



Contact: Alena Herwehe
Harris Shepard Public Relations, Inc.
310-277-0437 | aherwehe@harrisshepard.com

FOR IMMEDIATE RELEASE

Professional Beauty Association Hires New Membership Director

The **Professional Beauty Association (PBA)** announces the hiring of new membership director, Jim Garnett. In this position, Garnett will focus on recruiting and retaining **PBA** members and developing new initiatives to increase membership outreach and awareness. Garnett will work closely with other industry leaders to educate salon, spa, distributor and manufacturer professionals about the many benefits of **PBA** and to expand its membership base.

“We are thrilled to welcome Jim to our staff and we look forward to watching our membership numbers grow and initiating new members to **PBA**,” says **Steve Sleeper**, Executive Director of **PBA**. “Jim has a great track record in membership management, and his innovative approach to recruitment will greatly benefit **PBA**.”

“My goal, with the support of our volunteer leaders and staff, is to carry-out **PBA**’s mission to help our salon, spa, distributor and manufacturer members run and maintain successful businesses,” says Garnett. With more than twenty-five years of business experience, including fourteen years of association membership and management, Garnett brings a strong business acumen to **PBA**. He started his association career with the American Electronics Association, where he worked as director of membership for eight years. Since then, Garnett worked for the National Association of Home Builders and the Massachusetts Medical Society and their publication, *The New England Journal*

(More)

2-2-2-2 PBA Hires New Membership Director

of Medicine. He has a Bachelor of Science Degree in Marketing from Central Connecticut University and completed a graduate program in public health from Harvard University, where he was awarded the Shinagel Scholarship for scholastic achievement.

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**, 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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