

Professional career... Barbara's career is varied as it has evolved from an award winning sole proprietor manager of two full service spa salons to – author, entertainment beauty professional, educator, television makeup and hair artist, image consultant, small business entrepreneur, certified member of A.I.C.I. (Association of Image Consultants International), motivational guest speaker.

Industry professional...

Barbara Dally is a conscientious professional who has had the opportunity to work in television and film for decades, be in unusual situations and circumstances many times, locally and nationwide. For example: as department head to a national cable television show called Celebrity Poker Showdown, Barbara is hired as department head by Picture This TV to organize a team of 17 television makeup and hair professionals from Los Angeles, Las Vegas and Louisiana (some of which were homeless affected by Katrina) for their second season taping in Louisiana just two weeks after hurricane Katrina hit. She successfully formed a cohesive team, arriving on location and on schedule, ready to multi-task facing two weeks of taping, expertly preparing the A - List Celebrities for camera.

The challenge of a distant location and another pending hurricane at hand, Barbara leveraged her team leadership skills to motivate and guide these geographically-dispersed professionals - through daily phone conferences and daily e-mails. Her communication with production managers, employees and independent contractors, resulted without a glitch, the best team the company had ever worked with, one definitely with the biggest heart. She maintained 100% team performance throughout the entire rigorous second season. Her leadership skills impressed the executives at Picture This TV production, Bravo Channel. Barbara's team was recognized throughout the company as amazing and professional in the face of adversity.

Barbara was invited back by Bravo Channel to lead season three.

Management and business style description...

Barbara's management style has strength in that she is personable, solution and growth driven, works within budgets well, pays attention to time schedule. As a business woman and visionary; her passion is to be part of a team that completes expected daily or season goals, brings fresh ideas pertaining to the image of character, performer, personality or celebrity. The most important aspect of her management style is the ability to inspire and motivate, while enabling others to shine. Indeed, she knows that good and healthy attitudes are contagious and it does help to send actors to set with confidence. Barbara is dedicated and hard working, she believes that by being gracious and appreciative, she's requested, revered and referred by production companies, executives, actors, but most important to her... friendships made by the end of the show.

Barbara's work skills include: encouraging help among teams of professionals and believes it is good to: stay on track, hone skills, practice financial responsibility, build a pro-active team, expand creatively, product sales and education go hand in hand, network with like businesses, participate/donate to the community/industry, build a welcoming *good - first impression*, provide on camera folks what they want and need... she believes this brings a cohesive and positive vibe/atmosphere to the hair and makeup trailer or business location.

BOOKMARKS

Daily News L.A. Cover story: 01/01/2008

"New style new Year!" **Featuring Barbara Dally** Celebrity stylist shares...

A personal background story acknowledging professional makeup formulas, proven celebrity makeup techniques for the entertainment industry. A New Year's Day interview with Barbara Dally, image consultant, focuses on health and beauty as a *state of well being*, beauty from the inside out!

'Inside the Cross' a marketing model for all non profit organizations via network television: 10/04/2006

Executive Summary: created by Barbara Dally

Here is an opportunity for the American Red Cross to increase revenue, increase volunteer awareness, and create a reputation as the principal force for all non profit organizations.

The Opportunity

In today's media, the American Red Cross receives only partial credit for all of the great work they perform. If the American Red Cross wanted to tell its own story, and if the world was in fact interested in its incredible accomplishments, then a vehicle must be put into place that will focus on this message. That vehicle is cable and satellite television.

The American Red Cross, through its own reality-based programming, can present true to life drama that is sure to captivate audiences and attract advertisers. Through positive intention and reality-based programming the American Red Cross can present a true and accurate accounting of its life saving efforts while simultaneously educating its audience on effective disaster preparedness and emergency training.

In fact, with half of all the citizens of the United States having been aided by the humanitarian efforts of the American Red Cross, it can safely be said that there is a yearning to better know and appreciate the true stories that live and breathe, "Inside the Cross."

Daily News L.A. Cover story, business section: 05/29/1995

Cover story featuring Barbara Dally about how she experienced and developed a new business plan that attracted financial help from three sources, one governmental and two private agencies: the SBA, the Muriel Siebert Entrepreneurial Philanthropic Plan and The Los Angeles Entrepreneurial Fund.

The cover story boasts how people can come together for the benefit of our community. Leading her second start up business, Barbara was the general contractor, interior designer and sole proprietor of this new lease location in Universal City, renamed the Bachelor Dally Studio. It took her two months to do what ever it took, to open the doors for business following the Northridge earthquake. Deadline were met, customers satisfied and happy to return! Barbara was one in five women in the United States to receive the Muriel Siebert Business loan and the only one in five to pay it back in full.

The Small Business Association, SBA

Phoenix Award: September 1994

Barbara Dally receives Phoenix Award, following her complete business loss in the Northridge earthquake, for her commitment to restore and rebuild local salon business dedicated to serving the community of Sherman Oaks.

'Hands On Image' author Barbara Dally - 2008

Hands on Image written in the spirit of giving back. A simplified makeup application showing 'how to' do your makeup and look your very best, just like a television celebrity. Barbara's unique collection of professional make-up techniques are made simple for all women to learn and do well.

Readers enjoy the insight and experience of a Hollywood Insider with a *down-to-earth* practical approach that works for *everywoman*. *Hands On Image* also includes beautiful hand drawn illustrations that show "before and after" make-up styles and fixes. Truly an inspiration for those who want to create a natural classic look that is *simply beautiful*.

Five chapters are:

- ~ Organizing your make-up area
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- ~ Product information
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- ~ Proper brush usage
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- ~ Nine easy to follow professional make-up steps
- ~
- ~ Natural body skin care
- ~
- ~ Important final touches - hairstyling and wardrobe

Please contact Barbara Dally: 818 625 1557 anytime!

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