

## PBA Announces Increases in Membership and Retention in 2009

Phoenix, AZ (January 27, 2010) – The Professional Beauty Association (PBA) is pleased to announce *increases* in overall membership and retention in 2009. The Association continues to make strides in increasing membership value through continued education, peer networking, government advocacy, and professional events. In addition to internal membership growth, PBA also announced a merger with the National Cosmetology Association (NCA) that became official January 1, 2010. By adding a fourth section of membership for licensed professionals, which NCA provides, combined with PBA's strategic membership growth initiatives, 2010 is expected to see even further gains.

“Considering most businesses continue to cut all non-essential costs during the current economic environment, increases in membership across multiple sections and relatively strong retention is evidence membership in PBA is viewed as a valuable resource,” states Director of Membership for PBA, Elizabeth Fantetti. “In addition, we are seeing more members take advantage of useful membership tools such as online member networking, business building teleconferences, and business blueprints.”

### 2009 Association Membership Highlights Include:

- 601 new members
- Manufacturing sector grew by 29%
- Distributor sector grew by 25%
- NCA renewal rates were at 62% - the highest percentage since 2004
- PBA's Best Practice Club (salon/spas grossing \$2.5M plus) grew by 30%
- California, Illinois, Minnesota, New York, & Wisconsin remain as states with the largest NCA section member bases

PBA will continue to evaluate direct member benefits offered as well as overall initiatives in support of the industry as a whole. When the PBA | NCA merger is fully integrated over 2010, members can expect to see a more unified trade association continuing to focus on assisting individual members and companies while stimulating growth throughout the industry as a whole.

To inquire about membership benefits and to see how PBA can help you and your business grow, please visit [probeauty.org](http://probeauty.org) and contact Elizabeth Fantetti at 800.468.2274 x3430 or [elizabeth@probeauty.org](mailto:elizabeth@probeauty.org).



The Professional Beauty Association's (PBA) purpose is to advance the professional beauty industry by providing its members with business tools, government advocacy, education, networking, events and more to ensure business and career success with integrity. PBA is the largest organization of salon professionals with members representing salons and spas, distributors, manufacturers and beginning in 2010, licensed professionals with the addition of the National Cosmetology Association (NCA). Visit [probeauty.org](http://probeauty.org) or call 800.468.2274 (480.281.0424) to learn more.