



FOR IMMEDIATE RELEASE
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B.E.S.T. Foundation and the Global Salon Business Awards® Incorporates 'Knowledge is Power' Program for Salon Owners

Los Angeles, CA (July 2006) – Following the hugely successful 2nd biennial Global Salon Business Awards in Barcelona, Spain, the B.E.S.T. Foundation, announces the 'Knowledge is Power' program, designed to assist salon owners worldwide with generating publicity in their hometowns.

The program, developed by Paula Kent Meehan, founder of the B.E.S.T. Foundation and the Global Salon Business Awards, was unveiled to the GSBA winners in Barcelona last month in a package outlining the essentials to gaining publicity in the current news climate.

In a letter to the winners, Meehan said, "Along with being recognized as a leading force, comes the opportunity to further your reputation as a business leader with your clients and within your community. You have what other business leaders don't have and that is the time, place and ability to gather information and communicate with the media, the views of your customers on local, national and global issues."

What followed were eight pages describing how salon owners can utilize national and international hot-button topics to gain the interest of local news and press by conducting surveys with their patrons in the salon. Tools such as a six-step guideline were included, a sampling of which are as follows:

- **STEP ONE – IDENTIFY YOUR LOCAL MEDIA CONTACTS**

By reading the papers, watching television news and listening to the influential radio programs in your city, take note of the most prominent newspaper, TV and/or radio sources in your community.

- **STEP TWO – PICK A CURRENT ISSUE**

Decide on a news issue of interest that is relevant to your customers.

- STEP THREE – WRITE A SURVEY FOR YOUR CLIENTELE
Make it simple, but provide at least three possible answers for your customers to choose from.
- STEP FOUR – SURVEY YOUR CUSTOMERS
Try to give your survey to 100 customers! 100 is an easy number to convert into percentages and is large enough to make an impression.
- STEP FIVE – CALCULATE THE RESULTS
For each response choice, divide the total number of responses by the total number of people surveyed.
- STEP SIX – SHARE YOUR RESULTS!
Send the results to your media list using the attached sample form for correspondence.

Salon owners can choose to survey their clientele on any topics they choose, from the ongoing Britney Spears and Kevin Federline drama, to gas prices and the oil industry as a whole. Topics such as: *Will Iran become a threat with nuclear power*, and, *Can Islam exist peacefully in the Western World*, were also offered as conversation starters for the survey.

The Global Salon Business Awards has also offered the salon owners the opportunity to send their survey findings to the GSBA website, so that they might be posted and compared with the results of other salons' findings in other regions of the world.

"We are so excited to implement this program," said Meehan. "It allows salon owners to generate buzz around their businesses while at the same time allowing the salon industry some insight into day-to-day issues in different regions of the world. We encourage salon owners to stay in touch with local and national press, as the outcome can only be gainful for both parties."

The Global Salon Business Awards also encourages salon owners who were not participants in this year's GSBA ceremony in Barcelona to also try the survey and submit their findings to the website. Full publicity instructions are available on the website at www.salonbusinessawards.com.

The Global Salon Business Forum & 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 growth and development of the global salon industry through recognition, publicity, advanced business education and resources. The Foundation's vision is for all salon owners to be regarded as successful business leaders; by offering financially viable career opportunities and contributing to the socio-economic prosperity of their community. For more information please visit www.bestfoundation.com.