

Kat
Reiman
is not
your
typical
tattooed
lady...

The Art of Ink

In addition to owning and operating two tattoo shops with her husband Rusty, she is a business management student, a mother of three grown children and an avid fisherman. She also raises purebred dogs, works part-time at a local department store and is an outspoken advocate of tattoo education and law reform.

Kat first became interested in tattoos when a friend started tattooing in 1980 in Idaho.

"It wasn't until 1993 when I met my husband that I learned the basics

with his guidance and from watching him do several himself over many years," she said. "I have tattooed on and off for 17 years."

Although Kat, who completed her first tattoo on herself, is a skilled tattoo artist, she prefers the management side of the tattoo business. She's currently working on her bachelor's degree in business management through Black Hills State University, and the couple hopes to expand their businesses, which currently include 5 Star Tattoo in Yankton and another shop in Idaho.

"The power is in the business management side. Without a good manager, a shop is nothing," she said. "If you can't sell a good product, you can't profit from it. When there's so many poorly done tattoos out there, it's my job to educate customers and make them trust in the artists I endorse."

The Reimans split their time between Yankton and Idaho and spend a good portion of their time traveling as guest artists at larger tattoo shops across the country or to tattoo conventions, workshops and contests. Travel is one of Kat's favorite parts of the job.

"Traveling from coast to coast and meeting others like me and working with them is the best part of this business," she said. "I also love helping clients create ideas for new tattoos."

Kat and Rusty make safety and education their number one priority.

"There are no excuses for short cuts in this business because it's the clients health at risk, not to mention our own," she said. "We have strict policies we follow. We don't tattoo minors, even with parental consent. We just don't do it. Kids are not mature enough and don't take proper care of them. If you come in our shop and are visibly intoxicated, you're not getting a tattoo. The



Kat Reiman has been immersed in the tattoo business for nearly 20 years. She has several tattoos herself. Kat and her husband, Rusty, recommend anyone who wants a tattoo to do their research ahead of time and find a qualified tattoo artist.

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