

LEWIS S. WIDOFF

His time line began on March 1947. Bronx born, moved to Mt Vernon early on, attended Oswego State to begin his career as an Educator, Beta Fraternity Brother. College Degree in Social Sciences accredited in grade K-9. Holds a Master Degree in Education. Owner and CEO of Aldan International Salon Products.

Taught upstate New York before traveling cross country to LA. Packed the convertible took Rt.66 via the Las Vegas Strip picked up a hitch-hiker destination Haight-Ashbury before spending two wonderful years teaching 5th grade in Santa Fe Springs. Then got accepted into the Armed Forces Department of Defense to teach sixth grade at Clark Air Force Base, Philippines during the Vietnamese War. Then transferred to Germany spending four years traveling around Europe, Middle East and tip of Africa developing sensibilities through interaction with different cultures and aspects of a changing world.

In 1978 due to a family crisis he made the choice of leaving his love for teaching to rescue his father from bankruptcy. A complete 360 degree change of life's agenda. A transition with no parallel, I can't even hammer a nail and must rescue a failing factory that makes salon apparel in a dilapidated space with little heat poor lighting dismal in every aspect plus it was a rental. Only five employees remained using antiquated sewing machines in the most crime infested area of the south Bronx.

To subsist I worked day shifts as a substitute teacher in the neighborhood returning to the factory after school to learn about the business of business, and strategize a plan to take over the world of Salon apparel.

But lets not forget the timeline. New York City circa 1980. I was a naive 28 year old with an excellent 6th grade mentality. All my questions were reduced to a perfect 6th grade understanding and I in turn would explain what I needed in simple 6th grade terms. I owe that simple means of understanding to my formidable years in the classroom. That key ingredient would enable me to build a bridge that made ALDAN INTERNATIONAL SALON PRODUCTS the most respectable manufacturer in the Salon Profession. We extended our reach to over 26 countries and every city major in America.

For over 35 years I maintained a firm grip on all aspects. The creation of universally accepted designs, economical marketing, continuous integration to the development of

the World Wide Web's zest to communicate. Plus and four-most complete oversight of every expense. I chose all fabrics, co-ordinated all promotions, assembled every exhibition with the latest in visual and display. Each new product carried a special name that projected its unique image. New York City was our home **ALDAN IS NEW YORK became our mantra as only Aldan had that right as we were 100% made in the Bronx.** During the 1980's through the 1990s I experienced the grit of the city and its extravagance. From great finds on the street, fashion being made in the clubs, creative people overdosing, the wave of music that kept us constantly moving, a city that was open, free, and "attainable" if you can get into studio 54.

It was the golden age of possibilities. The time was ripe for success, the city had bottomed and Aldan was part of the up swing. The songs of New York were heard across the world "if you can make it here you can make it anywhere." As I explained to my workers **I will climb on the roof; I will raise the flag; and bring Aldan for all to see. I need you to stand by me and make the product worthy.**

I am now 72 and my timeline has taken a strong hold. I reflect now in the fields that I have plowed and see first hand what now grows. I have been allowed the opportunity to look from a wonderful vantage point that I have come to cherish as my reward. I now experience the calm that I was afraid was a myth. I still ask my questions and prefer to communicate using the highest level of sixth grade mentality.

For all those who attended my elementary classes, that brief period may still resonate and hopefully a memory may yet be pulled forward. I hope it was a happy time for I truly enjoyed being with all of you. **I have placed a scholarship** for a graduate student in Education that would expand the lesson that I presented on Clark Air Force Base in 1972. The **Understanding of Prejudice Through Conflict in the Classroom.** I prefer to be known for my presentations in the classroom then all my achievements in Business.

Yours Truly

Lew Widoff

A member in good standing

Within the confines of the universe