Leverage your salon with a smart branding strategy.
Girls Just Wanna...

Ask any of your female clients, and they'll probably say their dream vacation with their girlfriends would take place at a luxurious spa. But for you, who spends most of her waking hours operating one? Not so much. A group of salon owners, including Mary Swank of Hudson, Ohio-based Simply Swank, Kris Carpenter of Sanctuary Spa + Salon in Billings, Montana, Jan Seybold of Carenza in Brookfield, Wisconsin and Cindy Monten of Salon Monten in Minnetonka, Minnesota, was recently chosen by the Fine Living Network's new show, “All Girl Getaways,” to go on the unique vacation of their choice. The friends spent four nights at the posh Hotel Giraffe in New York City and enjoyed a long weekend full of ice-skating, shopping and Broadway shows.

SIMPLY THE B.E.S.T.

In May, the B.E.S.T. Foundation hosted a dinner at Il Cielo in Beverly Hills to celebrate the importance of the salon industry. The evening hosted salon industry leaders, members from the University of California Los Angeles (UCLA) Anderson School of Management, City of Beverly Hills dignitaries, members of the B.E.S.T. team and TV icon Larry King. The event also gave a peek inside the 2008 Global Salon Business Forum and Awards, which will be held next June in Los Angeles and will feature a Hollywood Salon Owner Panel.

EXPERT EDUCATION

Three San Diego-area Pivot Point member beauty academies are changing the face of cosmetology school by adding former Graham Webb International Corporate Artistic Trainer, Diego Raviglione, as their artistic director. Je Boutique in El Cajon, Bay Vista in National City and Poway Academy in Poway are the first cosmetology schools to introduce a high-caliber artistic director to lead a hairdressing program. "As a long-time platform educator, I can help bridge the gaps so graduates are prepared to immediately begin work in a salon," says Raviglione. "I can also help lay the groundwork for students to explore whatever career direction they desire to take whether it's behind-the-chair, editorial, salon ownership or education."

Diego Raviglione shares his expertise with students at the Bay Vista beauty school in National City, California.