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A YEAR IN REVIEW 2011

Reflecting back on life as a stylist at Salon 1 is filled with education, dedication, and eventful charity fundraisers. Here is a look at 2011.

To start the year Andrea Pincoski, one of our stylists and national educators attended the "Matrix Imagination" convention held in Palm Springs, California. Matrix, a division of L'Oreal, wined and dined over 1500 invited stylists to a variety of learning, growing, and of course imagination. Each stylist saw extravagant shows and had advanced education. This company showcased such love for beauty, they wrapped up the weekend with the message to "Spread the Love". Spread the love is just what this stylist did. She returned to Salon 1 teaching some tricks and techniques to the entire staff from the training from Palm Springs. The most important thing brought back was the passion for our industry, which is shown each day we walk into the salon.

Also in January Salon 1 attended at the KISS 106.9 Bridal Extravaganza. Martha Vorse, Molly Murray, Marty Herrick, Mary Jo Bundy, and Stacey Carlson-Juel, created quite a buzz throughout town as we were the only salon to give a gift certificate as a gift to every bride that attended. Weddings are know as the happiest day in your life and Salon 1 is always happy to give that sophisticated, elegant, or unique look to each bride.

In March Marty Herrick helped organize our 2nd annual Pink Party at Shawbucks. Talk about fun, our cut-a-thon, pink extensions, pink nail polish were the talk of the town! Prizes such as a bedroom set, a car, and other large items were auctioned off. The grand total reached over \$10,000 which was all donated to WCA's campaign for digital mammography equipment.

As summer heated up, both salons kicked into party mode holding our first "color Party". We brought in an amazing educator from Wella to help formulate colors, glazes, and glossing services. We treated each client that attended to a gift bag and a buffet of finger foods for them to enjoy. The atmosphere was perfect and the color party was hit.

July also was the launch of our newsletter. Molly Murray and Martha Vorse Quick Clips editors gives us salon gossip every month, including news, specials, birthdays, and of course the trends of the times.

Over the course of the summer, Mike Giunta, was found in and around the golf courses of W.N.Y. Every year Mike attends the Italian American Tournament held at Holiday Valley in Ellicottville. Each year Salon 1 sells our Frequent Buyers Club Cards (FBC) for \$10.00. This card gives 20% off all retail to all card holders. More importantly this money is collected and presented to the Italian American which then proceeds to include it with their grand total that goes to benefit WCA Hospital. Its obvious how much Mike means to this community with the thousands of dollars he continues to raise through Salon 1 each year.

Just when things seemed to calm down, Salon 1 was invaded by WWE wrestler Brutus "The barber" Beefcake. He spent the day at our Foote Avenue location getting his picture taken and signing autographs. The money raised through his appearance was donated through the "Grey Party" to the southern tier kidney association.

Mike surprised us during a one of staff meetings bringing in a stylist to the stars. Literally, this celebrity stylist motivated us through her personal stories and tribulations. I think all of us was in shock when we found out she not only was a small town girl too, but also she started her career, right here in Salon 1 under Mike Giunta.

The leaves started to change and pink was everywhere with the start of breast cancer awareness month. We helped WCA sell their

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(A Year in Review 2011 cont...)

"Pink Links", their own fundraiser for digital mammography equipment. In addition to the Links, which were hung across the Washington Street ridge, Salon 1 set up a booth to help raise money towards this great cause. Molly Murray, Tracey Eddy, and Karen Seekings applied Pink feathers, Pink Extensions, and pink polish to help raise awareness. Although it was cold smiles were seen on everyone's face knowing each dollar raised is a step closer in early detection.

Throughout 2011 Salon 1 hired new faces. Each one brings their own uniqueness to our team. As a part of a series of classes Mike pulled out the big guns and brought in a man named John who once worked for Ralph Lauren. John took a hold of our staff and helped us refocus on our careers. This series of business building classes comes easy to some and for others is a "ah-ha" moment. As stylists we are often so creative we loose sight of the big picture. Mike has been in business for over 30 years and knows the importance of a handshake. Throughout the years we often forget about these simple things. Salon 1 has always been professional, and continue to be professional. We look forward to continuing these classes so each client can feel the effect of a true professional hair salon.

As the holidays fast approached Brittney Closser, Lacey Reeves, Jennifer Nelson, Andrea Pincoski, and Molly Murray volunteered at Jamestown's Boys and Girls Club. The ladies put a real smile on the kids faces giving free haircuts to all those that signed up. It really made an impact on each child getting them ready for the holidays. It made a huge impact on us, too!

With all the hustle and bustle this time of year it was a joyful surprise to see yet another educator! This Paul Mitchell Artistic Director walked in with a smile and left laughing with us! He gave us some unbelievable techniques with razors and a form of cutting never seen before. Salon 1 Styling team was so excited after his class we are still knocking on the big man's door asking him for more education!

To end the year we had our annual holiday party at Moonbrook Country Club. Our team shared stories from the past and mike shared stories about each staff member. During dinner, 6 stylists surprised the team with "Mikey Baby", their rendition of "Santa Baby". It was a perfect end to an incredible year!

With 2012 now in full swing Salon 1 is so excited about our upcoming events like our Fashion show on the 28th of January, the Pink Party in March, and of course a year filled with more education! If I had to rate this year, I'd give it 10 out of 5 stars!

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