

Businessprofile

Consistency is the key to Stefanec's longevity

Stefanec's Barbershop is both a Cleveland landmark and a northeast Ohio community tradition. For over 35 years, two generations and 13 blood relatives of the Stefanec family have been carrying out the barbering tradition that was once a neighborhood fixture on every community corner.

"My uncles Steve and Joe opened their first shop called '4 Brothers' on East 32nd and Superior in 1969," said David Stefanec. "When my Dad Frank came back from Vietnam, he joined the family business shortly after his brother John."

According to David, all four brothers came to America from Slovenia as young boys. An older gentleman across the street had a barbershop and allowed the brothers to apprentice with him. They enjoyed the atmosphere and the trade so much that they eventually opened "4 Brothers" outside downtown Cleveland.

Today, the family is carrying on a neighborhood tradition with five classic, four-chair barbershops in Northeast Ohio. "Business was so good at the Superior Street Shop that my Uncle Joe decided to expand with his three kids and open a shop at West 25th Street and St. Clair. That shop has been there for 14 years. My Cousin Steve was the next to make a move with his sister, opening their shop on West 130th Street in North Royalton. Steve's sister Lori made the next move, opening her own barbershop in North Ridgeville. And, this past April, my sister Julia and I opened our shop in Fairview Park," said David. "Today, the family business is made up of brothers, sisters, cousins, in-laws, and even ex-wives."

The entire family of Stefanec barbers all trained at All State Barber College on West 25th Street and Lorain. According to David, the family has their own technique to cutting, using clippers rather than scissors to achieve a precision cut. Although clippers are used, they can cut any length of hair from just a Trim to a Bald Fade.



Stefanec's Barbershop is a Cleveland tradition where it's all about the customer. (Photo by Larry Bennett)

David and Julia have experience cutting all kinds of hair, working in the city with the great diversity.

"We are a good old-fashion shop offering classic men's services including hair cuts, hot towel shaves, neck shaves, and more. We provide good old-fashion personalized service centered around each client. Our shops are neighborhood gathering spots where men come to socialize while they get a great cut. If they want a quiet and relaxing shave, they get it at Stefanec's. If they want to joke or talk weather or politics, they'll find that atmosphere at Stefanec's. It's all about the customer. And, all of our shops get a consistent clientele. On Superior, we see a lot of police, fire and coastguard. In fact, the coastguard even car pool, some to get the

military razor cut that's our signature trademark," said David.

"Our secret weapon is consistency," said Julia. "Whether my brother or I cut your hair, it will consistently be the same great haircut."

The newest Stefanec's Barbershop is located at 19305 Lorain Road in Fairview Park on the west side of the bridge. It's open 8 a.m. to 5 p.m. weekdays and 8 a.m. to 3 p.m. Saturdays. No appointment is needed. Prices are \$13 and \$11 for kids and seniors. Call (440) 895-9528.

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Raymond Heimbach, 2, expresses his displeasure recently at Stefanec's Barber Shop in Fairview Park while David Stefanec cuts his hair. (Photo by Larry Bennett)