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Contact: Jamie Chilberg / Yvette Masterson
702.405.8697
jchilberg@ypublicrelations.com
yvettemasterson@ypublicrelations.com

Symposium 12 Wraps Up Another Successful Year and Gears Up to Move to Las Vegas in July 2009

Phoenix, AZ (January 14, 2008) – TSA/PBA Symposium 12, the premiere business education event for salon and spa owners, took place at the Omni Orlando Resort at ChampionsGate January 13-15th. The weekend event was brimming with engaging business education, high-powered motivation and intensive networking opportunities for owners and key staff members. Over 800 attended the show, including Distribution & Sales Summit attendees and 99 Beacon Students, who added to the high level of energy and excitement that is Symposium.

Lee Rizzuto Jr., Chair of the PBA Governing Council, came on stage for the Member Celebration. "The passion of the speakers and the enthusiasm of the attendees left me feeling inspired by PBA's Salon/Spa Section members and education. When Symposium joins Cosmoprof North America, NAHA and the PBA Business Forum next year in Las Vegas, I believe that all the sections of PBA will come together for the most exciting industry event of 2009."

With the theme "It's About Time," the highlights of the event included standing room only presentations from successful salon/spa owners and industry leaders such as *Steven Brooks, Eric Fisher, Robert Cromeans, James Morrison, Sandra Yu, Geno Stampora and Van Council*. These leading thinkers shared their trade secrets regarding time management, maximizing business success, thinking out of the box and believing in your passion to succeed.

The Networking Round Tables Breakfast was a highlight of the program, with over 30 PBA members leading thought-provoking conversations on industry topics. Led by salon owners such as Phil Fennel (*The Beauty of Marketing*) and Bennie Pollard (*The Power of Booking*), the **Breakouts** delved into deeper issues that take up a salon/spa owner's time and how they can best utilize time and resources. The exclusive **Business Expo Floor** featured companies that cater to employment-based salons/spas, such as RUSK, Dermalogica and Millennium.

Also new to Symposium 12 was the inaugural **PBA Best Practice Club** and **Distribution & Sales Summit**. The BPC is a forum for top salon/spa owners to share their business best practices with one another, as they take a leading role as mentors to others in the industry. According to PBA Executive Director, Steve Sleeper, "Symposium 12 was one of the best Symposiums to date and the first-ever Distribution Summit was a big success, but the PBA Best Practice Club for high-end owners absolutely blew the doors off the whole event. With owners like Sam Brocato, Van Council, Robert Cromeans, Eveline Charles, Paul Brown, Eric Fisher and James Morrison all in attendance and saying they loved the program, it's a huge statement."

This intimate think-tank served as a vital business tool for the participants and will benefit all PBA Salon/Spa Section members when the information goes virtual in a series of Best Practice Club Web Workshops open to all PBA Salon/Spa members. The web workshops will begin with a complimentary session March 10, 2008 and will be facilitated by Jeanine O'Neil-Blackwell of Inyu Training. Visit www.probeauty.org/bpc for more information on the web workshops.



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Symposium 12 was a collaboration of PBA members working towards the businesses they have always imagined. Attendees eagerly anticipate Symposium 13's move to Las Vegas, where the beauty industry will come together all in one venue. The Professional Beauty Association welcomes industry professionals to this exciting event held with **Cosmoprof North America** and the **North American Hairstyling Awards (NAHA)** under one roof, at the **Mandalay Bay Resort, Las Vegas, Nevada, July 18-21, 2009**. Take home business strategies, products and a wealth of knowledge and remember, what happens in Vegas, *doesn't have to stay in Vegas!*



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.