

The Professional Beauty Association's Center for Business Presents *Building Your Business: Culture and Leadership*

April 20 – 21, 2008 | Scottsdale, Arizona

Phoenix, AZ (February 21, 2008) – PBA is proud to announce another **Center for Business Education** event ***Building Your Business: Culture and Leadership***, emphasizing culture and leadership in the salon, led by **Matthew Fairfax** of James Alan Salon and **Jeanne Lennon** of Lennonheads Salon.

Taking place April 20-21, 2008 at the PBA Headquarters in Scottsdale, AZ, this Center for Business Education event is a two-day, advanced-level seminar taught by successful salon owners with years of hands-on experience. With attendance limited to 25, this seminar will be rigorous in scope, yet intimate enough that attendees can actively discuss their specific business needs through group discussion and round tables.

Learn what the culture of your salon is, how to change and strengthen your culture and how to recruit the right people to embrace your salon's culture. Attendees will also learn how their leadership style affects the culture of the salon and will learn how to grow, not only themselves as leaders, but also how to grown a leadership team!

Launched in 2006, the PBA *Center for Business Education* (CBE) has offered successful executive-level training for salon owners, distributors and manufacturers. Classes provide a wealth of knowledge on how to advance your business philosophy and structure. Taught by experts in the field, CBE's are different than any other program out there. Learn from some of the industry's top members as they share their real world experiences.

Class is limited to 25 attendees – reserve your space today. Registration material can be downloaded at www.probeauty.org/cbe. Discounted registration is available for PBA members.



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.