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**PRESS RELEASE**  
For Immediate Release

**UCLA Executive Salon Management Program**  
**Inspires Business Growth!**

**John Paul Mitchell Systems and Wella Joined the B.E.S.T. Foundation  
to Support the Program**

(Beverly Hills, CA—March 14, 2007) The **UCLA Executive Salon Management Program** was held February 18-22, 2007 at the UCLA Anderson School of Management, in Westwood, California. This unique collegiate level program was attended by salon owners from around the world and included an intensive week of advanced business management education, conducted by the renowned faculty of the Anderson School of Management.

Produced in collaboration with the B.E.S.T. Foundation (Business Education for Salons Today), the UCLA Anderson School faculty focused on core topics including strategy, marketing, finance, leadership, organizational alignment and human resource development. Students explored the topics in depth by participating in lectures, interactive sessions and workshops. In addition, each attendee worked daily, with an advisory team, on their own Salon Improvement Project. (S.I.P.). The S.I.P. allows the students to directly apply the core business principles they learn through the course, into an action plan to be implemented upon completion of the program. This combination of activities and exercises provided students with the essential framework needed to bring their future business strategy together with skill, focus and finesse.

"When I met with these brilliant and committed salon owners, I was so proud of how far the business side of our industry has come. I see the interaction between the students, faculty and fellow attendees and I recognize the power of this unique learning environment," said Paula Kent Meehan, President and Founder of the B.E.S.T. Foundation.

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## **UCLA Executive Salon Management Program February 2007 | Graduate Testimonials**

"Paul Mitchell believes in the total health of the salon, and what UCLA and the B.E.S.T. Foundation have brought to our industry is groundbreaking. The information (presented in the program) is critical for the future of all of us: salons, distributors and manufacturers."

*-Nina Kovner, Vice President of Marketing JPMS*

"The Executive Salon Management Program at UCLA Anderson is a giant stride forward for the salon industry. Unlike other business programs that the industry has birthed, the program at UCLA Anderson, using the case study method and core management modules, finally gives salon owners/operators/managers the tools to take control of our businesses and become more professional. Though the journey to transforming our business into one that is 100% professionally managed is long, the Program has been a real eye opener for our leadership team and for all of the students who attended."

*-Ian Robbins, Brand Director, About Faces Day Spa & Salon*

"Thank you for your inspiration."

*-Michele Spooner, Owner/Stylist, Shear Heaven Inc.*

"This will refocus me on the business and allow to lead the business and empower managers to manage."

*-Unknown*

"I came here with a plan to learn more about my business. I am leaving here with so much more; a great network of amazing industry people. I am a better person, owner and leader because of it."

*-Christine M. O'Neil, Owner, Renaissance Salon*

"I opened my business without any real business plan and/or structure. Consequently, my business, although successful now, is heading for trouble. I came here for help. As the course progressed my eyes were opened in each segment. I saw my error and the class gave solutions. I can see the way that I can recover and you gave me tools to implement my strategies. The best part is this clearly...When I go to events I have class there is never to talk to other owners. This structure was great, allowing me to talk to at least every person in the group."

*-Donna Gardner, CEO/Owner, Retreat Salon and Spa*

"A must for anyone who wants to grow a professional and profitable salon or day spa business."

*-Patrick Brennan, CEO, About Faces Day Spa & Salon*

"This program was not focused on "who I am," but "who I want to be in my organization." I got incredible value about of this program to focus my company to another level. This is a must for everyone in our industry."

*-Johan Nortje, Owner, ISJON Intercoiffure South Africa*

"I can't wait to get back to work on my business. I have a whole new box of tools to use to help me take my business to new heights. Strategy, leadership, marketing, HR, all a part of the mix for growing clients, loyalty, team culture, and especially profits. I would recommend this program to any salon owner who is concerned with becoming the top in their field."

*-Gina Conway, Owner, Gina Conway Aveda Lifestyle Salon*

"The UCLA Executive Salon Management Program is designed for salon owners and executives that are experiencing managerial problems and/or want to grow their business in a strategically organized manner. The UCLA program provides valuable assistance in determining salon growing pains and providing essential information on how to overcome these challenges and grow beyond the barriers.

The course made our team focus on planning for success which we will use to develop salon improvement projects that addresses our unique requirements. In addition to the focus on planning, there were a number of essential business subjects covered such as marketing, financial analysis, employee handling, leadership, and project management.

Our company sent five executives to the program and all were pumped by the information provided and left the program with common goals and focus. The UCLA Executive Salon Management Program is an essential learning tool that I would recommend to all salon owners and industry executives."

*-Barry Charles, CIO, EvelineCharles, Salons & Spas*

For more information, please visit [www.BestFoundation.com](http://www.BestFoundation.com)