



Debbie's Club™

Discovering MyTrueBeauty™ for girls

FOR IMMEDIATE RELEASE

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Amazing Camp for Teens Inspires New Book and Rebirth of Debbie's Club™
Author Debra Penzone Combines Fun, Friendship and Facts in Book for Girls

*Last summer, as a part of the development of her new book, **Debbie's Club™ Discovering MyTrueBeauty™ for Girls**, author Debra Penzone planned three themed days to host 14 teen girls from central Ohio: MyTrueStory™, MyTrueSelf™ and MyTrueBeauty™. Those three days became known as Debbie's Club Camp Days. During those days, Debbie shared her struggles as a teen through childhood stories, guided self-reflection, self-discovery and shared conversation on handling pressures facing teen girls, and led exercises for these young women to discover their personal inspirations and true beauty from the inside out. Throughout the pages of her new book teen girls everywhere can become a part of Debbie's Club™, live the camp experience through colorful photographs, learn valuable lessons from Debbie and discover and cherish their unique beauty.*

Columbus, OH— When it comes to enthusiasm for sharing her knowledge, Debra Penzone, author of **Debbie's Club™ Discovering MyTrueBeauty™ for Girls**, has a contagious energy. That energy knows no boundaries... including generational ones. In speaking to groups of middle- and high school-aged girls through her consulting practice over the past several years, Debra recognized a personal passion to share her childhood stories and lessons she has learned to inspire young women to love who they are and to be the best they can be. The feedback she received from the girls in the audience helped Debra recognize the need these girls had for someone to guide them.

Even when Debra was a teen in the 1980s there was peer pressure. Today, as the world has evolved into thousands of media impressions a day, dual income households and more socially-lax standards of conduct, the pressures facing teens have increased and are causing new concerns like "cyber bullying" and anorexia, among others. We've all heard the news stories of the tragedies peer pressure can cause. **Debbie's Club™ Discovering MyTrueBeauty™ for Girls** combats some of the core issues and can help teens deal with peer pressure including self-respect, self-confidence and being comfortable with and proud of personal uniqueness.

- more -



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For one mother, Kathy, whose 15-year-old daughter Lexie was among the 14 girls who attended Debbie's Club™ Camp Days, the experience was very positive. "It can be difficult to talk with a daughter about the importance of confidence, first impressions, body language and inner beauty. Debbie engaged Lexie and the other girls in an open dialogue about these topics and more. Most importantly, I feel Lexie walked away learning the value of being true to her, and that inner beauty comes from within."

For author Debra Penzone, the Camp Days were some of the most memorable days of her lifetime. "To see these young women blossom and grow their self-confidence right before my eyes has been life-changing," states Debra. "It has been transforming to me to witness the impact the information in my book has had on the 14 amazing girls who are the foundation of Debbie's Club™. It is extremely exciting for me to know that through my book we can reach young women everywhere who need guidance in discovering the special person from within and the confidence to express that unique beauty to the world.

TaKeysha Sheppard Cheney, publisher and editor in chief of *The Women's Book* describes **Debbie's Club™ Discovering MyTrueBeauty™ for Girls**, as a "fabulous hands-on tool for girls." Stacey Soble, editor in chief of *Salon Today* wrote, "if only Debbie's Club™ had been available to navigate me through puberty—a time when insecurity, fear and self-doubt were my best friends. I can't wait to share this book with my own daughter!"

Debbie's Club™ Discovering MyTrueBeauty™ for Girls will be available for purchase on line at www.debbiesclub.com or any of the Charles Penzone Grand Salon locations in central Ohio beginning Tuesday, August 2, 2011. The official book launch and book signings will be taking place at The Grand Salon in Dublin, Tuesday, August 2 from 5-7 pm; The Grand Salon in Gahanna/New Albany, Wednesday, August 3 from 5-7 pm and The Grand Salon at Polaris Parkway, Thursday, August 4 from 5-7 pm. For salon locations go to charlespenzone.com. Purchase price is \$24.95. A portion of the proceeds from the sale of all books will be donated to Earth Angels—The Debra Penzone Foundation to benefit and empower girls.

