

2014 Proud Lady Beauty Show

25th
Year Celebration!

May 3-5, 2014

The Newly Expanded Tinley Park
Convention Center
Tinley Park, IL

Advance Program

**Register to Win
Cash or Free
Airline Ticket**



2014 Proud Lady Beauty Show



- Two Big Days of Exhibits featuring great educators and your favorite product manufacturers – SUNDAY AND MONDAY ONLY!
- Participate in Classes by the Leading Celebrity Barbers and Stylists
- See All New Lock styling and Braid Styling Competitions
- See 10 Exciting Competitions for Barbers, Stylists, Braiders and Barber and Cosmetology Students
- Register to Win a Free Airline Ticket and CA\$H, Compliments of AHBAI!!!
- Participate in all new Braid and Lock Classes
- Learn successful marketing tools to help increase and maintain your salon and barber shop clientele
- Learn how to open a successful salon, barber shop or beauty or barber school
- Participate in more Free Classes than Ever Before!!!
- Learn the hottest trends in hair coloring, natural hair care, hairstyling, barbering, marketing, hairweaving, hair cutting, and trichology taught by the top educators in the field
- Be captivated by Hot Feature Presentations, classes and competitions on the exhibit floor
- See the "Battle of the Schools" Competition on Saturday Night and the Awesome Proud Lady Comedy Show
- Buy new products which will revolutionize your business while increasing profits
- See major exhibitors who have participated in the past like:

American Laser Skincare
Andis
Avlon
Benison/Indigo
Bronner Bros
Charlene
Cool C
DaHairDoc.com
Design Essentials
Designer Touch
Dudley Beauty College
Dudley Beauty Corp.
Errand
Essations
Eunice Johnson
Golden Supreme

Haircology
Hicks Total Transformation
Jordan's Beauty Supply
Luster Products
Mira Extensions
MOD USA
Organic Root Stimulator
Potpourri Wholesale
Queens Natural Hair Care
Pre Eminen
Salon Concepts
Sassi America
Sharon Reams Total Hair
Transformation
Shearman
Sheenique

Sophisticate's Black Hair
Magazine
South-Southwest Suburban
United Way
Step by Step DVD's
StylistOnline.com
Summit Labs.
Swing It
Thank God I'm Natural
Trenz
Universal Beauty Products
Vitale
Wahl
Well Look
Xtreme Barber Products

Exciting Competitions

The All New Battle of the Schools

Saturday, May 3, 2014 • 7 p.m.

Tinley Park Convention Center

2013 1st Place Winner

DUDLEY BEAUTY COLLEGE

Chicago, IL

They are all Good, But Come Out and See 'Who's the Best' during the "Battle of the Schools"

The Winning School Team will receive an Award Winning Trophy to showcase their school and each Competitor will receive an Award Winning Medallion and Gift Certificate for Free Product.

Cannella

Capri

Dudley Beauty College

Epiphany

Feminique

Merrillville

Trenz

Truman

Trendsetters

And many, many more!



Proud Lady Comedy Show

Saturday, May 3, 2014 • 7 p.m.

Tinley Park Convention Center

See the Dynamic Duo of Comedy

*They will have you laughing
ALL NITE LONG!*



Leon Rogers

"daWildcat"

Exciting Competitions

Evening Style Student Competition

Saturday, May 3, 2014 • 7 p.m.
Tinley Park Convention Center

2013 1st Place Winner

STYLIST: Precious Taylor, Epiphany's Beauty College, Richton Park, IL

MODEL: Jasondra Campbell

Students from across the country create and showcase their elegant evening styles designed for this glamorous competition. This is an outstanding opportunity to be recognized in the beauty industry.

1st place winner receives \$500 cash and a trophy.

Sponsored by: Members of AHBAI



The All New Student Barber Competitions

Sunday, May 4, 2014 • 6 p.m.
Tinley Park Convention Center

STUDENT BARBER - FREESTYLE

2013 1st PLACE – Brandon Cash, Silk N Classy, Dolton, IL

MODEL: Willie Morris

STUDENT BARBER - TRADITIONAL

2013 1ST PLACE – Andre Fredrick Ellis, Jr., McCoy Barber College, Chicago, IL

MODEL: Reginald Thomas

In the Traditional Competition, student barbers will compete showcasing the latest in afro and texturized looks.

The Student Barber Free Style Competition allows barbers the opportunity to showcase their skill and creativity. Barbers can do it anyway they want to do it in the "Free Style" Competition! Twists, braids, locs, and clipper art will be among the styles featured in this competition. And the 1st place winner in each student barber competition receives \$500 cash and a trophy.



Exciting Competitions

The World Class Fantasy Competition

Saturday, May 3, 2014 • 7 p.m.
Tinley Park Convention Center

2013 1st Place Winner

STYLIST: Kristina Beaty, Studio Glamour,
East Point, MI

MODEL: Ariel Griffin

Top Professionals in the industry will showcase their artistic ability, creativity and skill in a thrilling competition

1st Place winner receives \$1,000 cash and a trophy.



"It's All About Men" Competition

Hosted by Major League Barbers

Sunday, May 4, 2014 • 6 p.m.
Tinley Park Convention Center

2013 1st Place Winner – CONVENTIONAL

BARBER: Haven Hobbs

Silver Shears Barbershop, Florissant, MO

MODEL: Anthony Fowler

2013 1st Place Winner – URBAN/PROGRESSIVE

BARBER: Floyd Greer

Pretty Boy Floyd's, Dolton, IL

MODEL: Kenneth Trotter

In the "Conventional Look" Competition, the Best Male Models will flaunt hot afro and texturized looks that will leave you speechless.

In the Urban/Progressive Look" Male Styling Competition, Male Models will flaunt the hottest creative looks taking creativity to a new level!

1st Place Winner in these two professional barber competitions receives \$1,000 Cash and a trophy. During the event, register to win a free Airline Ticket to anywhere in the Continental US, product gift packages and Cash!



Joe Flano
Major League Barbers



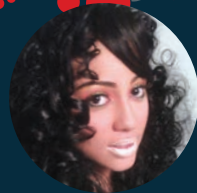
The Proud Lady Hair & Fashion Extravaganza

Sunday, May 4, 2014 • 6 p.m.

