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AN INTERVIEW WITH STEVE GODDARD:

Healthy Hairdresser's exclusive interview with the 2015 Spirit of Life Award recipient.

When City of Hope selected PRAVANA Founder and President Steve Goddard to receive this year's Spirit of Life Award, Goddard had his choice of causes. He chose cancer, but not any specific type. "It's all cancer," he said. "Let's go get it."

Healthy Hairdresser: How did you come up with the Rock the Cure theme?

Steve Goddard: I've played rock guitar for most of my life, so this theme marries the two things I love the most—the beauty industry and rock music.

HH: Why are you passionate about defeating cancer?

SG: Like most people, cancer has affected my life. I lost my younger brother eight years ago to liver cancer. I saw what he had to go through during the year and a half he fought the disease.

HH: How does your dedication shape the corporate culture at Pravana?

SG: Finding a cure is a top priority in my company; we keep this fight at the forefront of our thinking. At City of Hope, there's a wishing tree where people hang tags on which they've written their wishes. You see messages such as, "It's been so long. I hope you come home soon, Mommy." Here at Pravana, we started a similar tree. Each month we harvest the tree of all the wishes and, for each wish, make a \$5 donation to City of Hope. In addition, we pledge 5 percent of all haircare and styling product sales to City of Hope. In about two years, we've donated more than \$250,000.

HH: How would you describe working with City of Hope on the Spirit of Life gala?

SG: City of Hope is tremendous, helping me every step of the way in this campaign—from the content of the event and logistics of putting it on to developing a list of donors. I applaud them for how they've partnered with us. And when you tour City of Hope and see the advancements, it's mind-blowing.

HH: In addition to the cocktail reception and dinner, what can you tell us about the Spirit of Life gala?

SG: For our headliner, we've confirmed Don Felder, formerly of the Eagles and a Rock and Roll Hall of Fame inductee, for "An Evening at Hotel California." I also put together an industry band with [industry icon] Ann Mincey, Pravana's Sara Jones, Helen of Troy's Scott Hagstrom, Earthly Body's Kevin Wachs and others. And for the first time, the gala will present a performance of hair artistry, with Sam Villa, Sherri Jessee and James Gartner. Should be fun!