About the Author

For over 20 years, Debra Penzone has served as an artistic director, training director, senior vice president and now president of The Charles Penzone Salons, an award-winning and industry-leading pioneer of luxury salons and day spas. Debra also founded Debra Penzone LLC, a training and consulting practice that works with local, national and international organizations on engaging topics such as "Creating a Purposeful Work Environment," "Re-energizing Your Career, Renewing Your Spirit, and Re-inventing Your Image," "Going the Distance—Delivering Guest Services like a Champion," and the MyTrueBeauty™ program. Debra was recognized as one of the 20 Most Remarkable Women in central Ohio and a Forty under 40 recipient from *Columbus Business First*. She was listed in *Smart Business* "Power 100" as a central Ohio leader who makes things happen. She was also chosen as one of the "20 Most Intriguing Salon Owners" by *Salon Today* magazine. Debra's contributions and involvement in community causes has been extensive. She continues to donate her passion, leadership and a portion of the proceeds earned from her seminars and book to help many non-profit organizations through Earth Angels—the Debra Penzone Foundation administered by The Columbus Foundation.

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Book Summary

Debbie's Club™ Discovering MyTrueBeauty™ for Girls

Author: Debra Penzone

ISBN: 978-0-578-08720-7

When it comes to enthusiasm for sharing her knowledge, Debra Penzone has a contagious energy. That energy knows no boundaries... including generational ones. Last summer, as a part of the development of her new book, **Debbie's Club™ Discovering MyTrueBeauty™ for Girls**, author Debra Penzone planned three themed days to host 14 teen girls from central Ohio: MyTrueStory™, MyTrueSelf™ and MyTrueBeauty™. Those three days became known as Debbie's Club Camp Days. During those days, Debbie shared her struggles as a teen through childhood stories, guided self-reflection and self-discovery. She shared conversation on handling pressures facing teen girls and led exercises for these young women to discover their personal inspirations and true beauty from the inside out. Throughout the pages of her new book, teen girls everywhere can become a part of Debbie's Club™, live the camp experience through colorful photographs, learn valuable lessons from Debbie and discover and cherish their unique beauty.

A Mother's Testimony

"As the mother of a 15 year old girl, I was very impressed with the positive values Debbie shared with Lexie at her camp. It can be difficult to talk with a daughter about the importance of confidence, first impressions, body language and inner beauty. Debbie engaged Lexie and the other girls in an open dialogue about these topics and more. Most importantly, I feel Lexie walked away learning the value of being true to her and that inner beauty comes from within."

--Kathy, Mother of Lexie



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Interview Questions

Debbie's Club™ Discovering MyTrueBeauty™ for Girls

Questions for author, Debra Penzone:

- Q: What inspired you to author a book focused on teen girls?
- Q: Did the idea for the book come after the Debbie's Club™ Camp Days?
- Q: What is your most memorable Camp Day experience?
- Q: How do you think your book will help teens deal with teen "bullying?"
- Q: Your book references that you were a "mean girl." Tell me about that.
- Q: Your book references how to make a good first impression. What tips can you share with our audience?

Questions for Debbie's Club™ girls:

- Q: How would you describe your experience at Debbie's Club™ Camp Days?
- Q: Tell me one important thing you discovered about yourself?
- Q: Tell me one of the most important lessons you learned from Debbie or the other Debbie's Club™ members?



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Book Reviews

"I LOVE THIS BOOK—the plain writing style, the beautiful design and, most of all, the authentic points of view of real girls. Debbie has compiled a fabulous hands-on tool that girls and anyone who wants to help them build self-confidence can use. Debbie, thank you for sharing your story and being an inspiration to girls everywhere!"

-TaKeysha Sheppard Cheney, Publisher & Editor in Chief, *The Women's Book*

"If only Debbie's Club™ had been available to navigate me through puberty—a time when insecurity, fear and self-doubt were my best friends. I love how the book emphasized lessons of self-discovery with fun-filled, girl-oriented activities. I can't wait to share this book with my own daughter!"