Featuring
Dr. Laqueshon Gushon Harris

Hair, Art and Fashion Designer Dr. Laqueshon Gushon Harris will rock the Proud Lady Beauty Show with an explosive hair and fashion extravaganza. Models will be ripping the runway in an awe-inspiring presentation by Award-winning Stylist Dr. Harris, co-owner, Aytce Beauty School, Chicago. Get your tickets early! You don't want to miss it!

Sponsored by: Members of AHBAI



Proud Lady Beauty Show All-Star Barbers Showcase



If you have won 1st–5th place in the **"It's All About Men" Competition** and it has propelled your career, we want to showcase you in the Proud Lady Top Barbers Showcase. Join other winners on the Proud Lady Main stage Sunday night in an awe-inspiring showcase of the "Best of the Best." For more information, e-mail us at ahbai1@sbcglobal.net or call 708-633-6328.

Sunday, May 4, 2014 • 6 p.m.

Exciting New Competitions

It's New!!! It's Hot!!!

On the Exhibit Floor

Sunday, May 4, 2014

Braid Art Competition

Elegant, beautiful, dignified and stunning are a few of the adjectives that describe the winning look in this category. Braiders will use their artistic expertise to create the most beautiful braid style.

1st Place Winner receives \$500 cash and a trophy.

Sunday, May 4, 2014

Fastest Bald Fade Competition

So you're fast and you're good. This is the competition for you! Cut the fastest, cleanest, bald fade in fifteen minutes or less and you can be the winner.

1st Place Winner: Award winning trophy

Monday, May 5, 2014

Lock Styling Competition

Creativity, neatness, unique styling and techniques are the keys to winning this competition. Use multiple techniques or use just one.

1st Place Winner receives \$500 cash and a trophy.



Class Descriptions

NEW! FROM AVLON!!!



Avlon is breaking New Ground with its new Texture Release* System and Introducing the Advance Technology in the Affirm Dry and Itchy Relaxer System. Learn how to re-invent your professional salon services in your texture markets during this class.

Materials needed: Pen & paper

Class Times: Sunday ~ 11 am-1 pm

Monday ~ 11 am-1 pm

Fee: Free - Demo.

CEU: 2 Hrs.

Color Master



Hair relaxers, updo's, and pin curls may be played out, but color never will. Hair color is an art and a skill that only with practice and knowledge make perfect. However practice could cause you to lose a client, or have a bad reputation of the stylist who turns hair green.

Learn how to color all textures and types of hair. Stop guessing the color and become a color master with Salon owner, hair stylist and cosmetology instructor, **Chris Noble**. You will understand the difference between a cosmetologist vs. master colorist, understand what hair is, understand different types and textures, understand the misconceptions of coloring different racial backgrounds, understand underlying pigment, hair color glossary, consultation, How to create a formula, how to adjust same desired color shade to each individual client and achieve same end results.

Materials needed: Pen & paper

Class Times: Sunday ~9-11 am

Fee: Free - Demo.

CEU: 2 Hrs.

Cranium Prosthesis!



If you didn't know, Cranium Prosthesis Hair System's are designed to meet the specific need of women/men who suffer from hair loss, alopecia, and that have hair loss due to a medical condition etc. "Hair loss affects more than 30 million women yearly". Salon owner,

Eunice Johnson of Eunice's Hair Salon invites you in class to discuss the hair loss prosthesis solutions that are available: Design Concepts; Customizing; Integration; Marketing; Insurance Info.; and Distributor Info. Q&A Session.

Materials needed: Pen & paper

Class Times: Sunday ~ 3-5 pm

Fee: Free - Demo.

CEU: 2 Hrs.

Easy Hair Extension Tabs



Learn how to make 3 types of hair extension tabs from one pack of wefted hair. This technique will save you time when you are servicing your clients and allow you to make more money in your salons. You will have the hair extensions tabs already pre-made when

your client comes in to have her weaving service done. The hair extension tabs technique is long lasting, adds color, length, and thickness and allows you to change up their look often. Salon owner **Eunice Johnson** will teach you the design process, the installation process, and marketing your hair extensions tabs. Your clients will be glad you attended this class.

Materials needed: Pen & paper

Class Times: Monday ~ 9-11 am

Fee: Free - Demo.

CEU: 2 Hrs.

Hair Cutting So Simple (EVEN A CHILD CAN UNDERSTAND)



You ever wished you could take a hair cutting class that actually taught you how to cut successfully rather than just teach you a couple of cuts? You ever wished your clients could get up in the morning and see the same cut they walked out of the salon with

and not have to spend a half hour styling it each day? If you want your cuts to last the life of the style without growing out uneven, this class will give you that. If you want your cuts to be so precision that they could go without any styling techniques...this is the class for you. If you believe you can accomplish over 8 months of cutting education in one 90 minute class...make this class a must see on your list. Not only will you get the most unadulterated hair cutting session of this era...but **Chuck Caple** will break it down so simple....that even a child could understand it.

Materials needed: Pen & paper

Class Times: Sunday ~ 10am-12pm

Fee: Free - Demo.

CEU: 2 Hrs.

Hair Ventilation



People wear wigs for a variety of reasons from coping with hair loss due to either baldness or chemotherapy to being required to have a total hair change for their work as models and actresses. We will teach you the hair ventilation techniques that will enable you to create your own hairpieces, closures and even lace front wigs. **Justin Kace** from stylistonline.com will teach you the art of ventilation, which is the delicate process of attaching the hair to the base. Knowing the right way to ventilate is the difference between a stiff artificial wig and the cornerstone of making a beautifully integrated, natural-looking hair replacement unit.

Materials needed: Pen & paper

Class Times: Monday ~ 9-11a

Fee: Free – Demo.

CEU: 2 Hrs.

If You Don't Know Color...You Don't Know Chuck!



If you have a fear of color....You must not know **Chuck Caple**! If you don't know the artistry of writing formulas....you must not know Chuck! If temporary coloring or semi permanent coloring is your big ticket item in the salon....you must not know Chuck! If you're a full time stylist in the salon and not coloring hair at all....you couldn't possibly know Chuck! Nobody breaks down color like this educator and if you fall under any of these categories you can't afford not to take this class. If you have any fear at all about color...this class will change your whole perspective and erase any fear you've ever had. If you can't learn and master color after training with this educator.....I don't think it's possible for you to learn it.

