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The Professional Beauty Association Presents Apple Co-Founder Steve Wozniak at the Annual Business Forum

The **Professional Beauty Association (PBA)** presents its Annual Business Forum on Monday, July 16 during **Cosmoprof North America**. The forum, which serves as the association's annual meeting, explores trends that are shaping the industry and how the association is responding. This year's keynote speaker is **Steve Wozniak**, Apple co-founder and engineer of the first-ever personal computer.

Wozniak, a Silicon Valley icon, will encourage **PBA** members to expand their businesses through innovative methods and the introduction of new ideas. As an Apple co-founder, he helped shape the computing industry with his design of Apple's first line of products, the Apple I and II, and created the first personal computer. As a business icon and philanthropist for the past three decades, he was awarded the National Medal of Technology in 1985, the highest honor bestowed to America's leading innovators, and in 2000 was inducted into the Inventors Hall of Fame.

"We strive to introduce **PBA** members to leaders from all industries, and **Wozniak** will be a great presenter because he represents many of the qualities necessary to succeed in business," says **Steve Sleeper**, Executive Director of **PBA**. "Bringing a wealth of wisdom and experience to the **Forum**, he will inspire our members to think outside of the box and take creative chances with their businesses."

(more)

2-2-2-2 Business Forum

The **PBA Annual Business Forum** will also include an association update and information on PBA's government affairs initiatives. **Nevada Governor Jim Gibbons** has been invited to share his perspective. Before assuming the governorship in January 2007, Governor Gibbons served Nevada both in the state house and in the U.S. House of Representatives. While in Congress, Governor Gibbons served as chairman of several key subcommittees on intelligence capabilities, homeland security, natural resources and more.

The forum takes place on Monday, July 16 at 8:00am in the Mandalay Bay in Las Vegas, Nevada and includes light continental breakfast. The forum is \$25 for PBA members, \$45 for non-members (\$10 additional after June 29).

Purchase tickets by calling 800-630-3603 (916-774-8682) or online at www.cosmoprofnorthamerica.com. The forum is co-located with Cosmoprof North America, which runs July 15-17, 2007 at the Mandalay Bay Convention Center in Las Vegas. For more information, visit Cosmoprof North America, www.cosmoprofnorthamerica.com.

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, business tools, government advocacy and networking. For more information on **PBA**, please call **800-468-2274 (480-281-0424)**, or visit www.probeauty.org. For press information, please contact Harris Shepard Public Relations at 310-277-0437 or via email at aherwehe@harrisshepard.com.

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