Northeastern Wisconsin. They consider themselves, "The Aesthetic Medical Spa" and have earned multiple awards through the years to prove it.

"I think when people come here, they see us, and we all look natural," Theyerl said. "We pride ourselves on giving people what they want but within reason. We talk to them about what makes the most sense for them for their lifestyle and budget and the results that they want. My job is to figure out the most budget-

conscious way to get there with the best results."

Medical spa services may be considered a luxury, but they're life-changing for some of Theyerl's patients.

"It does change their lives," she said. "People will cry in the chair, they'll look in the mirror and say, 'This is how I looked five or 10 years ago,' or 'This is just what I wanted because I'm going through a tough time or I had an illness and I needed a pick me up. It's that deeper sense of self. It's not about looks because they don't do it for other people, they do it for themselves."

Like many of the individuals that Theyerl works with, she doesn't mind her age. "I just don't want to look it," she said. "A lot of people come in and they embrace their age, they embrace their wisdom, but they don't want to look it."

While services are geared for those people with disposable income, it's not crazy expensive, she said. "I have a huge number of clients — teachers, nurses, all regular people. We have every range. There's not one demographic, it's anyone who wants to feel better looking in the mirror and project their best self — projecting their best face to the world."

Another goal of Refine MD is to be the best employer in the Valley. "I want to give credit to our team," Theyerl said. "We have three aestheticians, soon to be four. It's an amazing team. We're all about training and education and constantly learning to be the best we can be."

As Theyerl anticipated, running a medical spa has proven to be enjoyable. "It's extremely fun," she said. "It's fun to see people giggle and laugh and smile. Medicine can be stressful. This has a medical aspect, so there's training and there's medicine, but then there's the art. That's the fun. You get to use your left and right brain which is what I love."



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