



FOR IMMEDIATE RELEASE
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B.E.S.T. Foundation Announces 2006 Global Salon Business Awards Nomination and Eligibility Requirements

The worlds leading entrepreneurial salon owners are gearing up for the 2006 **Global Salon Business Awards** (GSBA) which will take place in Barcelona, Spain from June 3-6, 2006. Produced by the **B.E.S.T. Foundation** (Business Education for Salons Today), the **Global Salon Business Awards** candidate is a salon that demonstrates extraordinary performance in all areas of business. Salons must be nominated for entry by their supplier, distributor, trade association or trade magazines.

The nomination process is extremely selective and is open to only those salons that can truly compete for entrepreneurial excellence on a global basis. Judging is based upon each entry demonstrating overall excellence in three areas of criteria: general and financial management, leadership, marketing and promotion. Nominations will be accepted September 1 – December 31, 2005 and can be submitted online at www.salonbusinessawards.com, or authorized nomination forms can be submitted via fax to 310-887-7071.

The following considerations are set forth to assist in determining nomination and entry eligibility:

- Has the salon generated annual revenues of USD \$250,000 per year (for Europe change to E200,000), or equivalent currency conversion, since 2002 and can they provide financial documentation to verify? Is the salon profitable? Is the salon growing and expanding? Does the salon reflect visually what would be considered financially successful? Does the salon have a strong retail and service business? Is the salon consistently busy?
- Is more than 50% of gross floor space dedicated to professional salon services?
- Does the salon have a clear and defined culture? Does the staff perceive the owner of the salon as someone great to work with/for? Does he/she stand out as an extraordinary leader? Does the salon have a formalized staff recruitment and training program? Do they retain staff members over time? Do they offer a strong and/or very competitive compensation and benefit program?

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- Does the salon have a strong brand image? Do they consistently engage in marketing and promotional programs? Do they have a formalized customer service policy/program? What other unique things make this salon stand out in their community?
- Is this salon considered one of the BEST, in terms of representing a highly successful business model that others should follow?
- If the editor of the top business publication or newspaper came into this salon to write a feature story about THE BEST HAIRDRESSING SALONS IN THE WORLD, would this salon be one that would truly represent the best your country has to offer?

Nominations and entries will be accepted from these GSBA participating countries:

Austria, Australia, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Luxembourg, Mexico, Netherlands, New Zealand, Norway, South Africa, Spain, Sweden, Switzerland, United Kingdom and the United States.

If eligibility requirements are met, a salon can be nominated by a *supplier, distributor, trade association or trade magazine*. Once nominated, the salon is notified and is sent specific entry instructions. The salon must complete the entry dossier and submit all required materials directly to the UCLA Anderson School of Management, Price Center for Entrepreneurial Studies for **INDEPENDENT, CONFIDENTIAL judging. The independent, impartial judging panel includes UCLA professors and faculty, global trade media representatives and recognized salon industry leaders.**

Winners of the **2006 Global Salon Business Awards** enjoy the respect of the global salon community, complimentary admission, hotel subsidy and recognition at the **2006 Global Salon Business Forum & Awards Ceremony** in Barcelona, as well as global press coverage and lifetime membership in the Global Salon Business Awards "International Hall of Fame".

The **B.E.S.T. Foundation**, (Business Education for Salons Today) is a non-profit organization dedicated to the global growth and recognition of the professional salon industry. **B.E.S.T.** works to enhance and improve the professional salon industry through public relations, by offering advanced business education and public recognition of the most successful salon owners throughout the world.

For more information on the **B.E.S.T. Foundation, Global Salon Business Awards** and the **UCLA Executive Salon Management program** please call 310-887-7072 or visit www.bestfoundation.com / www.salonbusinessawards.com.

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