



Comer Cottrell

Industry Founder Writes Book to Inspire Future Entrepreneurs

Comer Cottrell, founder of Pro-Line Corporation and a founding board member of AHBAI, held a book-signing and VIP reception for the release of his book, "Comer Cottrell – A Story That Will Inspire Future Entrepreneurs" on October 26 at the African American Museum in Dallas, TX.

Clear Essence Sponsors Event to Honor Little Rock Nine

More than 6,000 people attended a concert honoring the 50th anniversary of Central High School's Little Rock Nine, the group of young African American students who tried to integrate Central High School in Little Rock, AR, in 1957. This was after the U.S. Supreme Court ruled that segregation in public schools was unconstitutional in *Brown v. Board of Education*. The event was held September 23 at the Riverfest Amphitheater in Little Rock and was sponsored by Clear Essence Cosmetics USA. All concert attendees enjoyed the music of Howard Hewitt, The SOS Band, Cameo and many others. They all received complimentary samples of Clear Essence products.



Pictures from top to bottom: Connie Curry with The SOS Band; Connie Curry with the Mayor of Little Rock, Mark Stolada and Arkansas Senator, Tracey Steele; Connie Curry with the first African American graduate from Little Rock Central High School, and member of Little Rock Nine, Ernest Green

Lee Rizzuto, Jr. Appointed as PBA's New Governing Council Chair

The Professional Beauty Association (PBA) announced its 2008 Governing and Leadership Councils, including newly appointed officers. Elected PBA members who volunteer their time and valuable insight are pivotal in enhancing the growth, power and perception of not only PBA, but also the entire beauty industry.

PBA's three Leadership Councils represent the Manufacturer, Distributor and Salon/Spa sections. Lee Rizzuto, Jr. was appointed as PBA's new Governing Council Chair. His job will be to support teamwork and to improve the overall cooperation of the industry's sectors.



Lee Rizzuto, Jr.

2008 PBA Governing Council

Chair: Lee Rizzuto, Jr.,
Conair Corporation

Chair-elect: Josh Hafetz,
The Raylon Corporation

Secretary/Treasurer: Seren
Chreky, Andre Chreky, The Salon Spa

Members: Sydney Berry, NeCole
Cumberlander, John Galietti, Brian
Graham, Bruce Selan and Max Wexler

For more information, call 800-468-2274
or visit www.probeauty.org.

In Memory of Bernice E. Lavin, Co-founder of Alberto-Culver

When women in corporate offices and boardrooms were typically found in clerical positions, Bernice Lavin was an officer and a director, working side by side with her husband, Leonard Lavin, to build the company they founded: the Alberto-Culver Company. Her business accomplishments were recognized by *Fortune* magazine in 1973, when they named her as one of the 10 highest ranking women in U.S. business.

The Lavins entered the beauty industry in 1955, eight years after they were married, when they purchased a West Coast beauty supply company and discontinued most of the company's lines to focus on one product: Alberto VO5 Conditioning Hairdressing. They moved the company, renamed Alberto-Culver, to their hometown of Chicago. In its first year, the company generated US\$100,000 in sales.

Today, the Alberto-Culver Company has sales of US\$1.5 billion and sells its beauty, personal care and household products globally in more than 100 countries. Until she retired in 2003, Bernice, in her role as treasurer, corporate secretary and



Bernice E. Lavin

director, took responsibility for supervising a number of the company's internal functions, areas as diverse as finance, security and human relations.

Bernice was also highly involved in Alberto-Culver's charitable programs, through a family foundation and innumerable instances of personal giving, enabling her to become an important cornerstone of Chicago's philanthropic community. In recognition of her community work, the

directors of Alberto-Culver established a program called the Bernice E. Lavin Jumpstart Fund, which awards seed-money grants to Chicago-area startup programs serving the areas most important to her: health care, education and issues that impact women in the workplace.

Above all of her accomplishments in her corporate life, Bernice served as a loving wife and mother. The Lavins have three children: Scott, Carol, currently serving as executive chairman of the Alberto-Culver Company, and Karen. Beyond her business successes, Bernice will best be remembered by her family and legion of friends for her passion for entertaining, from intimate dinners to galas, as well as her love of cooking – her holiday fruitcakes were legendary. Bernice will also be remembered for her deep appreciation for flowers – the Chicago Botanic Gardens features the Lavin Plant Evaluation Garden – and for the love of her children. As Leonard Lavin put it in his published memoirs, "My beautiful, fantastic wife was a kind of superwoman...a generation or so ahead of her time."

Celebrity Stylist First in Nation with Revolutionary Extensions

Michael Boychuck is the first stylist in the nation selected by Hairdreams to use their innovative new method of attaching hair extensions with the Laserbeamer System. With the standard method, strands are manually attached one at a time. The Laserbeamer System bonds up to eight strands of hair at a time, cutting the time for customers in half.

Paris Hilton, a long-time client of Boychuck's, uses extensions to go from the wispy, layered bob back to long, luxurious locks. "It takes the art of hair extensions to the next level," said Boychuck. "The Laserbeamer System creates an instantaneous change for either a subtle or dramatic look."



Michael Boychuck and Paris Hilton

Future VISION 08 to Be at America's Beauty Show

For the second consecutive year, Wella Professionals, Sebastian Professional and Graham Webb join Cosmetologists Chicago in presenting Future VISION 08 at America's Beauty Show (traditionally the Chicago Midwest Beauty Show) to be held March 2, 2008, at the famed Arie Crown Theater at McCormick Place in Chicago. It is set to be an entire evening of cutting-edge beauty, fashion, music and art for beauty industry professionals who love high-fashion, amazing hair and the high-end, glamorous side of beauty.

For more information, call 800-883-7808 or visit www.AmericasBeautyShow.com.

