

Ocean County Vocational Technical School

Working in the Field

Sharing Success Stories



Student's Name: Katelynn Koenig
OCVTS Program: Service Occupations and Twilight Cosmetology
Instructors: Dayna Caswell and Barbara Stewart
Employer: The Savvy Hair Loft, Point Pleasant, NJ

Class of: 2015
Center: Brick
High School: Point Pleasant Borough

In Katelynn's own words: I have always had a passion for hair. When I was younger, I always loved getting my hair cut and doing my friends' hair. OCVTS showed me that hard work pays off! I could not have done this without the support from my mom and dad, as well as my amazing teachers Mrs. Stewart and Mrs. Caswell. Working at Savvy Hair Loft has really let me cultivate my true talent. Thank you to my boss, Sheri, for believing in me and showing me everything there is to know in becoming a well-rounded stylist. Savvy is my second family.

Sheri Casale, owner of Savvy Hair Loft, has many things to say about Katelynn. "From the start, Katelynn has been following her passion. I met her when she was still in high school getting ready to start the vocational cosmetology program and hired her as a part-time assistant. Her focused approach to learning was impeccable. Watching her journey from schooling, to completing the apprenticeship program at Savvy, to going out on the floor behind the chair has been such a pleasure to watch. She takes pride in her work and keeps pushing forward and never looks back. As a hairstylist myself, I have over 25 years behind the chair and experience crafting my talent with education from Vidal Sassoon in London and Santa Monica, and certifications from Redken, Wella, Great Lengths, and many more. I know that building up your confidence, as well as the confidence of others, is integral in this industry and in your success as a stylist. The process of becoming a stylist helps instill respect for our craft, as well as one another. When you approach your career from a place of passion, this raises the standards of our profession. Cultivating an environment of creativity and one that fosters individual growth was always my vision and one that I have been able to implement at Savvy Hair Loft with my mission statement being, 'Connect Create Educate'. Our industry is always evolving and staying on top of the newest techniques and trends is key. Katelynn strives to always continue to pursue education and has risen to the challenges placed before her and I am so proud to have her on the Savvy team. The future is bright and I am looking forward to seeing what she continues to blossom into!"

Dayna Caswell, teacher of Service Occupations, is so thrilled with Katelynn's success in cosmetology that she proudly submitted her name as a success story at OCVTS.



Katelynn truly enjoys working at The Savvy Hair Loft