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Announcing the Social and Educational Program for the 2008 Global Salon Business Awards®

December 11 2007- Beverly Hills, Calif. --- The 2008 Global Salon Business Awards®, will be held at the Renaissance Hotel in glamorous Hollywood, CA, USA, with the Educational Forum being hosted at the UCLA campus. The event will take place June 7-9, 2008.

Upon arrival in Hollywood, guests who purchase a full admission package, or our exclusive 2008 award recipients, will be treated in true Hollywood VIP fashion with an exclusive invitation to the former home of Elvis. GSBA President and Founder, Paula Kent Meehan, purchased her Beverly Hills estate from the King himself, 34 years ago. The "Spirit of Elvis" soiree will be hosted in her stunning Japanese Garden. While visiting the former estate of Elvis Presley, guests will enjoy hors d'oeuvres and cocktails, followed by a celebratory dinner to kick off this spectacular event. It will be a night filled with excitement and surprises, truly a night to remember!

The following day will be a once in a lifetime opportunity to learn from the best of the beauty industry. On Sunday June 8th, the UCLA hosted Educational Forum will consist of a full day of lectures taught by UCLA Professors, on topics of business management. Also presenting will be famous salon experts such as Alan Austin Smith. The day will be culminated with the most impressive panel the salon industry has ever seen! None other than Entertainment icon Larry King has committed to be the honorary emcee for the Hollywood Salon Owners Panel, featuring world renowned hairdresser figures including, Jose Eber, Giuseppe Franco, and Ginger Boyle...more featured guests of the panel to follow. Concluding Sunday's spectacular agenda will be a social Hollywood Affair at the Annex, home of many Academy Award festivities!

On Monday, June 9th the education will continue with invaluable networking sessions on topics including marketing and incorporating technology into your salon. Speakers will also instruct on how to elevate any salon business with good press practices, featuring guests from the Hollywood Foreign Press. This second day of education will also feature an Exhibit, FutreInvention, spotlighting the futuristic opportunities for expanding a salon business through design and technology.

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The climax of the event will be the 2008 Global Salon Business Awards® Gala Dinner, emceed by celebrity Leeza Gibbons (recently appeared in Dancing with the Stars). The most exciting moment of all will be the award presentation to the much deserving recipients of a 2008 GSBA! Do not miss the Salon event of the year! For more information, including pre and post travel options, please visit our website, www.SalonBusinessAwards.com.

The biennial Global Salon Business Awards® program recognizes and honors leading salon owners who have consistently demonstrated extraordinary business and entrepreneurial success in the areas of salon leadership, general management, financial prosperity, marketing/promotion and who contribute to the salon industry and their own community with a lasting, positive impact.

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