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FOR IMMEDIATE RELEASE

Professional Beauty Association hires Government Affairs Director

Sam Leyvas is making beauty his business! Joining the **Professional Beauty Association (PBA)** as the director of government affairs, **Leyvas** assumes the responsibility of developing, implementing and providing ongoing administration of **PBA's** overall government affairs efforts. He will work side-by-side with **PBA's** volunteer leadership to advance the industry's advocacy agenda in Washington, DC and state legislatures across the country.

"I'm thrilled to be at **PBA**. It's a great association that represents a dynamic industry," says **Leyvas**. "What attracted me to the **PBA** is the organization's commitment to tackling front-burner issues important to the beauty industry, including tip tax credits for salon/spa owners, nail manufacturer issues, health-care costs, and OSHA regulations among others."

While his involvement in trade associations runs deep, **Leyvas** joins **PBA** fresh from the National Association of Home Builders (NAHB), a Washington, DC based association where he focused on public policy and government relations.

The **Professional Beauty Association (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, government advocacy, commerce opportunities, research/statistics and public relations/image building.

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 email jmark@harrisshepard.com.

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