

2012 Beacon Timeline

Entry Process Opens: **December 1, 2011**

Entry Deadline: **March 2, 2012**

Winners/Honorable Mentions Notified: **April 20, 2012**

PBA Beauty Week: **July 21-24, 2012**

Student Resources

Visit probeauty.org/beacon for tips and resources in creating a winning entry! Questions? Call 800.468.2274 (480.281.0424) x3448 or email beacon@probeauty.org.

PBA Events

PBA Beauty Week is the ultimate venue to meet and network with professionals from across the beauty industry. Beacon winners attend PBA Beauty Week for free. Events includes:

Business Education gives students the opportunity to learn the business behind beauty alongside top salon/spa owners and managers in specialized business and marketing classes.



North American Hairstyling Awards (NAHA) is the most prestigious hairstyling competition in North America. Beacon students enjoy VIP seating at the NAHA Awards Ceremony.



Cosmoprof North America is the biggest international business-to-business beauty trade show event in the country. Students enjoy a guided tour of the trade show to learn the role global distributors and manufacturers play in the industry.

Be Part of a Global Community – Join PBA Today!

Membership in the Professional Beauty Association (PBA) connects you with the beauty industry early in your career. Join today at a fraction of the cost! Annual dues for students range from \$45-\$75. Visit probeauty.org or call 800.468.2274.



Beacon is produced by the Professional Beauty Association (PBA). PBA advances the beauty industry by providing its members with actionable education, networking opportunities, industry events, business tools, and government advocacy to ensure business and career success. PBA is the largest organization of beauty industry professionals with members representing salons, spas, distributors, manufacturers and licensed professionals. Visit probeauty.org or call 800.468.2274 (480.281.0424) to learn more.

Professional Beauty Association
15825 N. 71st Street, Suite 100
Scottsdale, AZ 85254
probeauty.org/beacon



Be More Ambitious

A student source for creative career building

Saturday, July 21 -
Monday, July 23, 2012

MANDALAY BAY RESORT & CASINO
LAS VEGAS, NEVADA



Hair by NAHA 2011 Winner Giovanna Simington

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PBA Beauty Week

Be More Successful

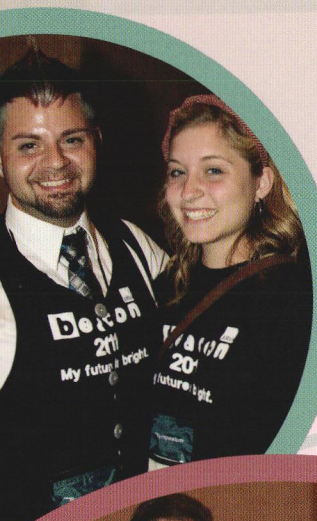
JULY 21 - 24, 2012

What is Beacon?

Beacon provides the nation's most promising cosmetology students with education and opportunities to network with the industry's highest profile salon owners and stylists during PBA Beauty Week, held each July in Las Vegas. Each year, 100 Beacon winners and 100 Beacon Honorable Mentions attend specialized classes with the biggest names in the industry, get up close and personal with NAHA winners and finalists and get a firm understanding of the business of beauty.

Entering

The Beacon entry process is designed to help guide you from student to salon professional. Entrants are judged on creativity, professionalism and the content of your professional portfolio. All entries must be submitted online at probeauty.org/beacon by **March 2, 2012**.



What You Need to Enter



Professional Resume

The most crucial document for a young professional trying to get their foot in the door, your resume will hold high value in the judging process. Resumes are judged on quality and professionalism, not how much experience you've had. It's important to balance your creativity with professional presentation.



Letter of Recommendation

Submit a letter of recommendation from a school administrator (Instructor, Director, Career Counselor, etc.), telling judges why you are a good candidate for the Beacon program. As a new job seeker, having a professional reputation is an important asset.



Portfolio of Images

Submit three images, showcasing your talent in the career path you would like to follow (hair, nails, skin, etc.). We know students will be at varying levels in their schooling, so you may use mannequins or live models for this portion of the application process. This is an opportunity to start or add to your professional portfolio.



Professional Marketing Piece

Here's your opportunity to be creative and tell future employers and clients who you are, what you can do and what your career goals are. Create a marketing piece to sell an industry idea you are passionate about or to sell yourself as a future salon/spa professional. Examples of marketing pieces include a website, brochure, storyboard, or a 30-second commercial.

If your marketing piece is a commercial or website, simply submit the link. If you choose to make a brochure or flyer, save it as a Word document or PDF and upload the file. For any physical object, such as a storyboard, submit up to 3 images of your completed project.

Submit Your Entry Online

Now that you have everything you need, go to probeauty.org/beacon to submit your entry! Entries will only be accepted online and must be submitted no later than midnight EST on **March 2, 2012**.



Make sure that your entry is accompanied by the \$40.00 entry fee.

If paying by credit card, that fee can be paid online. If paying by check, please mail your payment with a copy of your confirmation email.

Eligibility



To compete, you must be a student enrolled in an appropriate program (cosmetology, esthetics, nail technicians, etc.) in the U.S. or Canada between September 1, 2011 and March 1, 2012. Former Beacon winners are NOT eligible to re-apply.

Selection



A panel of top salon and spa owners, manufacturers and distributors from across the country will judge the entries and select the winning students. All entrants will be notified about their entry status via email by April 20, 2012. Check out Beacon on Facebook to share ideas and connect with other Beacon entrants.

Payment



The \$40.00 entry fee can be paid by credit card or check. If your school is paying for your entry please download the School Payment Roster at probeauty.org/beacon. Mail the completed form with payment (checks made out to PBA) to:

Beacon c/o PBA
15825 N. 71st Street, Suite 100
Scottsdale, Arizona 85254

Attention Instructors and Administrators

We appreciate your support of the Beacon program and offer discounted tuition for you to attend PBA Beauty Week with your winning students. After the winners are selected, you will be notified via email of this special offer!

Promote Beacon to your students! Download FREE pre-made full-color, printable posters and banners to post at your school.

Get yours at probeauty.org/beacon



PBA BEACON
SUNDAY LUNCH VOUCHER

FOR REGISTERED BEACON ATTENDEES ONLY. MUST SHOW BADGE UPON PURCHASE. GOOD FOR ONE TIME USE ONLY, ON THE DATE SHOWN. MUST GIVE VOUCHER TO CASHIER UPON PURCHASE. NO CASH WILL BE GIVEN BACK ON PURCHASE OR DUE TO LOSS OF VOUCHER.

+ VALID SUNDAY 7.22.2012 +

Up to a \$10.00 Value



PBA BEAUTY WEEK 2012

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PBA Symposium