Materials needed: Pen & paper

Class Times: Monday ~ 10am-12pm

Fee: Free – Demo.

CEU: 2 Hrs.

Visit the manufacturers on the exhibit floor.

Be sure to get
your Proud Lady
VIP punchcard
stamped to win
valuable prizes!!!

Proud Lady Hair Care Forum "Step Up Your Game and Get Back to Basics"



James Craig
Craig's Beauty
Supply



Lorraine Jordan
Bryant
Jordan's Beauty
Supply

The beauty/barber business has changed drastically over the past 20 years and all of us can benefit from increased business. It's time to go back to basics and work together for the betterment of our industry. Meet with distributors from across the

country and let's discuss what can be done to strengthen the industry. It's time that we all step up our game - Together we can make a Difference!

Materials needed: Pen & paper

Class Times: Sunday ~ 9:30-11:30am

Fee: Free – Demo.

CEU: 2 Hrs.

Roller-Set-Go



You've finally figured out what to put in the bowl now you ask yourself WHAT NOW? This class is definitely for you! "Old School meets New School". By using roller setting patterns Salon Owner **Niki Smith** will demonstrate on how to achieve dimensional color looks by highlighting and low lighting various sections of the hair for consistent color results everytime!!!

Materials needed: Pen & paper

Class Times: Monday ~ 3-5pm

Fee: Free – Demo.

CEU: 2 Hrs.

Saving Our Strands "S.O.S."



Hair loss issues have become a serious epidemic in our society. We all know that hair plays a vital role in the appearance of both men and women. It is a stressful thing to find clumps of hair in the shower, the hairbrush, or on the pillow. Hair strand shredding often drives men and women, both young and old, to utter despair. Individuals must understand how to maintain healthy bodies for healthy hair. With this lack of knowledge, various hair loss problems are going undetected and untreated when clients visit the salon for hair care services. There is a great demand for "Saving Our Strands" (SOS) education and awareness through clinical trichology hair care and wellness services. This class will be taught by **Connie Judge**, Certified Trichologist, President and Founder of the National Trichology Training Institute in Stockbridge, Georgia (Atlanta).

Materials needed: Pen & paper

Class Times: Sunday ~ 3-5 pm

Fee: Free – Demo.

CEU: 2 Hrs.

Class Descriptions

Start, Maintain, Repair & Style Locs Training



In this class taught by **Justin Kace** of stylistonline.com Design Team, you will learn 4 exciting, fast and profitable techniques for starting, maintaining, repairing and styling Locs in 1 power packed seminar. We will show you how to become a loc service

specialist and increase your income. Also gain knowledge on what to charge for the services, client consultations, tools and supplies needed, hair preparation, maintenance techniques and so much more...Topics will include: Starting Locs; Maintaining Locs; Repairing Locs; Styling Locs; and Marketing Strategies.

Materials needed: Pen & paper

Class Times: Sunday ~ 9-11 am

Fee: Free - Demo.

CEU: 2 Hrs.

Straight & Natural



Silly straight, overly curly, natural hair is the hottest trend now. At this point stylists have to give their client what they desire, which is the relaxer look without the relaxer. Yes! In order to achieve this goal successfully it's

going to take more than just flat irons and smoothing treatments to keep the hair healthy and not on the floor. It's going to take the knowledge of chemistry, which is understanding hair, internally and out, product ingredient knowledge, and thermal styling tool knowledge. Every hair company says they are the best product of choice, however as a stylist, what is the best product of choice long term for you and your client's hair. After this intensive informational class, you will be able to decide what's best for your clients' straight and natural hair. Understand why client wants to be straight and natural. Understand who your competition is in the industry and why; full consultation training; Product ingredient knowledge; Tool knowledge; Step by step instructions on smoothing natural hair; and tips of straightening natural hair. This class is being taught by Salon owner, hair stylist and cosmetology instructor, **Chris Noble**.

Materials needed: Pen & paper

Class Times: Monday ~ 3-5 pm

Fee: Free - Demo.

CEU: 2 Hrs.

Successful Keys for Beauty and Barber School Ownership



The Beauty and Barber School business is big business! Many beauty professionals are aspiring to own and operate a school business. However, they don't know how and where to start. Running a successful school business means more than just hanging a

sign on a store front expecting to make millions. **Connie Judge**, President and Founder of the National Trichology Training Institute will empower attendees with a wealth of knowledge concerning state and local regulations, financial requirements, marketing strategy, ramifications of entering the school market, preferable type of school, space and locations, equipment, inventory and the facts about owning a school business. This class is a must for all Barber and Beauty School Instructors, in particular, cosmetologists, barbers, estheticians and Licensed Beauty and Barber Professionals. Attendees will receive a certificate of attendance & CEU hours.

Materials needed: Pen & paper

Class Times: Monday ~ 3-5 pm

Fee: Free - Demo.

CEU: 2 Hrs.

Take Care Of You



Hair styling and Hair Braiding are rigorist work. Stylists tend to have short careers because of their bodies breaking down. We will introduce ergonomic tools and other programs that will help you be a better you.

Insure your hands and other body parts. Take a look at your future, invest in yourself. Taught by salon industry professional for over 20+ years, **Patricia A. Lard**.

Materials needed: Pen & paper

Class Times: Monday ~ 9:30-11:30am

Fee: Free - Demo.

CEU: 2 Hrs.

The Ins and Outs of Competition



Hair, Art and Fashion Designer **Dr.**

Laqueshon Gushon Harris will give you the knowledge of the Art of Competition in the Hair Care Industry, from Barbering, Make-up and Fashion Runway Performance. This class will consist of :

Rules and regulation of the Competition; How to pick your model along with who is the best candidate; Detailing of Hair style or technique of a braiding style for Natural Hair; garment Selection; Make Up Application / Detailing of the craft; What the Judges are looking for and What will give you a high score.

Materials needed: Pen & paper

Class Times: Sunday 9-10am

Fee: Free – Demo.

CEU: 1 Hr.

