



Augeo & Alline Salon Group win Motivation Masters award for Best Recognition Program

ST. PAUL, MN (Oct. 13, 2022) — Northstar Meetings Group and Incentive Magazine have named [Augeo](#), a global leader in enterprise engagement and loyalty strategies that deliver compelling experiences, and [Alline Salon Group](#), the largest franchisee organization for Supercuts, Holiday Hair and Cost Cutters salons, as winners of the 2022 Motivation Masters award for Best Recognition Program.

Leveraging Augeo's workplace engagement platform, the *ALLINEngage* program delivered a custom-branded experience to facilitate connection, expand recognition and promote retention throughout the Alline Salon Group network. Consolidating engagement initiatives into a central hub enabled Alline to advance a culture of recognition aligned with brand values.

"Employee engagement has never been more important. We are excited to have been awarded Best Recognition Program by Northstar Meetings Group," said Mike Sarafa, Co-Founder & CEO at Alline Salon Group. "Our partnership with Augeo has provided us with a platform to recognize employees who go above and beyond in their performance and reward involvement in charitable giving and wellness challenges. In an environment where employees are looking for better work-life balance, this program has been a homerun for us."

The program extended gratitude and encouraged cultural alignment throughout the salon network, offering thousands of rewards within the first four months. Timely recognitions, employee spotlights, surprise-and-delight drawings and performance-based awards were central to the program's success.

"We have the extraordinary opportunity of being in a people-centric business—and our team members are our most treasured asset. It is our ongoing passion to invent unique and better ways to improve their employment experience," said Torrey Adragna, Chief People Officer at Alline Salon Group. "Our engagement platform is an extension of our core values, which live in the heart of everything we do for our team. Augeo is the perfect partner in helping us realize our dream of building and evolving a platform that provides several rewarding opportunities and ongoing interactions with the Alline family. This platform is an extremely powerful tool and is a distinct market advantage as we remain laser focused on recruiting and retention in a competitive market. We are 'ALL IN' for our team and are extremely proud to be recognized with the Motivational Masters award," added Adragna.

Participants of the program were also empowered to donate reward points for social good—including nonprofit organizations such as St. Jude’s Children’s Research Hospital.

"As a passionate advocate for enterprise engagement propelled by people-first strategies and technologies, Augeo is proud to accept the Motivation Masters award for Best Recognition Program alongside our valued partners at Alline Salon Group," said Patty Saari, Senior Vice President, Enterprise Engagement at Augeo. "This program represents what brands can achieve when they invest in the wellbeing and engagement of their people—amplifying recognition and gratitude across their workplace in ways that resonate to create lasting impact."

The Motivation Masters winners were [announced online](#) by Northstar Meetings Group—who cited that the winning programs delivered award-worthy incentive and recognition programs in sync with today’s corporate business needs.

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About Augeo

Augeo is a global leader in enterprise engagement technology and loyalty strategies that drive transformational experiences and foster meaningful connections for employees, consumers, channel partners and members across industries. We elevate engagement and strengthen relationships for our clients through our workplace engagement, experiential marketing, customer loyalty and crypto loyalty solutions. With more than 45 years of experience, Augeo serves hundreds of clients including more than 65 of the top Fortune 500 companies, representing millions using our proprietary platform technology. Our mission is inspiring people to achieve more—one interaction, transaction and experience at a time.

For more information, visit www.augeomarketing.com.

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About Alline Salon Group

With nearly 400 salons in Michigan, Ohio, Pennsylvania, West Virginia, Maryland, Delaware and New Jersey, Alline Salon Group is the employer of choice for stylists via its brands: Supercuts, Cost Cutters and Holiday Hair. Our passionate commitment to stylists is demonstrated in ongoing support, upward mobility opportunities and consistent care for each and every employee.

Alline Salon Group was founded on the principle that high-quality hair care should be affordable, accessible and personal. We hire stylists who not only share that same mantra, but who are enthusiastic about their craft.

Alline Salon Group's support for stylists is unparalleled. In addition to a competitive pay structure, stylists receive paid time off, ongoing training and other benefits and perks.

For more information, visit www.allinesalongroup.com.