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**BESTSELLING AUTHOR AND BUSINESS EXECUTIVE MARK THOMPSON AND UCLA
BUSINESS PROFESSORS ARE KEY ATTRACTIONS
AT 2008 GLOBAL SALON BUSINESS FORUM & AWARDS**

HOLLYWOOD, April 7, 2008---international bestselling author and business executive Mark Thompson will headline the 2008 Global Salon Business Forum & Awards to be held June 7-9 at UCLA and the Hollywood & Highland complex. The three day event will include a series of seminars, programs and panels that will address topics aimed at salon professionals and the operation and promotion of their businesses.

Highlighting the line-up will include a special program called "The Hollywood Salon Owner Panel," hosted by Billy Bush of Access Hollywood, and will include special guests José Eber (José Eber Atelier), Ginger Boyle (Planet Salon), Giuseppe Franco (self-titled salon), and Amanda George (Neil George Salon). Bush will interview this stellar panel of celebrity salon owners on the secrets of their success. This program is scheduled for Sunday, June 8, 2008 at 3:00pm at UCLA's Korn Auditorium.

The event's keynote speaker, bestselling author and business executive Mark Thompson will speak at UCLA on Sunday, June 8 at 1:00pm, also in Korn Auditorium. Thompson, author of the bestselling book, "Success Built To Last," will address the salon industry from a global perspective, discussing strategic expansion, marketing reinvention and technological advancements. Forbes Magazine included Thompson on its list of America's leading venture investors with the "Midas touch" in 2004. He has been an investor and chairman of many technology and media startups, including working with Charles Schwab for twelve years as Chief Communications Officer and Executive Producer of Schwab.com.

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GSBA Speakers

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Other lecture topics presented during the forum on Sunday by UCLA Anderson Faculty include: **“The Power for Changing “You” Changes Others Too”**, **“Marketing & Image: Projecting the Right Image,”** & **“Expansion and Strategy”**.

Industry experts scheduled to speak on Monday June 9th at the Renaissance Hotel include Alan Austin Smith, consultant and author of “The Fantastic Salon” series of books, and noted industry educator and consultant Peter Mahoney, who will provide an overview on elevating the standards and profits of your business.

Also featured will be a panel presentation on “How to Get Business & Consumer Media Coverage for Your Salon”, hosted by industry and business experts. Continuing the Monday Business Forum, Estetica Magazine and Takara Belmont will collaborate on a spectacular and cutting edge showcase, themed as “FurtureINVENTION”. All of this, plus the highly acclaimed networking sessions will also be presented, featuring previous GSBA winners, as they share their strategies and successes for becoming a world class salon.

The **Global Salon Business Awards®** are produced by **The B.E.S.T. Foundation** (Business Education for Salons Today), a non-profit organization whose mission is to support the continued development of the global salon industry through advancement, global recognition and growth. The Foundation was formed by beauty icon and Redken Founder, Paula Kent Meehan.

For a full schedule of of the Business Forum events and further information on purchasing tickets for the GSBA Forum & Awards event in Hollywood, please visit www.salonbusinessawards.com.

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