Twists and Natural Hair Styling



Natural hair styling is trending today. Know the latest in professional looks for your clients to rock at work or play. From twist-out, natural sets and up do's be

prepared when your clients decide to go natural. Taught by **Nadra Smiley** and **Tywanna Patrick**.

Materials needed: Pen & paper

Class Times: Sunday ~3-5pm

Fee: Free – Demo.

CEU: 2 Hrs.

Weaving In Color



Hair additions or "weaving" is one of the fastest growing and most profitable hairstyling techniques of the last decade.

Salon Owner, **Niki Smith** will show the art of mastering this craft is not only in application, but also in "color grafting" This one of a kind

class will not only teach you the science of getting accurate color results on a person's natural hair, but also how to color the artificial hair to get an exact match. This class will also teach you how to set up a side business where other stylist will pay you to color their artificial hair for their clients, therefore creating a whole new revenue stream.

Materials needed: Pen & paper

Class Times: Sunday ~3-5pm

Fee: Free – Demo.

CEU: 2 Hrs.

Barber - Look & Learn

"Super Barber Education"

Major League Barbers



Learn how to execute a proper fade using the MLB techniques, how to utilize a razor to enhance your outline, why consultation is so important to both the client and the barber stylist. In addition you will learn how to do basic designs and advance

designs, the correct price to charge for your services and why social media marketing is key in today's industry.

Special bonus: Come prepared to do some hands on if you prefer. We will have live models or you can bring a mannequin.

Materials needed: Pen & paper

Class Times: Monday ~10-12 noon

Fee: Free – Demo.

CEU: 2 Hrs.

The Beyond Comparison Barber

(The Art of Portrait Design)



Come learn the Art of Portrait Design. During this class Celebrity Barber **LaMarr Randle** will teach you different blending techniques from start to finish. He will also teach you how to Highlight your client facial features and how to give the finished cut a Realistic Look.

LaMarr became a celebrity barber stylist in 2006 working with Bobby Valentino and P Diddy. He has worked on the TV Series Prison Break and is presently the Master Barber for TV Star Judge Mathis.

Materials needed: Pen & paper

Class Times: Sunday ~3-5pm

Fee: Free – Demo.

CEU: 2 Hrs.



Class Descriptions

The International Masters Barber Forum

"Barbers from Around the World Working Together For Excellence in the Barber Industry"



Dawn Tatum



Derek E. Davis



Debbie Davis

Calling all barbers, Celebrity Barbers & Barbershop Owners! Major changes are happening in our industry and you need to be aware! The 3rd International Masters Barber Forum will be held at the Proud Lady Beauty Show, coordinated by **Dawn Tatum**, Master Barber of Leverette's International. Top Barbers from across the country will share vital information on the current condition of the Barber Industry, the Keys for Excellence and Professionalism, and how Barbers can unite to help shape the future of the industry also the importance of reaching out to our industry. Invited panel members include **Derek E. Davis**, President, National Association of Barber Boards of America; **Debbie Davis**, Powder Puff/Celebrity Hair Expert for Warner Bros., and many more.

Materials needed: Pen & paper

Class Times: Monday ~3-5pm

Fee: Free - Demo.

CEU: 2 Hrs.

The Proud Lady Natural Hair Care Forum



Amazon Smiley



Frances Simmons



Chatto Wright



Darya Rasheed



Chris-tia Donaldson



Tywann Patrick



Nadra Smiley



Gail Mitchell

Natural hair Care has taken the industry by storm. Stylists and Barbers who want to stay on top of the Natural Hair Care Business must attend the 2nd Proud Lady Natural Hair Care Forum. Industry Greats including **Amazon Smiley** of Amazon's Natural Essentials, LLC Salon & Spa, **Chatto Wright** of Chatto Skin & Hair Care, and others will share vital information on how you can excel in the Natural Hair Care Business. With the new Braiders License in Illinois, we're moving forward with excellence in natural hair care. Whether you're trying to learn how to transition hair from relaxed to natural, want insight on creating locks, maintaining an afro, or looking to learn new trends in Natural Hair Care, it will all be discussed during the Proud Lady Natural Hair Care Forum.

Materials needed: Pen & paper

Class Times: Sunday ~10:30-12:30 pm

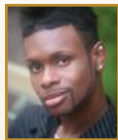
Fee: Free - Demo.

CEU: 2 Hrs.

More Education... On the Exhibit Floor



Color Nightmare



This class, taught by **Chris Noble** will give you insight on the common mistakes and simple tips that can be done to eliminate the color nightmare of trying to turn your clients blond hair to black. After this class you will color with ease.

Materials needed: Pen & paper

Class Times: Monday ~ 11:30am-1:30pm

Fee: Free - Demo.

CEU: 2 Hrs.

Locing Straight Hair



Justin Kace will show you how to create Locs on straight or fine hair which requires a totally different technique than for coarser/thicker hair types. Now you can learn the innovative skills necessary to professionally Loc all client hair textures whether fine or relaxed.

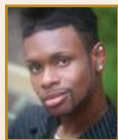
Materials needed: Pen & paper

Class Times: Sunday/Monday ~ 2-4pm

Fee: Free - Demo.

CEU: 2 Hrs.

Don't Quit



Chris Noble, hair stylist and cosmetology instructor will give you an outline of how to revamp you and your business while uncovering what mistakes you may be doing causing an unsuccessful career.

Materials needed: Pen & paper

Class Times: Sunday ~ 2-4pm

Fee: Free - Demo.

CEU: 2 Hrs.

Millionaire Mindset



This class was created to inspire, provoke, push and wake up beauty professionals across the globe to bring life to your dead situations in the beauty industry. In the class you will discuss the TOP TEN tips to achieve a Millionaire Mindset and the hidden factors of retailing, consultations, and creating an "experience" within your brand that keeps them coming back for more. **Destiny Cox** will teach this class that you don't want to miss!!!

Materials needed: Pen & paper

Class Times: Sunday/Monday ~ 11:30am-1:30pm

Fee: Free - Demo.

CEU: 2 Hrs.

Hair Braiding Techniques



Braiding is an art platform that is used in commercial art from basket weaving to sculpture. Hair brading as art done properly will promote healthy hair and hair growth. Hair braiding done improperly will cause alopecia. Enhance your techniques, take this

class and hone your skills and gain some new ones. Instructor: **Frances Simmons**

Materials needed: Pen & paper

Class Times: Monday ~ 11:30am-1:30pm

Fee: Free - Demo.

