



## DI BIASE HAIR EXTENSIONS USA

EXTENDED REVOLUTION



### Dale Aho

Dale Aho is the Chief Operating Officer and co-owner of Di Biase Hair Extensions USA. Since launching the North American Branch of Di Biase Hair of Italy with Vikki Parman, Aho welcomes the creative environment and the exciting entrepreneurial opportunities that are available within the professional salon industry. Dale Aho desired a new career direction after practicing law for 30 years, yet he was definitely not ready to retire. Upon meeting Vikki Parman and learning of her business challenges, he discovered a serendipitous opportunity for the new direction he sought after.

Having such a long and successful career in law, Aho had not considered using his knowledge and special areas of expertise outside of a courtroom. He received his undergraduate degree from Michigan State University and completed his doctorate at Capital University School of Law. He has been licensed to practice law in Michigan for the past 30 years. Aho worked at several different law firms earlier in his career, the State Board and he eventually founded his own prestigious law firm. Through his experiences, he has handled many different types of personal and corporate business clients. Their firm specialized in estate planning, trusts, business formations, limited liability companies, corporate and business law, all of which has prepared Aho to understand the important legal aspects of building any entrepreneurial business venture. Aho managed his legal career, while successfully earning prestigious peer review recognition honors.

Aho feels strongly about the experience and expertise he achieved through his legal work, knowing it will always be valuable for the future growth of Di Biase Hair Extensions USA. Originally, he planned to stay active in his law practice. With the fast rising success of Di Biase Hair Extensions USA, there became less available time to practice law. Aho left his law practice on a very positive note. Aho shares, "Di Biase Hair Extensions USA has given my career so much energy, that I don't even realize it when I'm working. I truly enjoy what I am doing!"

Aho remains confident in the reputation of their Di Biase Hair Extensions USA product, noting "With an internationally respected and superior quality product, you will easily be able to represent, promote and defend it." While working with Vikki Parman, Dale Aho will supervise their business plans through distribution, marketing, sales, media relations, inventory, and all operational support systems.

One of Aho's most proud moments, was when their entire Di Biase Hair Extensions USA team managed to create a world class presentation at the 2011 Premier International Beauty Event in Orlando, Florida. This launch was a huge success. Their trade show booth and stage presentations shared huge crowds and cheering applause each day with educational introductions presented by Vikki Parman and their team of platform artists. Ongoing performances included Nicole Blaszczyk, Miss Michigan 2009 serving as MC; The Detroit Dolls Dance Team; Miss Teen Michigan 2011 Morgan McDowell and Nancy Skinner of Fox TV News who were all wearing Di Biase Hair Extensions.

Dale Aho shares, "Growing up in a small town in the Upper Peninsula of Michigan, high expectations were sometimes seen as a path to disappointment. Once I even had a teacher tell me that 'There is no harm in being average.'" With that sentiment in mind, Aho was very much underestimated. In some ways, others' concerns as to setting his standards too high provided him with the strong inspiration and drive to become the success that he is today.

Aho will not allow Di Biase Hair Extensions USA to ever be considered average. Nor does he want anyone who works for their company to settle for average. Making Di Biase Hair Extensions USA the very best and most respected professional salon hair extensions company, remains his ultimate goal. Together with Parman, Aho plans on only seeking out the most motivated distributors, experienced sales representatives and qualified educators. Each must come with integrity and raw talent to best represent Di Biase Hair Extensions USA, while looking to only work with the very best salons and day spas. Aho always welcomes new team members to their company as family. Aho notes, "Our Di Biase Hair Extensions USA distribution team should always keep an eye on future growth to help each salon and their respective clients. We will always use superior quality products, creative resources and innovative ideas to help our company continually grow and competitively improve in the future."