

PBA Best Practice Club Workshops Hit the Web!

Phoenix, AZ (March 6, 2008) – As a follow-up to the successful inaugural meeting of the PBA **Best Practice Club** during Symposium 12, The Professional Beauty Association and INYU Training are teaming up to bring the **Best Practice Club** to all salon owners with easy to access Web Workshops.

Learn how to increase profitability, production, retain and attract new clientele, as well as staff and how to develop your salon leadership through this series of web workshops. Industry greats such as Robert Cromeans, Scott Buchanan, and Lina Heath of Eveline Charles will share their personal practices and philosophies which have earned all of them great success. These online workshops are beneficial for salon owners, managers and front desk personnel to take away business best practices from today's salon empires that are sure to help improve and strengthen tomorrow's beauty industry leaders.

Join in on the first, complimentary Web Workshop on March 10th at 1:30pm EST to learn from Robert, Scott and Lina on how to attract top-tier staff! Register online today at www.probeauty.org/bpc.

Join PBA for the entire series of classes or just one. Classes are accessible from any computer are scheduled for:

- Complimentary Class March 10, 2008 – 1:30pm EST
- Staff Retention: April 14, 2008 - 3:00pm EST
- Increasing Productivity: May 19, 2008 - 3:00pm EST
- Developing Your Leadership Bench: October 20, 2008 - 3:00pm EST
- Topic TBA: November 17, 200 - 3:00pm EST

One Session: \$69

Full Package: \$200 - Sign up for all four sessions and save over \$75.00!

Register online today at www.probeauty.org/bpc.

Beauty industry professionals can learn from the best and grow their business without ever leaving the office!



The Professional Beauty Association is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit www.probeauty.org or call 800-468-2274 (480-281-0424) to learn more.