CEU: 2 Hrs.



Travel Information



Hotel Reservations

To take advantage of the complete show experience, you want to stay at the hotel connected to the Convention Center where ALL the Proud Lady Beauty Show events are happening – the Holiday Inn – Tinley Park.

Holiday Inn – Tinley Park
18501 S. Harlem
Tinley Park, IL
708-444-1100

\$129 – Single/Double
Reservation Deadline: April 2, 2014

Make Your Hotel Reservations early to guarantee a room! Be sure to request the Proud Lady Room Block when making reservations to receive special show rates. Your credit card will be billed when your reservation is made. All reservations must be paid in full at time of reservation. No reservations will be processed without payment in full. No refunds or cancellations will be allowed. The Holiday Inn is the place to be! Make your reservation today!

Do not book on-line/rate will be higher.

Parking

Parking is Free!!!

Air Travel

We encourage our attendees to schedule their flights to arrive at Chicago's Midway Airport as this is the closest airport to the convention center.

Airport Shuttle

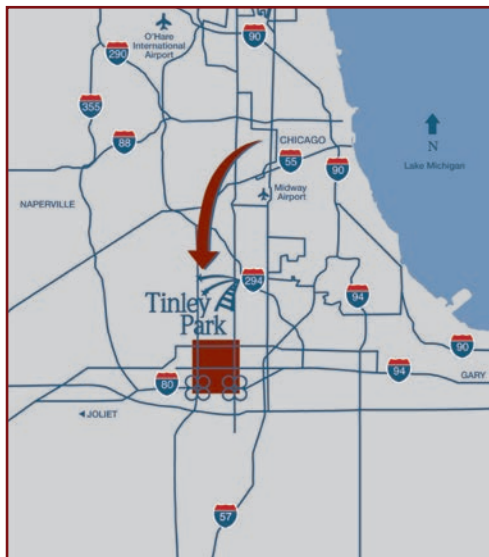
Airport Shuttle is available from **Go Airport Express**. Reservations can be made on-line at www.AirportExpress.com. Enter our code: Proud Lady to get 10% off. Reservations can also be made by calling 1-800-284-3826 and mentioning our code: Proud Lady to get 10% off.

Car Travel

Tinley Park Convention Center, located in the heart of Chicago Southland, at 1-80 and North Harlem Ave (Exit 148B), makes it easy to access four other interstates including I-57, I-294, I-394 and I-55. If you are traveling by car, it would be helpful to go to www.mapquest.com or Yahoo Maps to get directions. Your destination is 18501 S. Harlem, Tinley Park, IL 60477

Car Rental

We strongly encourage car rental if you are flying into Mid-way Airport. We have established a car rental program with Budget Rent-A-Car. To reserve your car, please call toll free 1-800-722-3773 and request Proud Lady Convention Discount #BCD #U089720.



Board of Directors



Clyde Hammond, Sr.
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Bronner Brothers



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Bronner Brothers



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Dudley Beauty Corp., LLC



Marty Joshua
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Jory Luster
President
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Milton D. Moore, MD, RPH
President
Moore Unique Skin Care, L.C.



Geri Duncan Jones
Executive Director
AHBAI



Industry Partners

Photo not
available

Clarisa Wilson
Namasté Laboratories



Angela Guy
Soft Sheen-Carson



SUNDAY
Proud Lady
JAM!

Admission: \$10

(Free with Super VIP Admission)



The Official After Party of the Proud Lady Beauty Show

We're taking partying to the next level! And there "ain't" no party like a Proud Lady Party. Join show attendees from across the country as they relax and relate and get their party on at "The Proud Lady Jam", the Official After Party of the Proud Lady Beauty Show.

Trade Show Committee

Janet Wallace
Bronner Brothers

JoAnn Bell
Luster Products, Inc.

Dr. Reginald Mitchell
Namaste Laboratories

Jory Luster
Luster Products, Inc.

Betty Clawson
Dudley Beauty College

Brenda Turner
Luster Products, Inc.

Clyde Hammond
Summit Laboratories

Advisory Committee

Dr. Katie Catalan
National Beauty Culturists League

Abdul Kabir
Mr. Kabir's

Al Perry
Al Perry's Ray-Zors Edge

Renee Reynolds
Sally Beauty Supply

Dr. Rosalind Coffey
NBCL

Kevin Knight
Knight Beauty & Barber Supply

Sharon Payton
Trenz Beauty Academy

Danyiel Selvie
Simeon High School

James E. Craig
Craig's B&B Supply

Bonnie Krueger
Sophisticate's Black Hair Styles & Care Guide

Calvin Powell
Powell's Beauty Supply

Quenton Lee
Dunbar Vocational High School

Marcus Davis
Techniques

Cynthia Levy
Leverette's Barber Shop

Larry Roberts
Larry's Barber College

Marcus Stephens
Nu World Beauty Supply

Gerlene A. Donnell
Pacific Coast - NBCL

Kesha Levy
Leverette's 3Xclusive

Leroy Sharp

Allen Styles
Famous Cuts

Barbara J. Edmonds

LaDonna Marshall
Chicago Vocational Career Academy

Octavia Sharp
Sharp Beauty Supply

The Art of Grooming

Brian Green
Fresh Look Salon

Clim Milton
Supply Guy

Dr. Annette Shelton
Progressive Cosm. Assn. of California

Dawn Tatum
Leverette's Int'l

Ms. L. Nance
Chicag Vocational Career Academy

Flinn H. Moses
F.H. Moses Beauty Supply

Willie Singleton
Colorado State-NBCL

Veronica Walton
Chazap Barber College

Ike Jordan
Jordan's Beauty & Barber Supply

Doris Mosley
Another Beauty Salon

Barbara J. Slay
B.J.'s Beauty Supply

Kenny Williams
Silk N Classy

Connie Judge
National Trichology Training Institute

Dr. Wanda Nelson
Ask Dr. Nelson

Johnnie Smith
Distinctive Nails

James & Sherman Willis
Willis Beauty Supply Co.

