

**For Immediate Release**

**BEAUTYCOUNCIL ANNOUNCES BOARD OF DIRECTORS FOR 2011-2012**

**VANCOUVER** - BeautyCouncil is pleased to announce its newly elected Board of Directors for the 2011/12 fiscal year. This dynamic group of cosmetology professionals will oversee the association's strategic direction and growing offering of programs and services that directly support Canada's many talented beauty professionals.

Members of the board were elected during BeautyCouncil's Annual General Meeting where reports from both the Board's Chair and association's CEO were presented to the membership.

"It's been a great year and I'm proud to report that the Board delivered on its goals to strengthen the association's direction and maintain high industry standards. A few fiscal highlights include rebranding to build on our 80-year history as the voice of cosmetology professionals, launching BeautySafe an online program for sanitation, disinfection and infection control and increasing membership by 5%. A majority of that increase came from students, our industry's future," stated Herman Schut, BeautyCouncil's elected Chair of the Board during his year in review report.

"To build on our successes from last year, we're focused on raising the bar in the industry's standards of practice, professional development, resources and member benefits," said Tara Gilbert, BeautyCouncil's CEO during her year ahead report. She announced the following new initiatives for members and the industry at large including, the new professional designations recognizing cosmetology professionals' qualifications, international certification, innovative events, Education on Vacation Cruise 2012 and an enhanced BeautyCouncil website featuring searchable directories and industry resources.

"I'm confident that each Board member has a strong commitment to serve BeautyCouncil's continued efforts and mission to elevate industry standards, offer advanced education, boost member benefits and create a more unified voice for the benefit of all cosmetology professionals. We're also sincerely grateful to past Board members for their contributions," concluded Gilbert.

The new board includes: chair Herman Schut (Nova Beauty II), vice-chair Bill Moreland (Suki's), secretary-treasurer Renee Sarich (AXIS), director Mark Banicevic (The Megahair Family), director John Carreiro (Carreiro the Studio), director Jim Dreichel (Mine:Stylesource), and director Lorrie Killer (Valle School of Beauty).

To learn more about BeautyCouncil's new board members visit, [www.beautycouncil.ca](http://www.beautycouncil.ca)

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**About BeautyCouncil:** BeautyCouncil a self-regulating body has been for voice for cosmetology professionals since 1929. As Canada's beauty association, BeautyCouncil represents and advocates Canada's many talented beauty professionals and dedicated to their personal, creative and financial success. Visit us at, [www.beautycouncil.ca](http://www.beautycouncil.ca).