-Stacey Soble, Editor in Chief, *Salon Today*

"What a fabulous tool to help girls navigate the turbulent waters of those oh-so-impressionable years! Debbie has found a wonderful way to connect with young women through candid conversations and empower them to not only embrace who they are but imagine who they can become. My only disappointment is that Debbie's Club™ wasn't around when I was a teen struggling to find MyTrueSelf™!"

-Andrea Cambern, News Anchor, WBNS-TV

"Debbie uses her own memories of teenage angst to put together a guide of self-reflection for today's teens. As a mother of two daughters who have navigated those troubled waters, I found Debbie's Club™ to be a security blanket for girls experiencing that wacky world of adolescence."

-Gail Hogan, Host/Producer, Daytime Columbus, NBC4, WCMH-TV

"If you're yearning to be comfortable in your own true skin, then you need to join Debbie's Club™, the place where girls can feel safe to be their own true selves. Answering Debbie's insightful questions will guide you toward looking inside yourself and learning how to let your inner confidence and beauty shine the way they were meant to. When that happens, your whole life will become one big inspiration board for yourself and others, as you leave your beautiful mark on the world!"

-Jayne Morehouse, President, Jayne & Company



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Debra Penzone

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Debra also founded Debra Penzone LLC. She speaks to and consults with local, national and international organizations on engaging topics such as:

- Going the Distance—Delivering Guest Services like a Champion
- Creating a Purposeful Work Environment
- Re-invent Your Image, Re-energize Your Career and Renew Your Spirit
- MyTrueBeauty™ Program

Debra was recognized as one of the 20 Most Remarkable Women in central Ohio and a “Forty under 40” recipient from *Columbus Business First*. She was listed in *Smart Business* “Power 100” as a central Ohio leader who makes things happen. She was also chosen as one of the “20 Most Intriguing Salon Owners” by *Salon Today* magazine.

Debra’s contributions and involvement in community causes has been extensive. She continues to donate her passion, leadership and a portion of the proceeds earned from her seminars and book to help many non-profit organizations through Earth Angels—the Debra Penzone Foundation administered by The Columbus Foundation.



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Keynote Topics

Go the Distance—Delivering Guest Services like a Champion

Debra will share proven strategies for creating a lasting impression with each and every guest. Learn how to provide outstanding service, shape an environment that exceeds expectations and offer a positive and meaningful experience during each guest visit. This keynote speech will give audience members the inspiration they need to transform every guest into a loyal and repeat customer.

Creating a Purposeful Work Environment

This keynote outlines the steps to creating a corporate environment employees can embrace. Learn how to empower employees to find purpose in their work and invoke employee commitment and dedication. Discover ways to incorporate family values into your company's mission. Adopt techniques for celebrating special moments, anniversaries, birthdays and awards. And find out how to deliver the highest quality guest services possible. Debra's address will leave you ready to transform your corporate environment from the inside out.

Seminar Topics

Re-invent Your Image, Re-energize Your Career and Renew Your Spirit

In this multifaceted seminar, Debra will show how self-image, career goals and spirit are intertwined, and explain the benefits of a balanced life. Attendees will begin by learning how face shape, hairstyle, hair color and skin type contribute to each individual's unique beauty. Debra will then explain how a reinvented image can help you feel better and re-energize your career. Employees at all stages of their careers will gain understanding of the touch points that lead to success and purpose as a professional.

MyTrueBeauty™ Program

Follow along with **Debbie's Club™ Discovering MyTrueBeauty™ for Girls**. Experience **MyTrueStory™**, **MyTrueSelf™** and **MyTrueBeauty™** themed camp days and learn valuable lessons from Debra.



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Recent Events

Leadership Forum – The Gathering

June 1, 2011

As a featured speaker at The Leadership Forum conference “Remaining Relevant in the New Economy; Competing, Prospecting and Contributing” Debra participated with panelists and shared thoughts and ideas on “new” business practices and future opportunities.

NAWBO National Association of Women Business Owners

May 13, 2011

Debra was the featured speaker to this group of women business owners. She spoke to them about building your brand in the community and finding your passion with your career.

Success Group Business Network

September 7, 2010

The Success Group Business Network is a group of entrepreneurs, small business owners, business and sales professionals who desire to gain knowledge, resources and promote business growth. Members connect each month with for open networking and special guest speakers, including Debra Penzone who spoke to the group about building personal and professional brand within the community.