Julia Smith
Julia's Studio East

2014 Task Force

Karen Allen
Reynard Allen
Salon Development Group

Christopher "Rock" Frazier
CE Distributor Inc

Stella Lamphouse

Dedric Robinson
Salon Heaven

Irene Banister
Truman College

Marvelette Jackson
Touch of Perfection, Inc.

Cynthia Levy
Leverette's Barber & Salon

Julia Smith
Julia Studio East Salon

Lorraine Bryant
Jordan's JBS Educational Assn.

Danita Johnson
Hair Haven

Kesha Levy
Leverette's 3 Xclusive

Tonia Stigger

Denise Campbell
Salon Iman

Roshawnda Joiner
Glamour At a Glance Beauty Salon

April McCaskill

Allen Styles
Famous Cuts

Betty Clawson
Dudley Beauty College

Mildred Jones
Full Control Hair Designs

Dr. Reginald Mitchell
Namaste Labs.

Dawn Tatum
Leverette's

John Davis

Bernita Jordan
Jordan's Beauty Dist.

Sandra L. Patrick
Laura's 2

Rhonda Thompson

William Daurham
Chazap Inc.

Joyce Kelly-Brown
Soul Salon Spa & Jazz Barbershop

Sharon Payton
Trenz Beauty Academy

Tonia Watson

Quinton de Alexander
Midwest Fashion 1 Beauty Awards

Willie Kimmons
Feminique Beauty School

LaDonna Portis
Altimate Look

Carla Williams

Gloria C. Ford
Crown of Glory Salon

Pamela King
Touche Salon

Stacy Powell
Shear Artistry - the Salon

Deborah Williams
Dudley Beauty College

Ivy K. Ford
Hair Café

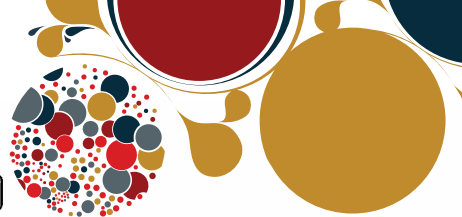
Betty Lee
Epiphany's Beauty College

Bernadine Rideau
McCoy Barber College

Ken Williams
Silk N Classy

Irene Youngblood
Cains' Barber College

Who is AHBAI?



AHBAI represents, the American Health & Beauty Aids Institute, Manufacturers United to Support our Community. AHBAI was founded in 1981 by 10 manufacturers who recognized that united they could accomplish more for the beauty industry than they could achieve individually. Since that time, AHBAI has grown into a respected industry resource and advocate for the Black community at large.

Recognized best by the Proud Lady symbol, the symbol of AHBAI companies which appears on the back of all of their products, AHBAI is committed to serving the community and cosmetologists who have helped them to grow. The Proud Lady symbol on a package assures cosmetologists that the product was manufactured by a company that re-invests its profits in the community.

AHBAI in turn recycles these dollars by providing jobs, scholarships, and contributions to major charitable organizations who support the African-American community.

In addition to the support of the UNCF, AHBAI, through its Fred Luster Education Foundation, provides thousands of dollars in scholarships to high school and Basic cosmetology students to encourage more

students to continue their pursuit of a career in Cosmetology.

The Proud Lady Beauty Show is dedicated to the needs of cosmetologists, barbers, cosmetology and barber students and nail technicians. The show attracts thousands of industry professionals nationwide. It features hands-on workshops, product demonstrations, styling competitions and an exciting exhibit floor.

AHBAI's Salon Advantage Club continues to focus on cosmetologists, barbers and nail technicians and strengthens the link between Black beauty professionals and product manufacturers. Club members receive information on the latest beauty trends, and salon management tips.

These programs and others clearly demonstrate AHBAI's contribution to the industry. AHBAI has strengthened the ethnic beauty industry and continues to create new options and greater opportunities for cosmetologists and barbers working within the trade.

Looking ahead, AHBAI will continue to promote and enhance the ethnic beauty care category to ensure future growth for the entire industry.

Be Sure to Get the SUPER VIP DEAL!

- Enjoy the Proud Lady Beauty Show Exhibits- 2 Big Days (May 4-5, 2014)
- View the "All New" Proud Lady Comedy Show & "Battle of the Schools" Competition (Saturday, May 3rd)
- Take Advantage of Your Selection of Free Classes
- See Hot Feature Presentations from Award Winning Stylists from across the country.
- Get VIP Seating at the "It's All About Men" Competitions (Sunday, May 4th)
- Enjoy Free Admission & 'Party Hardy' at the Proud Lady Jam, the Official Proud Lady After Party (Sunday, May 4th)
- Become a Member of the Elite Proud Lady Salon Advantage Club*

**ALL FOR THE LOW, LOW
PRICE OF \$85**

Must Purchase by April 11th* After April 11th Price Increases (Must complete forms on following pages 19 and 22 and mail with payment)

Tickets

For your convenience, you can purchase your Proud Lady Beauty Show ticket direct from one of the distributors below or complete your registration on-line at www.proudlady.org or mail the registration form in this brochure to the Proud Lady Beauty Show with your payment:



Chris Distributors
South Holland, IL
773-263-5326



James Craig
Craig's Beauty &
Barber Supply Co.
Detroit, MI
(state of MI)
313-836-2322



Chris "Rock" Frazier
C&E Distributors, Inc.
Chicago, IL
773-339-1548



Shalon Featherstone
Just Braids/Shalon's
Travel
Wheeling, IL
773-559-3049

Photo not
available

Brian Green
Fresh Look Beauty
Salon
Milwaukee, WI
414-477-2599



George Jackson
G & M Distributors
Chicago, IL
773-329-1067



Ike Jordan
Jordan's Beauty
Supply
Chicago, IL
773-734-6268
773-498-2555



Sharon Payton
Trenz Beauty
Academy
Chicago, IL
708-832-0000



Calvin Powell
Powell's Beauty
Supply
Toledo, Ohio
419- 243-7731



B.J. Slay
BJ's Beauty Supply
Chicago, IL
773-779-7100



Tiffany A. Smith
Benison/I'ndigo
Alsip, IL
708-239-0178

Photo not
available

**Lettie Tramell
Rayfus**
Tramell's Beauty &
Barber Supply
Pine Bluff, AR 71601
(Southeast, AR)
870-535-7863



Dawn Tatum
Leverette's
Mississippi/Chicago
773-600-6050



Mike Watkins
Mikanty Stylist
Brokers
Park Forest, IL
708-243-7850



Sherman Willis
Willis Beauty Supply
Groveport, OH
(State of Ohio)
1-800-423-2889



Deborah Williams
Dudley Beauty
College
Chicago, IL
773-488-5900

AHBAI Salon Advantage Club Membership Application

Ms. ☐ Mrs. ☐ Mr. ☐

Name _____
(Please Print)

