



FOR IMMEDIATE RELEASE
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B.E.S.T. Foundation Announces Award Criteria and Categories for 2006 Global Salon Business Awards

This fall salons from around the world are securing their nominations and compiling their entry dossiers for the prestigious **2006 Global Salon Business Awards (GSBA)**! Produced by the **B.E.S.T. Foundation**, (Business Education for Salons Today) the 2006 Global Salon Business Forum and Awards ceremony will be held June 3-6 in Barcelona, Spain to honour entrepreneurial salon owners worldwide. Product suppliers, distributors, trade magazines or trade associations, nominate salons for entry. Once a nomination is submitted, the salon is notified and receives instructions for preparing and submitting their entry dossier.

The UCLA Anderson School of Management, Price Center for Entrepreneurial Studies, independently and confidentially administers the judging for this event. The judging panel includes members of the UCLA faculty, successful business entrepreneurs, industry leaders and members of the international trade press.

Each entry dossier will be CONFIDENTIALLY judged based upon its demonstration of overall excellence in three areas of criteria:

Judging & Criteria:

- **Salon Leadership**

In this section, the judging panel will consider the philosophy, mission and vision of your salon as it relates to your leadership style and the well being of the employees. Of particular interest, the judges will examine employee retention based on the culture you have created, compensation and benefit programs, education, and the rewards and recognition afforded your staff. Be sure to include materials and information supporting your accomplishments in attracting, training and retaining your employees.

- **Client Philosophy & Marketing**

In this section, the judging panel will consider the philosophy, mission and vision of the salon as it relates to your clientele. The judges will place specific focus on client attraction and retention programs, customer service programs and policies, return visit initiatives, loyalty programs and incentives. In addition, this section includes a review of community-based projects that you may be involved in.

Please provide samples of marketing, advertising, public relations and other materials that demonstrate your brand, image and the unique and entrepreneurial approach to your customers in order for the judging panel to evaluate how the salon is positioned and marketed within the community.

- **Business Management**

In this section, the judging panel needs to understand the background and philosophy of the owner/s and the unique culture that he/she/they have created in the salon and in their community. The judging process includes a detailed analysis of financial statements and supporting documentation to determine the fiscal success of the business; of specific interest is the net profit, return on investment, retail versus service productivity, growth and overall sales efficiency over time. It is important that you report accurately and with verifiable data. Be sure to include how you have approached the fiscal management of your business, including use of computers and or other systems, accountants, financial advisors, etc. For multi-unit salon entries, please include a financial statement for one salon unit within your group that will serve as a financial model for your business. Include how your business has grown, what investments you have made, and their short and long term effect on your financial position.

“The measures of success in business are clear. Successful business enterprises are those that deliver a compelling value proposition to their stakeholders. They are responsive to customer needs, value their employees, and generate above average investor returns – which is why we use these criteria to evaluate **GSBA** entries,” says **Alfred E. Osborne, Jr.**, who heads the judging panel for the awards program.

Award Winners will be selected in the following categories, per participating country:

- **Salon Entrepreneur of the Year™ Awards** will be presented, in both independent and chain/franchise salon categories, to the entries with the highest scores in all three areas of judging criteria.
- **Entrepreneurial Excellence Awards™** will be presented to the salons with the highest score (amongst non-Salon Entrepreneur of the Year™ winners) in each of the three individual areas of judging criteria—*Salon Leadership, Client Philosophy & Marketing and Business Management.*

The nomination and judging processes are extremely selective and are open to only those salons that can truly compete for entrepreneurial excellence on a global basis.

Top level sponsors of this celebrated 2006 programme include Founding Sponsors: *L'Oréal Professionnel, Matrix* and *Redken 5th Avenue NYC*, plus new 2006 top level sponsors *American Crew, Estetica International, John Paul Mitchell Systems, Kérastase Paris, Revlon Professional by The Colomer Group* and *Shortcuts Software.*

In addition, other sponsors include *Wella* and also *Aveda, TIGI* and *Takara Belmont.* Proud partners include the *Anderson School of Management at UCLA, Intercoiffure Mondial, Llongueras International, MasterCard®, Salon Consultants International, The Salon Association and The Professional Beauty Association* and *Press Sponsors: American Salon – USA, Behindthechair.com, C&C Magazine – Spain, Frisor - Norway, Frisortidningen – Sweden, InStyle – Australia, LaunchPad – USA, Modern Salon - USA, Salon Today – USA.*

Nominations for entry are accepted September 1 – December 31, 2005. Dossiers are submitted for confidential, impartial and independent judging directly to UCLA, and must be received by February 28th, 2006.

For additional information on entering the **Global Salon Business Awards** programme or attending the **Global Salon Business Forum & Awards** event in Barcelona, please visit www.salonbusinessawards.com, or call the BEST Foundation at (310) 887-7072.

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