



Contact: Jessica Mark
Harris Shepard Public Relations, Inc.
310-277-0437 | jmark@harrisshepard.com

FOR IMMEDIATE RELEASE

Peninsula Beauty's Lori Silverstein Joins the Professional Beauty Association's Distributor Leadership Council

Sydney Berry of Salon Services & Supplies, Inc. steps up as NEW Vice President and Josh Hafetz of The Raylon Corporation serves as NEW Secretary/Treasurer

Change is afoot on the **Distributor Leadership Council (DLC)** of the **Professional Beauty Association (PBA)**. Congratulating Sydney Berry of *Salon Services & Supplies Inc.* in her new role as Vice President and Josh Hafetz of the *The Raylon Corporation* as Secretary/Treasurer, the **DLC** also proudly announces **Lori Silverstein** of Peninsula Beauty as its first member from a non-traditional distribution channel. While Lori is an OTC, not a classic distributor, her appointment illustrates the board's commitment to welcoming OTC's to the council and their willingness to integrate new types of members into the association.

Lori Silverstein is currently the CEO of Peninsula Beauty. Having grown up in the professional beauty industry, **Silverstein** has a long-standing, multifaceted history stretching over 30 years. What started as her father's store front in the 1950's today stands 10 stores proud. Her hands-on approach, commitment to cutting-edge products and services, and strong retail background enable her success.

"The beauty industry has changed. There simply aren't as many full service distributors, and the retail/OTC segment is growing exponentially," says **Silverstein**. "As a non-traditional distributor in the PBA, I am excited to play an

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instrumental role in the association, strengthening all areas of membership, and really vocalizing the needs of my segment as well as what PBA can do for you. I've been in the industry forever, because it is fun. Being on the board is that next avenue to explore.”

PBA's Distributor Leadership Council provides direction, feedback and guidance on the needs of their section of **PBA** and recommends education pertinent to their membership section. Additionally, they play a role in creating the strategic direction of the organization, which is currently focused on building member value and expanding its government affairs program.

PBA Distributor Leadership Council 2006-2007 includes:

- *President*, Bob Peel, Jr. – Peel's Salon Services
- *Vice-President*, Sydney Berry – Salon Services & Supplies, Inc.
- *Secretary/Treasurer*, Josh Hafetz – The Raylon Corporation
- Stan Klet, Sr. – East Coast Salon Services
- Jim Marshall – Marshall Supply Co.
- Beth Pence – Columbia Beauty Supply
- William Ranney – Creative Salon Concepts
- Lori Silverstein – Peninsula Beauty

PBA is a non-profit association that represents the interests of the professional beauty industry from manufacturers and distributors to salons and spas. **PBA** serves the industry with education, government advocacy, commerce opportunities, research/statistics and public relations/image building. For more information on **PBA**, please call **800-468-2274**, or visit www.probeauty.org. For press information, please contact Harris Shepard Public Relations at 310-277-0437 or via email at tbentsen@harrisshepard.com.

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