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Discover. Network. Voice.

Professional Beauty Association's Annual Business Forum Focuses on Government Affairs in 2007

This year at Cosmoprof North America, beauty industry leaders, including members of the **Professional Beauty Association (PBA)**, gathered at **PBA's Annual Business Forum**. **PBA Executive Director, Steve Sleeper** greeted attendees with a recap of **PBA's** yearlong membership campaign: *Discover, Network, Voice*, focusing on active member involvement and new member recruitment. Looking forward to 2007, **Sleeper** emphasized the association's focus on government affairs initiatives and introduced **PBA's** new director of government affairs, **Sam Leyvas**.

"**PBA** is committed to tackling front burner issues which affect our members, such as tip tax credits, nail manufacturer issues, and healthcare costs," says **Sleeper**. "I encourage all members of the professional beauty industry to take an active role in government affairs in the coming year to help us shape the policies affecting our industry."

Inspiring attendees to take a proactive approach to government affairs and leadership within the industry, keynote speaker **Andrew Razeghi**, author of *Hope: How Triumphant Leaders Create the Future*, capped off the morning with a dynamic presentation illustrating how the power of positive thinking effects business leadership, personal development and shapes one's overall perception.

(More)

2-2-2-2 PBA Annual Business Forum

Founder of The Andrew Razeghi Companies, LLC, a consulting firm, **Razeghi** assists clients who are looking to exploit their core competencies, identify new markets for existing products and new products for existing markets. **Razeghi** has worked with the world's leading innovators, rule breakers and household brands in formulating strategic direction and translating unconventional ideas into unconventional returns on investment. "**Razeghi's** message about the power of hope was a fitting and important topic for an industry facing important challenges, but coming together as a n association to make positive change," says **Sleeper**.

PBA is nonprofit trade 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.probeautyassociation.org. For press information, please contact Harris Shepard Public Relations at 310-277-0437 or via e-mail at jmark@harrisshepard.com

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