

I MINA' TRENTA NA LIHESLATURAN GUÁHAN
2009 (FIRST) Regular Session

2009 MAY -1 PM 12: 15 M

Resolution No. 105(COR)

Introduced by:

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Relative to commending and congratulating Riccardo and Tony Altieri, also known to many as the Altieri Brothers and bestowing best wishes and commending their company Altieri International, Inc., and extending a heartfelt "Thank You, Dangkolo na Si Yu'os Ma'ase, for their tremendous contributions to the beauty industry on Guam and to the community.

1 **BE IT RESOLVED BY I MINA'TRENTA NA LIHESLATURAN**
2 **GUÁHAN:**

3 **WHEREAS**, in recognition of Riccardo and Tony Altieri's professional
4 success and community involvement and unselfish dedication to the beauty
5 industry internationally and on Guam, focusing specifically on improving the
6 beauty industry on Guam by providing educational and artistic opportunity to all
7 licensed cosmetologist and barbers locally; and

8 **WHEREAS**, in their fifteen years as international platform artists, Riccardo
9 and Tony Altieri have conducted over 3,000 live educational events, assisted in the
10 development of hundreds of products and co-created the Craft cutting system; and

11 **WHEREAS**, after the sale of Matrix to L'Oreal, Riccardo and Tony Altieri
12 sought to develop a unique product line to address the needs of the modern
13 hairdressers and their clients; and

14 **WHEREAS**, the Altieri Brothers, in conjunction with famed chemist, Henri
15 Mastey, created the "PowerHair" brand professional product line. Together they

1 came up with a 100% natural, high performance professional product line focused
2 on empowering the salon professional and their clients; and

3 **WHEREAS**, the Altieri Brothers PowerHair is a mixture of truly unique
4 products and a refinement of existing liquid tools; and

5 **WHEREAS**, PowerHair premiered at the CosmoProf convention in Las
6 Vegas on July 15, 2007. Since that time, the Altieri Brothers have opened this
7 exciting new product line in over 20 states, including Guam; and

8 **WHEREAS**, Altieri Brothers PowerHair lists excellent companies as
9 authorized American distributors Salon Essentials (Maine), Professional Salon
10 Services (Rhode Island, Eastern Massachusetts and Connecticut), W.S. Beauty
11 Supply (New Hampshire and Western Massachusetts), Paramount Beauty Dist.
12 Company (New York), Color Mid-Atlantic (New Jersey and North Carolina),
13 Professional Beauty Supply (Washington D.C., Virginia, Delaware, and
14 Maryland), Salon Services Group (Missouri, Kansa, Oklahoma, Kentucky,
15 Tennessee and Arkansas), Stardust Salon Systems (Nevada), Exclusive Beauty
16 Group (Southern California) and JUA Beauty Distributor, L.T.D. (Guam); and

17 **WHEREAS**, in addition to quality products, the Altieri Brothers provide
18 national, regional, and local education to PowerHair clients, having developed a
19 unique, self-liquidating show and hands-on workshop even that has SOLD OUT
20 with every distributor. Further, the Altieri Brothers itself have established a
21 framework of “multi-day upper level education” offered free of charge to Altieri
22 Brothers users; and

23 **WHEREAS**, the Altieri Brothers are committed to the utmost in skill and
24 professionalism having provided training to Guam cosmetologists and barbers on
25 three separate times; and

1 **WHEREAS**, the Altieri Brothers hold their seasonal “Hollywood
2 Academy”. This three day, intensive workshop focuses on boosting the
3 participant’s skills and techniques to truly master haircutting and styling; and

4 **WHEREAS**, legendary platform artists, Riccardo and Tony Altieri,
5 developed the academy over their fifteen years and three thousand live
6 presentations on stage and in classrooms throughout the United States and its
7 territories; and

8 **WHEREAS**, unlike most classes that teach rote cutting, the Altieri Brothers
9 seek to illuminate the understanding of both the theory and art of cutting hair,
10 integrating hair coloring into all hairstyles and styling finishes; and

11 **WHEREAS**, in addition to the Altieri Brothers, many other world class
12 platform artists, color specialists and educators interact with Academy participants,
13 as an added treat, the stylists are given in depth knowledge in the science of hair
14 and hair chemicals by legendary chemist and master formulator, Henri Mastey; and

15 **WHEREAS**, the Altieri Brothers train artists on Guam to bolster both
16 confidence and proficiency in their artistic expression in haircutting, hair coloring
17 and hairstyling; and

18 **WHEREAS**, the Altieri Brothers explode onto the Main Stage with their
19 trademark high energy to premier their new high performance PowerHair
20 professional only product line. Riccardo and Tony Altieri shatter pre-conceived
21 notions and perceptions with a showcase of bold and unique visions into future
22 trends; and

23 **WHEREAS**, the Altieri Brothers demonstrate their PowerHair cutting and
24 styling system, which empowers hairdressers to incorporate technically and
25 esthetically forward focused styles into their repertoire; and

1 **WHEREAS**, the Altieri Brothers continue to provide training and staff
2 development to cosmetologists and barbers throughout the United States and
3 Guam; now, therefore, be it

4 **RESOLVED**, that *I Mina' Trenta Na Liheslaturan Guåhan*, on behalf of the
5 people of Guam commend and congratulate Riccardo and Tony Altieri and are
6 commended for their untiring efforts in providing repeated training workshops to
7 local cosmetologists; and be it further

8 **RESOLVED**, that *I Mina' Trenta Na Liheslaturan Guåhan*, on behalf of the
9 people of Guam, acknowledge the Altieri Brothers for their unwavering devotion
10 to the perpetuation of quality cosmetological establishments and continuing
11 education for those licensed under cosmetic arts; and be it further

12 **RESOLVED**, that *I Mina' Trenta Na Liheslaturan Guåhan*, on behalf of the
13 people of Guam, does hereby salute all of the many collaborators of the Altieri
14 Brothers who have assisted in the development of activities and events to promote
15 excellence in the field of cosmetology; and be it further

16 **RESOLVED**, that the Speaker certify, and the Legislative Secretary attest to
17 the adoption hereof, and that copies of the same be transmitted to Riccardo Altieri;
18 Tony Altieri; Sun Ja “Sunny” Oh Choi; JUA Beauty Distributor, L.T.D.; Total
19 Image Hair and Body Salon; Altieri International, Inc.; Marcy Tiong, Chairperson
20 for the Guam Board of Barbering and Cosmetology; Pivot Point International
21 Educator Joseph Artero-Cameron, and to the Honorable Felix P. Camacho, *I*
22 *Maga'lahaen Guåhan*.

23
24 **DULY AND REGULARLY ADOPTED BY I MINA'TRENTA NA**
25 **LIHESLATURAN GUÁHAN ON THIS ____ DAY OF MARCH 2009.**

JUDITH T. WON PAT
Speaker

TINA ROSE MUÑA BARNES
Legislative Secretary