Business Name _____

Business Address _____

City _____ State _____ ZIP _____

Business Telephone () _____ Date of Birth _____

Home Address _____

City _____ State _____ ZIP _____

Home Telephone () _____

E-mail Address _____

Please indicate where mail should be sent: Business ☐ Home ☐

Please indicate your profession:

_____ Barber	_____ Salon Owner
_____ Barber Stylist	_____ Barber Student
_____ Cosmetologist	_____ Cosmetology Student
_____ Esthetician	_____ School Owner
_____ Make-up Artist	_____ School Teacher
_____ Nail Technician	_____ Stylist
_____ Salon Manager	_____ Natural Hair Specialist
	_____ Braider
_____ Other _____ (Please specify)	

License # _____ State _____

Are you actively engaged in your practice?

☐ Yes ☐ No ☐ Part-Time ☐ Full-Time

Applicant's signature _____ Date _____

Mail this application with a copy of your cosmetology license, barber license or school contact and your money order for \$20 to:

Proud Lady Beauty Show, c/o Seaway National Bank, P.O. Box 19522,
Chicago, IL 60619.

Join the
Proud Lady Salon
Advantage Club
Join Today for
ONLY \$20

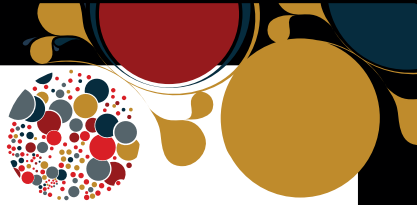
Gain The Professional Edge!

The Proud Lady Salon Advantage Club is designed exclusively for professional cosmetologists, cosmetology and barber students, barbers and nail technicians. Look what happens when you join today and become part of a group of respected salon professionals!

Beauty Show Discounts:

- Huge Discounts on Proud Lady Beauty Show Registration
- VIP Seating at the Proud Lady Comedy Show and "Battle of the Schools" - No need to wait in line for a good seat!
- VIP Seating at the Student Barber Competition & "It's All About Men" Competition - no need to wait in line for a good seat!
- Other Member Benefits
- Quarterly updates on industry trends and events
- Information on seminars to further your professional career.
- Opportunity for national exposure through Salon Advantage Club contests and promotions.
- Discounts on Sophisticate's Black Hair Magazine.

Proud Lady Beauty Show Full Service Professional Beauty & Barber Distributors Committee



Lawrence Blankinship, Jr.
Blankinship Discount Beauty Center
3131 Prospect Avenue
Kansas City, MO 64128
816-590-0077

Photo not
available

Alwin Moore
LaMoor Beauty Supply
1736 NE 23rd Street
Oklahoma City, OK 73136
405-427-6571



B.J. Slay
BJ's Beauty Solutions Supply
8704 S. Loomis Street
Chicago, IL 60620
773-779-7100



Calvin Powell
Powell's Beauty Supply
901 Nebraska Ave
Toledo, OH 43607
419-243-7731



Eugene Brooks
Brooks Beauty Supply
3224 Lynchburg St.
Memphis, TN 38134
901-372-2444



Gerald Rogers
One Stop Beauty Supply
3439 N. Shadeland Avenue, Ste 3
Indianapolis, IN 46226
317-757-8205
317-513-8981



James Craig
Craig Beauty Supply
15925 West McNichols
Detroit, MI 48235
313-836-2322

Photo not
available

Leroy & Octavia Sharp
Sharp Beauty Supply
2568 Noble Road
Cleveland Heights, OH 44121
440-341-0718



Ike Jordan
Jordan's Beauty Supply
1911 East 79th Street
Chicago, IL 60649-4619
773-734-6268
773-498-2555

Photo not
available

Leddie/Cliny Trammell, III
Trammell's Beauty Supply
2700 West Pullen Street
Pine Bluff, AR 71601
870-535-7863



Kevin Knight/Iris Knight
Knight's Beauty Supply
7161 Stenton Avenue
Philadelphia, PA 19138
215-224-5833



Sherman & James Willis
Willis Beauty Supply Co., Inc.
4001 Refugee Road
Columbus, OH 43232
614-836-0115

In recognition of our 25th Anniversary, we have created a Proud Lady Beauty Show Full Service Professional Beauty & Barber Distributor Committee. **These companies and many others have supported the Proud Lady Beauty Show over the years.**

These companies offer excellent education throughout the year, but they also provide exceptional customer service including delivery of products to your business. If we want our industry to thrive, we must begin to support these and other professional full service distributors throughout the country.

Visit the professional full service distributor in your area today and let them know you saw them in Proud Lady literature and you want to thank them for supporting the Proud Lady Beauty Show. You will receive a free gift or product samples when you mention Proud Lady Beauty Show. Together, we can make a difference!

Past Show Highlights



2014

Proud Lady Beauty Show

May 3-5, 2014
Tinley Park Convention Center
Tinley Park, Illinois

REGISTRATION FORM

Mail Form Before April 11, 2014

Name _____ Title _____
Business _____
Address _____
City _____ State _____ Zip _____
Telephone () _____

Admission Prices

All attendees must pay exhibit floor admission to register for classes. *Special Bonus: Join the Proud Lady Salon Advantage Club at the low price of \$20 and receive discounted admission on a one-day ticket to the Exhibit Floor. Download an application at www.proudlady.org

IMPORTANT

- All advance payments must be in money orders, cashier's checks, Visa, or MasterCard, discover OR AMERICAN EXPRESS. Do not send cash payments in the mail. **No refunds or exchanges accepted.**
- After APRIL 11, 2014, participants must register on-site. Note special discounts offered for advance purchases.

