

## ***Who is Barbara Lukavsky?***

### ***President and Chief Executive Officer***

- # LuSan Inc. manufactures of hair care products for the beauty industry***
- # Elite USA Publishing, publishers /distribution of salon consultations books  
this was accomplished by 25 sales rep's through-out the USA***
- # Elite USA Direct, marketers of direct sales to salons for training***
- # Merle Norman Cosmetics Studios, Five located in Des Moines and one in  
Mason City , IA***
- # Strategies for Success , A Motivational Company in Des Moines***

### ***Author and Lecturer***

- # The Road Home: Finding My Way--A Memoir! A personal journey through  
life's extremes***
- # Face Graphics & Color Sensations --Full color training book for make-up artist***
- # The Gentle Touch-& The Art of Nails--Full color training book for nail  
technician's***
- # The Other Side of Beauty-Full Color management guide for the beauty industry***
- # Hair & Beauty News----Executive Editor for an industry newspaper***
- # Motivational seminars for the beauty industry and businesses organizations  
nationwide***
- # Workshops for American and Industries***

### ***Appointments and Commissions***

- # Principal Financial Group's Mutual Funds Board of Directors---First Woman to  
be Elected to the board, and One of the Longest Standing Directors***
- # Merle Norman Cosmetics Corporate Board of Directors***
- # Bankers Trust Advisory Board***
- # Governor's Appointee t the Cosmetology Board  
:Certified Makeup Artist  
:Licensed Nail Technician***

### ***National Affiliations and Awards***

- # President's Council on Woman in business***
- # American Beauty Association***
- # Fashion GRoup International***
- # Rotary International***

- # Woman in Business Advocate of the Year--Awarded by the Governor/ United St**
- # Woman in Business Advocate of the Year---Awarded by the Governor / United States Small Business Association**

#### ***State Affiliation And Awards***

- # Iowa Association of Business and Industry Board of Directors--Executive Committee**
- # Greater Des Moines Chamber of Commerce Board--Executive Committee**
- # Des Moines Convention and Visitor Bureau Board--Executive Committee**
- # Des Moines Public Zoo Board---Executive Committee**