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Award Criteria and Categories for the 2008 Global Salon Business Awards®

Winners Exemplify Entrepreneurial Excellence in Salon Business, Profitability

Beverly Hills, Calif. – July 12, 2007 – This fall, stellar salons from around the world will be nominated for the prestigious **2008 Global Salon Business Awards® (GSBA)**. The elite group of GSBA sponsors will be eligible to nominate star salons who meet the criteria and eligibility requirements to compete for the coveted Salon Entrepreneur of the Year™ award. The 2008 ceremony will be held June 7-9 in glamorous Hollywood, California USA, to honor entrepreneurial salon owners throughout the world.

The nomination and judging processes are extremely selective and are open to only those salons that can truly compete for entrepreneurial excellence and demonstrate profitability on a global basis. 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. Nominations for the 2008 Global Salon Business Awards will be accepted August 15, 2007 through November 30, 2007 from sponsoring companies only.

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

- **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 next highest score (amongst non-Salon Entrepreneur of the Year™ winners) in two of the three individual areas of judging criteria—**Salon Leadership and Client Philosophy/Marketing & Promotion**.

"Successful business people are those who rise above the average expectations, delivering to their clients exceptional service, an impeccable product, and above all build on their integrity to both their staff and clientele, sustaining a loyal following and prosperous business. The recipients of the GSBA will have demonstrated excellence in all of these categories," says **Alfred E. Osborne, Jr.**, Senior Associate Dean, UCLA Anderson School of Management.

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GSBA Awards Criteria & Categories
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Each entry dossier is **CONFIDENTIALLY** evaluated based upon its demonstration of overall excellence in three areas of criteria:

- **General Management**

In this section the judging panel will analyze the background and philosophy of the owner/s and the unique culture that they have created in the salon environment and in their community. Of particular focus is an evaluation of the owners overall management skills including the financial management of the business and the success and accomplishments achieved in regards to sales, profitability, growth and sales productivity.

- **Salon Leadership**

In this section the judging panel will evaluate the leadership style of the business owner/s and the well-being and satisfaction of their employees. The key considerations include an assessment of their internal systems, such as: employee attraction and retention, innovative compensation and benefit programs, employee development, rewards and recognition.

- **Client Philosophy/Marketing & Promotion**

In this section the judging panel will evaluate the philosophy, mission and vision of the salon as it relates to the customer, including an evaluation of the salons external management of the business in regard to brand and image, marketing & promotional programs, innovative customer attraction and retention programs, customer service policies, return visit initiatives, loyalty programs and incentives, as well as the active role the salon plays in community-based projects.

Eligible salons submit an online application and hardcopy support materials. Dossiers are submitted for confidential, impartial and independent judging directly to UCLA, and must be received by January 15, 2008.

The biennial Global Salon Business Forum & Awards™ program recognizes and honors leading salon owners who have consistently demonstrated extraordinary business and entrepreneurial success. For more information on the Global Salon Business Awards® program or attending the Global Salon Business Forum & Awards™ event in Hollywood, please visit www.salonbusinessawards.com.

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