



**FOR IMMEDIATE RELEASE**

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**PBA Presents an Exciting New Educational Line Up at TSA Symposium 12  
January 12-15, 2008, Orlando, Florida**

**Phoenix, AZ (October 22, 2007)** – Invest time in transforming your business at TSA Symposium 12, the premier business education event for salon and spa owners and managers! It's about time to attend three days of engaging business education, high-powered motivational presentations and intense networking. The theme is "It's About Time" and successful salon/spa owners and industry leaders will share their secrets for time management and maximizing business success. Keynote speakers such as *Dr. Jeffrey Magee, Steven Brooks, Eric Fisher, Robert Cromeans, James Morrison and Van Council* guarantee to leave attendees filled with ideas to incorporate in their own business strategies.

"If you want to know the secrets of the most successful salon owners in North America, you must attend Symposium 2008," says Bonnie Bonadeo, Education Director for PBA. "It's time to be a part of the best educational and networking event for salon/spa owners, where the featured speakers are the most recognized salon owners in the industry."

TSA Symposium 12 will offer a variety of programming for attendees, including: **Networking Round Tables, Breakouts, Tuesday Workshops and the exclusive, intimate Business Expo.**

- **The Networking Round Tables Breakfast** will allow participants to discuss various day-to-day topics while exchanging valuable feedback with fellow salon owners. More networking takes place Saturday night at the First-Time Attendee and Listserve receptions and at the *Party of the Decades!*
- **Breakouts**, led by successful salon owners, will delve into daily issues that absorb a salon owner's time, from marketing and profitability to appointment books and staff leadership. These breakouts will provide the necessary tools to maximize business productivity and profits. Plus, learn to find capital for your business and get answers to common government questions in two special breakouts presented by PBA's Government Affairs Program.
- **Tuesday Workshops** will cover subjects on how to take your business to the next level with the "The Power to Lead" with Peter Mahoney and "Growing Pains" with Eveline Charles and Team. These exclusive seminars are included in the VIP Registration Package or require an additional \$149 investment.
- **The Business Expo** features companies that cater to salons and spas such as Harms, Inyu Training, TIGI and Dermalogica. The exclusive expo floor facilitates product knowledge, demonstrations and networking. Plus, stop by the PBA Bookstore and Symposium Lounge to pick up speaker books and network with other salon owners.

In 2008, PBA will host two other events in conjunction with Symposium, including **Beacon**, for 100 top cosmetology students, and the first ever **PBA Distribution & Sales Summit** for distributors and direct selling manufacturers.

**Registration is now open.** To register for TSA Symposium 12, visit [www.probeauty.org/symposium](http://www.probeauty.org/symposium) or call 800.394.5436 (916.774.8681). TSA Symposium 12 tuition features a \$200 discount over last year's Symposium 11 price, plus register by November 15, 2007 and receive an additional \$200 off with Early Bird tuition!



Symposium is produced by the Salon/Spa Section of the Professional Beauty Association (PBA). 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, networking and more. For more information on PBA, please call 800.468.2274, 480.281.0424 or visit [www.probeauty.org](http://www.probeauty.org).