Exhibit Floor Admission Tickets

Number of Tickets	Before April 11 Advance	After April 11 On-Site	Salon Advantage Club Members Advance (On-site prices higher) Before April 11	Amount
_____ Register me in the Salon Advantage Club at the low rate of \$20. I have enclosed a copy of my cosmetology license and completed the required application. For current Salon Advantage Members paying at the show, One Day Admission is \$20, Super VIP Deal Admission is \$85 (Salon Advantage Membership is included in Super VIP Deal)	\$20	\$20	\$20	\$ _____
_____ One Day Admission (Exhibit Floor Only) — Sunday	\$25	\$30	\$20	\$ _____
_____ One Day Admission (Exhibit Floor Only) — Monday	\$25	\$30	\$20	\$ _____
_____ BEST BUY Super VIP Deal Admission (Exhibit Floor Sun & Mon) – Plus All Night Events & Designated Free Classes Plus Free One Year Membership – Salon Advantage Club (Admit one person only)	\$85	\$100	\$70	\$ _____

Special Events

_____ The Proud Lady Comedy Show, World Class Fantasy Competition, Evening Style Student Competition and "Battle of the Schools Competition" — Saturday night	\$25	\$25	\$25	\$ _____
_____ "It's All About Men" Competition, Student Barber Competitions, Proud Lady Hair & Fashion Extravaganza and The "All Star Barber Showcase" — Sunday night	\$25	\$25	\$25	\$ _____
_____ Proud Lady Jam — Sunday night	\$10	\$10	\$10	\$ _____

Classes

Class Name

Please indicate day and time you wish to attend
(Sunday or Monday)

1. _____	_____	\$ _____
2. _____	_____	\$ _____
3. _____	_____	\$ _____
4. _____	_____	\$ _____

*Seating for classes is on an "as available" basis on-site so arrive early to ensure class participation.

Payment Information

Mail payment to (First Class Mail):

Proud Lady Beauty Show, c/o Seaway National Bank, P.O. Box 19522, Chicago, IL 60619

No refunds or exchanges. No personal checks.

Mail order payments must be made by money order, cashier's check, Visa, Mastercard, Discover or American Express.

☐ Visa ☐ Master Card ☐ Discover ☐ American Express

Card Number _____ Expiration Date _____ Security Code _____

Authorized Signature _____

Mailing Address for Credit Card Bill _____

*Credit Card and Registration will not be processed without billing address for credit card bill including address, city, state and zip code.

Total Ticket Amount Enclosed \$ _____

Total Special Events \$ _____

Salon Advantage Total \$ _____

Grand Total Enclosed \$ _____

Inspirational Church Services

Proud Lady Beauty Show Church Service

Sunday, May 4, 2014

8:00 – 9:45 a.m.

Tinley Park Convention Center Ballroom

Tinley Park, IL



Begin the day with an uplifting spiritual church service. Hundreds of hairstylists, barbers & nail technicians share in this awe inspiring service.

Rev. Michael A. Jones, I, pastor, St. Titus One M.B. Church will provide encouragement to stylists and barbers to help you overcome any obstacles. The combined choirs of the New Zion Grove M.B. Church and St. Titus One M.B. Church, under the direction of the anointed Faye Brewer will provide a powerful song ministry to bless your soul!

Rev. Grandee Duncan, pastor of the New Zion Grove M. B. Church of Chicago, will inspire and uplift your soul during this spirit-filled service.

Schedule of Events

Saturday, May 3, 2014

(NO EXHIBITS OR CLASSES ON SATURDAY)

1:00 – 5:00 p.m.
Registration Open

7:00 – 10:00 p.m.
Evening Style Student, World Class Fantasy Competition and The Proud Lady Comedy Show & "Battle of the Schools" Competition

Exhibit Floor Opens Sunday and Monday

Sunday, May 4, 2014

It's Show Time

8:00 a.m. – 5:00 p.m.
Registration Open

8:00 a.m. – 9:45 a.m.
Church Services

9:00 a.m. – 6:00 p.m.
Classes

10:00 a.m. – 6:00 p.m.
Exhibit Floor Open

12 Noon
Braid Art Competition

1:30 p.m.
Fastest Bald Fade Competition

6 p.m.
"Student Barber" & "It's All About Men" Competitions, and the All-Star Barbers Showcase

10:30 p.m. – 2:00 a.m.
Proud Lady Jam

Monday, May 5, 2014

Salon Owner Day

8:00 a.m. – 4:00 p.m.
Registration Open

9:00 a.m. – 6:00 p.m.
Classes

10:00 a.m. – 6:00 p.m.
Exhibit Floor Open

12 Noon
Lock Styling Competition

3:00 p.m.
Salon Owner Prize Giveaway
Proud Lady Booth

Prize drawings will be held on the exhibit floor each day!

Must have business card or legal document indicating salon ownership to participate in salon owner prize giveaway.

The Proud Lady Beauty Show is primarily a show for the hair care industry. However, a limited number of nail care, cosmetic, skin care and other beauty product companies also exhibit.

2014 Proud Lady Beauty Show

- Register to Win a Free Airline Ticket during the evening competitions each night.
- Get a Free Manicure, Pedicure, Mini-Facial or Chair Massage, Compliments of the Proud Lady and Dudley Beauty College
- Enjoy huge savings when you buy all your favorite hair care, nail care and other beauty products at the show!
- Learn new techniques in haircutting, barbering, braiding, natural hair care, hair extensions, haircoloring, nails and more from National and International artists!
- Win cash and special recognition as a trendsetter by entering one of ten award winning competitions!
- Save 50% on your General One-Day Show Admission when you join the Salon Advantage Club!
- And much, much more!

For more information, call 312-458-9862 or visit our website at www.proudlady.org or Facebook.com/ahbaiplbs

Get the VIP Deal!
All Show Events for
One Low Price plus
Bonus Salon Advantage
Membership!!!



P.O. Box 19510
Chicago, IL 60619



www.proudlady.org
facebook.com/ahbaiplbs

PRESORTED
STANDARD
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PAID
PERMIT NO. 437
Aurora, IL

**2 BIG
DAYS
OF EXHIBITS**
(SUNDAY & MONDAY)