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An Evening with CNN's Larry King Shines the Spotlight on the 2008 Global Salon Business Forum & Awards

May 7, 2007- Beverly Hills, Calif. --- B.E.S.T. Foundation continues to celebrate the importance of the salon industry on May 2 with icon, Larry King. The evening hosted salon industry leaders, members from the University of California Los Angeles (UCLA) Anderson School of Management, the City of Beverly Hills dignitaries and members of the B.E.S.T. team

The B.E.S.T. Foundation serves to promote and recognize entrepreneurial excellence in the salon industry on a global level by producing the Global Salon Business Forum & Awards (GSBFA); the third biennial program takes place in Hollywood, Calif. on June 7-9, 2008. The evening's guests exemplified this entrepreneurial spirit. Prominent figures from PureOlgoy Serious Color Care, Sexy Hair Concepts, Dermalogica, and DAVEXLABS - L'Anza Healing Haircare discussed the importance of the Global Salon Business Awards and the positive impact that it has on raising the standards of business ownership within the salon industry.

The 2008 GSBF&A will feature a Hollywood Salon Owner Panel where several celebrity salon owners will share their knowledge and insight in achieving remarkable success. Celebrity salon owners Jose Eber of Jose Eber Salon and Ginger Boyle of Planet Salon were in attendance to lend their support.

Staff and faculty of the UCLA Anderson School of Management, including Sr. Dean, Dr. Al Osborne were on hand to share the value and benefits of the Executive Salon Management Program, created in partnership with the B.E.S.T. Foundation.

In addition, Beverly Hills mayors, current Mayor Jimmy Delshad, and three time former Mayor Tom Levyn were present showing their support for the B.E.S.T. Foundation.

B.E.S.T. Foundation is a non-profit 501 (c)(3) organization formed to support the continued growth and development of the professional salon industry, on a worldwide basis through recognition, awareness and 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. B.E.S.T. is the executive producer of The Global Salon Business Awards & Forum.

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