

Paul Barry shares an amazing 46 years

Paul Barry's **Barristar Productions** produces trade shows for beauty school students. Not only do these events expose attendees to the professional beauty industry, but they also provide a perfect forum for salon industry marketers to meet these future professionals and potential customers. **Beauty Industry Report (BIR)** recently had an interesting chat with Paul to get the inside story.

BIR: Paul, we have known each other for years and you've had quite a diverse career. Please share your story with BIR's readers.

Paul Barry (PB): The best part of having a long and diverse career is that I am as passionate today as I was the first day I entered this industry. What a ride it's been in between! I started cosmetology school at 18 after a year of partying at UCLA. I've been a stylist, salon owner, guest artist, educator, manufacturer, distributor, consultant and advisor. My work appeared in **Vogue** and I was the cover artist for the June 1972 issue of **Modern Salon**. I started the first ear piercing company that same year. Throughout my career, I have met the most amazing people in the world and they are all right here in the professional beauty business. The beauty business has provided my wife **Georgia** and me a fantastic life, which we hope to pass on to future cosmetologists.

Now, my main focus is **Barristar Student Services**. I work closely with **Heather Chaffin**, our vice president of operations, to produce trade shows, competitions and education for cosmetology students. We started Barristar Productions in 1987 to produce professional trade shows. In 1992, we realized an entire segment of our industry was not being addressed. We then began producing student cosmetology trade shows full time.

Our vision is to be the advocate for the student. We believe if Barristar is going to be involved in a project, it MUST be good for the student and therefore beneficial to the school and instructor, as well. Our goal is to create a more salon-savvy, highly-qualified, more informed and an extremely desirable future cosmetology professional.

BIR: How do you accomplish that?

PB: Trade shows are our primary business. At

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shows, we can impart information to the students from State Boards, trade associations, manufacturers, distributors, chain salons, etc. We can also provide education that can be explained at the student level. We are an extension of beauty school, helping students maximize their education.

BIR: In addition to focusing on beauty school students, what are some of your shows' differences from traditional industry shows?

PB: Our shows are about true education. We give cosmetology students a real look at our profession. At our events, the student is the star. Exhibitors and educators participate knowing that. They take time with each student, answer questions and motivate each one. Our events are less intimidating for the students' first hair show experience.

BIR: Why should professional beauty companies exhibit at your events?

PB: We are more cost effective...NO UNIONS. Most students are timid, yet hungry for a friend or mentor. Our forum gives exhibitors a marvelous opportunity to begin relationships with their future customers.

BIR: Do the students shop, too?

PB: Absolutely! Exhibitors bring their best pricing to entice the students. Our typical exhibitor makes a small profit and builds long-

lasting customers. Most of our vendors have been with us for many years. This is our twenty-third year in California!

BIR: How many shows do you produce?

PB: We produce six **Beauty School Forum Shows** with a seventh coming on board. We see more than 10,000 students and 1,000 cosmetology instructors annually.

BIR: Where do these events take place?

PB: Currently, we produce three in California and we also co-produce shows with the **American Association of Cosmetology Schools (AACCS)** in Phoenix, Minneapolis, Indianapolis and Orlando.

BIR: How are you affiliated with AACCS?

PB: I am on AACCS's advisory committee, and Barristar is an associate member. AACCS also actively participates in advertising, selling tickets and encouraging members' students to attend our events. It's a perfect match.

BIR: How else do you support students?

PB: Our **BESTkits...USA** division supplies quality equipment to several schools. I am also involved in **Junior Style Stars**, which is an online hair styling competition for students. Competitors work on identical mannequins and submit identical photography. 324 students competed this year in our fourth annual competition. Our sponsors have contributed approximately \$250,000.00 in prizes. Each year one student receives a prize package worth more than \$50,000.00 and an opportunity of a lifetime. Visit www.juniorstylestars.com.

BIR: What can we expect in the near future?

PB: Through Junior Style Stars, we have more than 800 bridal/prom styles with four views of each. Many can be seen on a new iPhone app that is available as "Bridal Hair Styles" on the App Store. You will be able to photograph your client right into the style. It's a great tool for stylists. See more at www.500bridalhairstyles.com



To learn more and get involved with Barristar's student shows, reach Paul Barry at 800-746-9432 or paul@barristar.com. Visit www.barristar.com.