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## **Get Educated!** **Professional Beauty Association Hosts Education, Networking at Cosmoprof North America**

The **Professional Beauty Association (PBA)** will present a series of educational classes and networking opportunities during **Cosmoprof North America**. These special events are part of **PBA's** mission to deliver education and networking to help improve business in the industry at large.

As part of its **Beauty Circle** initiative, PBA will host two networking round table sessions. The first, on Sunday, July 15 from 2:00pm – 5:00pm, focuses on salon and spa owners. Whatever challenges a salon/spa owner is facing, this intimate round-table format allows for productive interaction and solution sharing. On Tuesday, July 17 from 8:00am – 10:00am, distributors will have the opportunity to come together to discuss common problems and get updated on the state of the industry. Both PBA members and non-members are welcome at these sessions.

In conjunction with PBA's **North American Hairstyling Awards (NAHA)**, which takes place Sunday, July 15 starting at 6:30pm, attendees will also have the opportunity to attend "**Develop a Winning NAHA Entry,**" a complimentary class designed to help stylists learn what it takes to win a NAHA. Held on Monday, July 16, at 10 am, this two-hour complimentary class will feature a selection of NAHA winners and industry leaders who will highlight what it takes to win this competition. Hosted by past NAHA judge and winner Mary Brunetti, this class will cover the entire entry process from concept generation to model selection to coordinating the shoot.

(More)

## **2-2-2-2 Education Classes at CosmoProf**

New in 2007, PBA partners with The Benchmarking Company's Alisa Beyer for "**Beauty Boot Camp**," the ultimate overview of the beauty-buying consumer's lifestyle, needs and desires. Based on PBA's Consumer Trend Report, a copy of which is included in the boot camp tuition, this session helps beauty business professionals build their brands and translate consumer insight into real-world brand strategies. "**Beauty Boot Camp**" takes place on Monday, July 16 from 1:00pm – 5:00pm or on Tuesday, July 17 from 8:00am – 12:00pm. This workshop is \$175 for PBA members, \$275 for non-members.

"**Cosmoprof North America** is an important event for our members, and we are thrilled to offer educational workshops and networking opportunities to enhance their visit," says **Steve Sleeper**, Executive Director of **PBA**. "These events provide real-world solutions that can easily be applied to any business and will produce results."

Over the weekend, PBA will also host the **PBA Annual Business Forum** on Monday, July 16 from 8:00am – 10:00am and the **City of Hope Reception** on Monday, July 16 from 6:30pm – 8:00pm. These events take place during **Cosmoprof North America**, which runs July 15-17, 2007 at the Mandalay Bay Convention Center in Las Vegas. To reserve your space for any of these events, please call **800-630-3603 (916-774-8682)** or go online at [www.cosmoprofnorthamerica.com](http://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](http://www.probeauty.org). For press information, please contact Harris Shepard Public Relations at 310-277-0437 or via email at [aherwehe@harrisshepard.com](mailto:aherwehe@harrisshepard.com).

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