

PUTTING YOUR BEST FOOT *Forward*

Yes, times are tough out there ... that's what makes Canadian salon franchise Palm Beach Mega Tan's recent "Miss Palm Beach Mega Tan 2010" contest even more impressive!

While other salons and franchise companies are cutting back, Marie and Harry Jones chose to host the Miss Palm Beach Mega Tan Model Search sponsored by their Palm Beach Mega Tan Franchise Corporation in Ontario, Canada (not to be confused with the Palm Beach Tan franchise in the U.S.). PBMT has 25 franchise locations throughout Ontario and staff members from every location were eligible to enter the contest. There were 12 finalists selected from many entries, who competed before an audience of 150 guests.

At the formal gala, guests were first wined and dined, and then entertained prior to the competition by a hilarious act flown in all the way from England – The Balloon Guys. The unique entertainers are two portly, older gentlemen who begin their performance by dancing slowly to music while holding four balloons that "strategically" cover their completely naked bodies. As the music gets faster, so does their dancing and the balloons keep popping, until their last (and most important!) balloon pops as the lights go out and they exit the stage in complete darkness – with an audience wildly cheering and laughing!

Following their act, the entertainers were replaced on stage by three judges for the competition, including Steve Gilroy of the Joint Canadian Tanning Association, Holly Roberts, International Field Representative with the New Sunshine Group and Nik VanHaeren, President of Uvalux, a large Canadian tanning distributor. The final 12 contestants first modeled fashions and then bikinis. When the judging was done, Mandi Taylor, a young mom who works at the Trenton salon was crowned the winner and new Miss Palm Beach Mega Tan. She received a cash prize from the PBMT Franchise, as well as many prizes from Uvalux, California Tan and Eye Pro.

PBMT Franchise Corporation co-owner, Marie Jones stated, "The event generated so much goodwill and enthusiasm for our salons. The finalists' favorite clients came to the competition to cheer them on. Many of the girls on our staff who did not participate hope to have the courage to do it next year!" ■

Well done, Palm Beach Mega Tan! If you have a great way to promote your salon or support your community, I'd love to hear about it at Brenda@EyePro.net.



(L-R) The 12 finalists in the Miss Palm Beach Mega Tan model search were Chelsea Osier, Kerrilee DeLong, Sydney Ingham, Meghan Ryan, Miss PBMT Mandi Taylor, Erica Laming (Runner Up), Samantha Cretto, Jessica Wurtz, Jackie Kelly, Rebecca Reeves, Laura Davidson and Jeri Patterson.



Franchise owners Marie & Harry Jones congratulate contest winner Mandi Taylor, from the PBMT Trenton salon.



Marie & Harry Jones (standing) of PBMT were happy to host the model search event, judged by (L-R) Nik Van Haereen, President of Uvalux, Holly Roberts of New Sunshine and Steve Gilroy, JCTA.

Photos by Steve Gilroy



Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.



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