



FOR IMMEDIATE RELEASE

BRINGING OUT THE "B.E.S.T." FOR THE PROFESSIONAL SALON INDUSTRY

With annual global revenue of \$150+ billion dollars, largely contributed by small business owners, today salons have an even greater opportunity to enjoy tremendous business and financial success. As was demonstrated in the quality of entries judged in the biennial and highly successful Global Salon Business Forum & Awards, most recently held June 3-6, 2006 in Barcelona, Spain, entrepreneurial salon owners were honored as business entrepreneurs from 21 participating countries. Today many of the leading salons of the world are enjoying genuine entrepreneurial success, having built solid business models that deliver a profitable bottom line with their success serving to inspire and expand better business practice in salons throughout the world.

Educational programs to improve technical and creative skills have been readily available throughout the professional salon industry for decades, with business and management programs now becoming a more critical topic than ever before. Generally these programs are aimed at improving the salon owner and manager's leadership and general business skills to accomplish greater success and profitability.

With that in mind, the **B.E.S.T. Foundation, (Business Education for Salons Today)** a non-profit organization dedicated to the global growth and recognition of the professional salon industry, has been formed. The **B.E.S.T. Foundation** will work to enhance and improve the professional salon industry through promotion, advanced business education and public recognition of the most successful salon owners throughout the world, through the **Global Salon Business Awards**.

Working in conjunction with the prestigious **UCLA Anderson School of Management**, an advanced management program has been developed that will fill this business education void by offering immersive, advanced **Executive Salon Management Programs**, specifically designed for entrepreneurial salon owners wanting to further develop their skills to maximize profit and success within their businesses.

"The **UCLA Executive Salon Management Program** is truly unique in its overall mission to better the professional salon industry," said **Paula Kent Meehan**, Founder of the B.E.S.T. Foundation and the Global Salon Business Awards. "We have carefully developed a program that will enhance the business skills of salon owners in ways that not only contribute to their own personal success, but also through promoting their subsequent success stories we will also further elevate the image of the entire professional salon industry. Salons are major contributors to economic success in every community throughout the world. Since 2004 we raised the awareness level in the financial and business community of the vast career opportunities for small business ownership and the success and profitability that can be enjoyed."

In order to achieve its goals to better the professional salon industry and its owners, **B.E.S.T. Foundation** have successfully introduced two major projects: the development and introduction of the **UCLA Executive Salon Management Program** and the **Global Salon Business Forum & Awards Program**.

UCLA Anderson School of Management Executive Salon Management Program

The **UCLA Anderson School of Management** offers the customized **Executive Salon Management Program** twice annually. The program is the first of its kind to formally bring together the professional salon industry and a renowned business school. The goal is to help salon owners hone their skills in the areas of strategy, financial accounting, human resource management and marketing. Program attendees will leave with enhanced business management and leadership tools and specific solutions for their business based upon their own personalized Salon Improvement Projects and a road map for professional success and growth.

Global Salon Business Forum & Awards

The **B.E.S.T. Foundation** offices are located at 499 North Canon Drive, Beverly Hills, CA 90210. For further information or to arrange an interview, please call 310 887 7072.

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