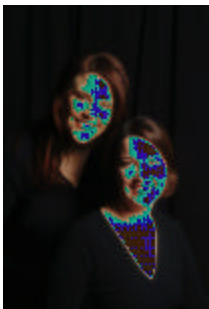


PBA Salon / Spa Members Receive Awards at Symposium 12!

Phoenix, AZ (December 17, 2007) – The **Professional Beauty Association (PBA)** members' hard work and contributions to the beauty industry rarely go unnoticed. **PBA** recognizes these talents with the Salon / Spa Awards. Members of the Salon and Spa sector of **PBA** were asked to select nominees for three award categories: *Spirit, Charitable Outreach* and *Government Affairs*. Award recipients will be recognized for their excellence and achievements during a ceremony held **Sunday, January 13, 2008 in Orlando, Florida during Symposium 12.**



The nominees for the Spirit award have and continue to demonstrate leadership, participate in activities, share business practices, and advice. Spirit award winner **Rowena Yeager**, owner of the Studio Wish Salon and Colour Café in Ohio exemplifies what this award aims to recognize. An active PBA volunteer, Yeager has been a member since 2004, serving on the Symposium Committee in 2007 & 2008, and is also a frequent volunteer at Welcome to Our World. Recently, Yeager established the Ohio Connection Networking Group for salon owners in Ohio, encouraging the support of fellow beauty professionals.



Tina Morschauer and Gretchen Brown, owners of Rejuvenation Salon, devote a large portion of their time to charity events and giving back to the community. Morschauer and Brown have spent the past 5 Christmas Eves in the salon performing hair cuts, manicures and makeup applications to 30 women who reside at the local YWCA. Participating employees of the salon make a homemade dinner for the women to enjoy and each woman leaves with a personal gift. Rejuvenation Salon also conducts "Dress Down Fridays," where employees can donate \$5 to wear jeans and the proceeds go to a designated charity. Rejuvenation Salon keeps a charity collection jar prominently placed in the salon, which accepts donations from clients who also wish to give back.



Government Affairs are extremely important to the industry, requiring a great deal of patience, diligence and hard work, but often does not receive the recognition it deserves. Honoring **Ken Cassidy** of Cassidy's Salon Management Consulting Company, the Leadership Council expresses its gratitude with this award. In the mid 1980's Cassidy realized the beauty industry was undergoing random and unequal audits by the State of California. Taking action, Cassidy notified his state assembly representative and continuously worked with her until 90% of the bill was adopted and passed. The remaining 10% is still being worked on by the State Board of Barbering and Cosmetology. Cassidy also maintains contact with the IRS to assist in defining their guide lines within the areas of booth rental and contract labor. Due to Cassidy's valiant efforts and dedication, important bills have been formulated and passed to better the beauty industry.

Congratulations to all of the nominees and winners. Their hard work and dedication to the industry is what will continue to improve the image of beauty professionals and the overall condition of the industry.



The Professional Beauty Association is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit www.probeauty.org or call 800-468-2274 (480-281-0424) to learn more.