



RANA LUNA BOUTIQUE

CLOTHING, BALLOONS, AND GIFTS, OH MY!



Just like any savvy businesswoman, Ana Hayson adapted to the marketplace when she discovered a new way to diversify her services.

Hayson, owner of Rana Luna Boutique, has been offering a wide variety of products for girls and women since the day she opened her doors at 1910 Broadway more than 10 years ago.

Of course, she continues with the retail side of the business in downtown Great Bend but has added a new service – balloon décor.

“This was not in my business plan,” Hayson laughed. “But the

market took me in this direction. I am going with the flow.

“Balloon décor looked like a good opportunity,” she continued. “So, I have been taking classes and going to conventions. My goal is to be a certified balloon artist.”

Rana Luna provides this special décor for birthdays, family and class reunions, weddings, and baby and bridal showers. She has decorated for prom and other school events too.

In addition to the custom-made balloons, Rana Luna provides fabric backdrops, draping and tablecloths.

“We decorate for any special event in whatever venue the client wants, including private homes, offices, schools and convention centers,” Hayson said. “The balloons’ designs and shapes can be simple or fairly intricate. A client’s

order is customized to fit the special occasion.”

It just so happens that the largest balloon company in the world, Pioneer Balloons, is based in Wichita and operates one of its manufacturing plants in El Dorado.

“This has become a huge part of our business,” Hayson noted. “We found this niche and have put a lot of effort into it.”

The retail side of the business offers shoes, clothing and bedroom décor for young girls. However, many of the accessories lining the shelves are geared to women.

These accessories include purses, wallets, sunglasses, hats and scarves. There are also some decorative items for the home.

In addition, Hayson offers specialized gift-wrapping services. “I try to do something with packages that they can’t do at home. I will customize the wrapping and bow to fit whatever you need.”

Hayson acknowledged that the pandemic had many negative effects on both sides of the business – balloon décor and retail.

“People were not

getting together for celebrations and e-commerce is a big problem because customers started ordering online,” Hayson explained. “It was not easy to keep the doors open; I will never recover the lost income.”

The good news is the business is beginning to recover. “People are scheduling events again and we hope local people will shop at local businesses. We are developing our website and hope to have it available for local online shopping soon.”

Hayson’s formal education includes a bachelor’s degree in marketing and business development and a master’s in marketing and business.

As she tends to her local ventures, Hayson relies on this academic background, along with what she has learned in her personal and professional lives.

“Before I moved to the United States from Colombia, I had a store in a huge mall,” she recalled. “It was different from this store but my goal was to keep going with a business of my own. My dream was to be independent.”

Past employment includes positions as a pharmaceutical company representative, receptionist at Heart of Kansas Family Health Care and manager of Picture Me, a photography business.

“It is difficult being an immigrant anywhere you go,” Hayson commented. “But these jobs gave me the opportunity to meet a lot of people and make friends. Eventually, we bought the Rana Luna building and began going to trade shows in Las Vegas, Dallas, Atlanta and other cities.”

Hayson’s husband, Sam, is from Minnesota but has family roots in Kansas. “We started looking for a place to live and



work that was different than Minnesota – too cold. I chose Kansas because of family and we rented a home in Hutchinson.

“Sam got a job as a truck driver, delivering mail from Hutch to Great Bend, with a layover of 10 hours. We then decided to buy an inexpensive home in Great Bend, and went back and forth. Until, one day, we decided this is silly. So, we moved to Great Bend.”

At around the same time, the Haysons started a transportation company. Kansota Transport operates in several states, including Minnesota and Oregon.

Rana Luna employs one other full-time person, in addition to Hayson. She also hires subcontractors for special events.

“We are so proud of what we have accomplished. We want to support our community that supports us.”



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