WGBQ Women's Group

July 15, 2010

Debra Penzone participated in the monthly wGBQ luncheon which regularly features dynamic women leaders. GBQ's women's initiative (wGBQ) was formed by the women of GBQ, for the women of GBQ with a mission of enhancing the recruitment, retention and advancement of women. The focus of wGBQ is on creating a forum to facilitate women learning from one another and increasing awareness of women successes.

Denison University

June 8, 2010

Debra spoke to the Denison University Organization Studies Program Group. The OS Program is designed to help students apply their liberal arts experiences to effective functioning in any type of organization. During the summer session there is also a strong focus on teamwork and leadership development.

Ohio Dominican University

April 15, 2010

Debra spoke to the Conway Center for Family Business at the Ohio Dominican University. The meeting was about “Doing Well by Doing Good: Strategies to benefit your family business and your community” which dealt with attaining positive experiences for your business and how it can be done successfully.



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New Albany Middle School

January 21, 2010

Debra spoke to a group of girls from New Albany Middle School about the challenges and difficulty for students who struggle with feeling good about themselves academically and socially, and how they can become their very best.

“MyTrueBeauty™”

August 24, 2009

Debra spoke to over 500 salon professionals during a day of training for The Charles Penzone Salons.

“Re-Imagine”

March 1, 2009

Debra spoke to over 500 salon professionals during a day of training for The Charles Penzone Salons.

“Preparing Your Business for Success in 2009”

January 19, 2009

Debbie presented this webinar for industry publisher **behindthechair.com**

“New Year, New You”

January 13, 2009

Debbie presented this keynote to the Columbus Metropolitan Club.

“The Professional Make-Over”

December 15, 2008

Debbie presented to an audience hosted at The Charles Penzone Grand Salon in Gahanna/New Albany, along with Macy's Easton.

“Inspiring Young Professionals to Find Purpose in Their Work”

April 30, 2008

Debbie presented to a group of young professionals at Crowe Chizek & Company, which was sponsored by Columbus Rotaract.



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Debra Penzone Honors

Debra's expertise as a business leader and hair professional, as well as her avid philanthropic involvement have earned her the respect of the salon industry and the non-profit community. She has been recognized as one of the 20 Most Remarkable Women in central Ohio by *Business First* and one of the 20 Most Intriguing Salon Owners by *Salon Today Magazine*.

Debra's additional honors and awards include:

- *The Women's Book*, 2010-2011
- Smart Leaders Award, 2010
- Kent Clapp CEO Leadership Award, 2010
- Childhood League's Schoedinger Award for Outstanding Service, 2010
- *Smart Business* Power 100, 2010 and 2011
- Graduated from Leadership Columbus, 2007
- Patricia Fripp Speaking School, 2007
- Completed the Dale Carnegie public speaking course
- *American Cancer Society* "Robert E. Matthews Distinguished Service Award," 2007
- *Business First* Corporate Caring Award Finalist, 2006
- American Heart Association "Volunteer Achievement Award," 2004
- *Business First* Corporate Caring Award, 2004
- *Business First* Forty Under 40 award, 2003
- *Modern Salon* magazine "Spirit of Noel Award," 2003
- Ohio Division Sunrise "Look Good...Feel Better Award," 2003
- American Cancer Society "Volunteer of the Year Award," 2002
- *Salon Today* magazine cover story "Re-Image Your Brand", April 2009
- *Salon Today* magazine "Power Players", May 2008

Debra currently continues to passionately partake in leadership roles, as well as donate a portion of the proceeds earned from her seminars, to help many non-profit organizations through Earth Angels—the Debra Penzone Foundation administered by The Columbus Foundation.



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Press Contacts:

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Kelly Borth

GREENCREST
614-885-7921
kborth@greencrest.com

Kate McAndrews

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614-885-7921
kmcandrews@greencrest.com

Girls Available for Interviews:

Kennedy

Megan

Lexie

Hershey

Please contact one of the press contacts above to schedule interviews with girls who participated in the Debbie's Club™ Camp Days.



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