

2010 EDITORIAL CALENDAR AND GUIDELINES

VOLUME 2	THEME	COPY SUBMISSION DEADLINE
Issue 1 (March)	The 2010 Student	Thursday, December 1
Issue 2 (June)	Got Leadership?	Monday, March 8
Issue 3 (September)	On the Cutting Edge	Monday, June 14
Issue 4 (December)	And the Winner Is...	Tuesday, September 14

**Subject to change without notice.*

BeautyLink editors are currently accepting submissions on the following topics/departments:

- Submissions for general tips and techniques concerning hair, skin and nails are always welcomed.†
- **People & Places:** Want to share a news-worthy event from your school? Submissions should be less than 100 words and include a high-res (JPG, GIF or TIF) photo.
- **New Products & Services:** Have a new product and/or service that members should know about? You must be a current paid associate member to have your product/service featured. Submissions should be less than 100 words and include a high-res (JPG, GIF or TIF) photo.
- **Look Who's Reading:** Where do you take your *BeautyLink*? Take a high-res photo with the most recent issue of the magazine, and you could be featured.
- **Beauty Schools 101†:** This regular department shares tips for new school owners. Topics include anything from maximizing revenue and efficiency to increasing enrollment and becoming an accredited school.

- **Multicultural Corner†:** Topics ranging from diversity in the classroom to tips for working with ethnic clients. Are you an expert in working with ethnic hair and sky types? Submit your latest trends, techniques and tips.
- **Superstar Graduates:** Do you know a successful graduate who has a unique story to share? Send in a brief bio along with their name and contact information. If they're a good fit, *BeautyLink* editors will then contact the graduate to set up an interview.
- **Voices from the Classroom:** This department serves as an educator bulletin where educators can share their experiences, tips and thoughts with one another. There is a unique topic for each issue based on the theme. Volume 2, Issue 1 will ask educators: *What is one way you approach different learning styles in the classroom?* Questions for future issues are posted on the CEA Listserve for all of our instructors and can also be received by e-mailing editor@beautyschools.org.
- **Educator Resource Review:** Have you recently come across a resourceful book or DVD that you found helpful? Send in your recommendations and/or review of the product to share with fellow educators.

† Note that these types of features require an author's bio and a high-res headshot to be included with the submission. Submissions that include both of these items will be given higher priority than articles sent in without these items.

Send all submissions and inquiries to editor@beautyschools.org.