

“Day of Beauty” 2010

Being Hosted Again By The Paul Mitchell School- Atlanta

- If you can stay for the whole event, I am going to need you there by 9:00am and we will be done by 1:30. If you cannot stay for the entire event, please mark your signup sheets with the time you will need to leave by. There will be an orientation meeting prior to the start of the event. I'm re-doing the scheduling of clients this year so please come early to register.
- No add on services will be allowed for teachers. If it isn't being offered, don't feel bad saying "no".
- There will be "runners" available to you. Their job is to help you with whatever you may need. More towels, getting your color from the mixing lab etc.
- If you have any questions regarding any service that is permanent (color or cut) please defer to the teacher. They will know what the parent has given consent to.
- There will be plenty of food and drink so please come hungry.
- I encourage all salons to wear shirts with their company logo or salon name on them. This just helps identify which salons in the community have come out to participate in this event. Plus, if there is press there, you can use it as a free "plug" for your salon!
- Feel free to bring plenty of business cards to pass out to: students, teachers, other stylists etc.
- I add everyone's website link and logo to mine. If you have not forwarded your info to me, please do so before the event so I can get you added!!
- All of the kids receive a goody bag to take home with them. If you have any type of promotional material (coupons, business cards, menus for your salon) you would like for me to include in these bags, please mail them prior to the event. 2860 Jonesboro Rd, Atl 30354
- If you have any leftover samples from your salon that you don't mind parting with, I would love to take them off of your hands to be included in the goody bags! ☺
- If you have a salon banner/sign, please bring it to have it displayed within the salon or outside on the tents. Again, free press!!
- You will need to bring all of your own tools: scissors, brushes, flat irons, marcel irons etc.
- The color and finishing products are being donated by Paul Mitchell. They will have students in their color dispensary mixing color for you.
- The only hair services that are going to be offered that day are: color, cuts and styling. We will not be doing any type of relaxer service due the time constraints.
- I will have assistants available to you to help with the shampooing and finishing of your clients.
- Due to the size of the event, please leave all unnecessary items/belongings in your car. I cannot be responsible for items lost or stolen. There will not be any locker/storage system in place inside the salon to store your belongings.
- Some of the kids may bring money to "tip" you with. The teachers use this experience to teach them life skills: "When you go to a salon, when you are finished, you are to tip your service technician". Please accept this money from them.

Please call if you have any questions. 404-502-7491 gloria@mydayofbeauty.net

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- Feel free to bring your own camera to take photos of your staff at the event. All kids sign photo waivers. You can use this as an opportunity to add this to your website “hey, look at what we participate/ give back within the community...”
- Please do not park in any spots marked “reserved” THEY WILL TOW!! Only park in lot #9.
- We had a shortage of towels last year. If you are a “salon owner” if you could donate one pack of 12x new towels to the event, I would appreciate it sooo much! Again, would add logo/website to my event for your participation.
- I want all kids to have a deep cleanse and conditioning treatment with every hair service. I also want all of my ethnic children to have styles that they can wear for as long as possible; braids, corn rows, updo etc. Most of these children come from low income families who cannot afford to have this done regularly, if at all! ☹
- Can you part with a gift certificate or products from your business to be offered as “door prizes” for my volunteers? I have never done this before but I thought it would be fun to have some gifts that some of the volunteers could possibly win as a door prize.
- I am still in need of more volunteers. Last year we serviced over 115+ total attendees. This year I am looking at a number closer to 300+. Sooo, I need lots of help everywhere!! ☺ Do you know of anyone who could help fill some of these holes:
 - more stylists (needs to be licensed)
 - nail technicians (only basic nail application, no license needed)
 - estheticians (needs to be licensed)
 - make-up artists (only basic makeup application, no license needed)
 - massage therapists (needs to be licensed)
 - assistants to the stylists (no license)
 - runners to assist the stylists too (no license)
 - photographers (don’t need to be a pro but must have own camera)
 - food table management

Just come and be ready to have fun! This event is not supposed to be all business. For many of these students this will be their first visit to a “professional” salon and certainly the first time they have been treated to a day of pampering like this!! Should you have any other questions that I haven’t answered yet, please call or email me anytime! Thanks so much for coming. We are all going to be able to give these kids a day they will always remember!!

Sincerely,

Gloria Owczarski

Founder/Organizer “Day of Beauty”

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