

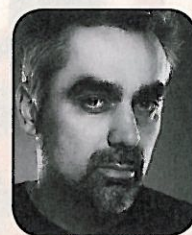
HOW IMPORTANT IS ADVANCED EDUCATION IN YOUR SALON? IS IT IMPORTANT ENOUGH FOR YOU TO FOOT THE BILL? TAKE A LOOK AT HOW THESE THREE SALONS FUND THEIR FUNDS...



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CO-OWNER OF RANDOLPH'S SALON
(randolphssalon.com) IN WATERFORD, MI



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GEORGE TSINOKAS
CO-OWNER OF VALENTINO'S GRANDE SALON
(valentinos.ca) IN WHITBY, ONTARIO

Do you have an education fund for advanced education opportunities?

Yes, employees are given an education allowance annually. The exact amount varies according to their level.

Yes, \$6,000 per year per salon.

Yes, we have an education fund.

How does the salon fund the fund?

Education is budgeted in, and is just as important as any other expense.

It is part of our HQ benefit program.

We fund advanced education through our retail sales.

What can the money be used for?

Primarily tuition, but upon approval, travel expenses may be covered. Also, we only cover a percentage of the costs of outside education. We feel that a financial commitment by the stylist gives them ownership of their professional growth.

Approved classes, seminars and workshop tickets.

Tuition, travel and hotel.

How do you distribute the fund?

On an annual basis we take time to re-visit each employee's personal and professional goals for the year. We explore how to best utilize their education dollars to maximize their growth. A stylist new to the floor could benefit from a weekend of hands-on technical training at a local venue, while a high-level stylist might be encouraged to attend class in NYC.

Stylists and spa service providers receive an educational calendar with their paychecks twice a year. Stylists and spa technicians make a "wish list" of the classes they would like to attend in the order of their first choice, second choice and so forth. Classes are submitted along with a description of why they would like to attend and how they feel the information will help their growth in the salon spa environment.

It's based on their retail sales performance. For example, if they average .5 products per client annually or more, they receive a fully paid trip. If they are short of their goal, they would have to pay a portion of the cost. Any of our staff that averages one product per client receives two paid events.

Roughly, how much is available per employee?

\$300

Educational requests are viewed on a first-come-first-serve basis, and approvals are based on a number of factors.

Between \$1,400 and 2,500

Millennium's Be-Cause

AFTER RECEIVING A STRONG RESPONSE from its "Don't Just Be" advertising campaign, Millennium is going one step further by creating the **Millennium "Be-Cause"**. "Just 'Being' is mediocre, and that's not what this industry is about," says **John Harms**, CEO and founder of Millennium. "Now it's time for a movement. It starts with the Millennium Be-Cause; the cause that unites beauty professionals everywhere that are being more."

The movement's mission is to recognize beauty professionals who work harder, dream bigger and be the best they can be. Current Be-Cause honorees include: **Colin Caruso** of **Salon Caru**, 2010 **NAHA** winners **Shawn Trujillo** and **Angie Katsanevas**, **Rita Hazan**, **John Paul DeJoria**, **Robert Cromeans**, and **Justin Depasquale**.

So what's your Be-Cause? Millennium wants to know how you're being more and what your "be" word is. Your "be" word is the thing that drives you to be your best. To learn about the cause visit harms-software.com/be.

