



Progress

An Update for Members of the Professional Beauty Association



PBA supported FICA Tax Credit legislation introduced in Congress - *SEE PAGE 1*

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Event Spotlight

LONG BEACH
international
salon and spa
expo pba

**JANUARY 30 -
FEBRUARY 1, 2010**
- SEE PAGE 6

It's an exciting time to be a member of the Professional Beauty Association (PBA). As we approach the end of another year, we are continuing our focus on providing the kind of membership value you have come to expect from PBA.

Whether you find the value in PBA to come from premier industry events like Cosmoprof North America, the International Salon and Spa Expo (ISSE) or the North American Hairstyling Awards (NAHA); new research offerings like the *Business of Beauty: Maximize Your Profitability* and the *Salon & Spa Performance Index*; continuing research like the PBA Market Shipment study; or networking through PBA special interest groups like the Best Practice Club, Leadership Network, Cutting-Edge Mentor Program or a local networking group, we hope that you'll renew your membership for 2010 as we embark on another exciting opportunity for the professional beauty industry.

Undoubtedly you're aware of the proposed merger to add the National Cosmetology Association (NCA) to PBA as a fourth membership section, allowing PBA to represent all

segments of the industry – from manufacturer and distributor to salon and spa owners and licensed individuals. Founded in 1921, NCA has a rich history of providing its members with the resources needed for career success. NCA also has a history of charitable activities that give back to the industry and community. The PBA Board of Directors believes in the good work being done by the "Look Good...Feel Better," "Cut It Out" and "NCA Cares" programs and is excited about the opportunity this proposed merger has to expand their outreach.

As this newsletter goes to print, the final votes on the merger will have been tabulated and an announcement made on the merger. It is our hope that the final vote is "yes." It has long been a goal of the PBA Strategic Plan to add licensed individuals to the membership, and this is an opportunity that will optimize the collective strengths of PBA and NCA to better meet member needs in an increasingly complex business environment.

2010 will be an exciting year for the professional beauty industry and the members of the Professional Beauty Association – the possible addition of NCA members to allow us to represent the entire industry, more in-depth education on the *Business of Beauty* report, and continuation of existing programs and services. We hope you'll stay involved as a member.

PBA Progress is getting a makeover! The new PBA Progress professional magazine will be released in spring 2010 and will expand on the exciting information you get from the PBA Progress newsletter. The new magazine will offer more in-depth stories about the business environment in the industry and insights into the practices of the nation's most successful beauty professionals and companies.

Look for the first edition in your mailbox spring 2010!

Front cover left to right: (bottom row) Serena Chreky, Regina Webb, Kris Carpenter (top row) Nesbit Hatch, Andrew Zona, Rep. Shelley Berkley (D-NV), Frank Zona, Sam Leyvas, Steve Sleeper



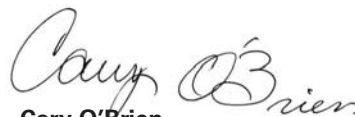
Bruce Selan
Board Chair



Max Wexler
Distributor Leadership Council President



Brian Graham
Manufacturer Leadership Council President



Cary O'Brien
Salon/Spa Leadership Council President

PBA Fights for Salon Businesses on Tax Issue – Gains Momentum in Congress

The Professional Beauty Association and salon owners across the nation applauded the introduction by Representative Shelley Berkley (D-NV) of *The Small Business Tax Equalization and Compliance Act (HR 3724)* to extend the existing FICA tax credit to employers in the salon industry and encourage tax compliance through education and straightforward reporting requirements. Over the last several months, PBA has been working with Berkley and other members of Congress to craft legislation aimed at bringing tax relief to salon/spa owners across the country.

“The problem we have is that Congress has defined tip income in the tax code as being wages paid by the employer – when in fact any of us who employ people in salons don’t control those tips...don’t directly benefit from those tips and yet have an undefined liability that’s sitting there,” said Frank Zona, owner of Zona Salons and Chair of PBA’s Government Affairs Committee.

In 1993, Congress formally recognized that employers should not be responsible for paying FICA taxes on income that was not paid by them and granted the restaurant industry a dollar-for-dollar tax credit on the employer’s share of FICA taxes paid on tip income above the minimum wage. However, existing law was written so narrowly as to only apply to the restaurant industry.

Speaking on behalf of salon owners across the country into the official Congressional Record, Berkley said, “As a matter of tax fairness, it is time to extend similar treatment to the salon industry.” She added that, “My bill also includes provisions to improve tip reporting to ensure that all salons – whether they are traditional employer-employee model or the non-employer salons where independent contractors report their own tips – are fully complying with reporting requirements.”

PBA is currently working with potential sponsors to introduce identical legislation in the U.S. Senate before the end of the year. To learn more about this issue and how you can get involved, visit www.probeauty.org/advocacy.

How Will the FICA Tip Tax Credit Benefit YOUR salon?

Annual Reported Tips	Annual Tax Credit
\$25,000	\$1,913
\$50,000	\$3,825
\$75,000	\$5,738
\$100,000	\$7,650
\$125,000	\$9,563
\$150,000	\$11,475
\$175,000	\$13,388
\$200,000	\$15,300
\$225,000	\$17,213
\$250,000	\$19,125
\$275,000	\$21,038
\$300,000	\$22,950
\$325,000	\$24,863
\$350,000	\$26,775
\$375,000	\$28,688
\$400,000	\$30,600
\$425,000	\$32,513
\$450,000	\$34,425
\$475,000	\$36,338
\$500,000	\$38,250

Stay Active in the Industry – Renew Your PBA Membership Today

You Belong

Planning for 2010 is well underway, and we are looking forward to another wonderful year. Renew your dues today so you don't miss out on any of the valuable member benefits PBA has to offer.

The PBA team wants to remind you to take advantage of:

- Complimentary education-based teleconferences
- Opportunities to share your inspirational ideas and/or give and get answers to your tough business issues through the free PBA section listserves
- Downloads of the research you need to compete in today's business environment
- PBA Beauty Industry Guide, a unique online search tool that provides quick access to an extensive directory of industry-specific products and services

Attention PBA members! Don't let your membership lapse: 2010 annual dues payments are due on December 31, 2009. Renew your membership today by calling **800.468.2274** or visiting **www.probeauty.org/renew**.



Making the Most of Your Membership in 2010

Now that you are a member of PBA, how do you get the most bang for your buck? You may want to consider taking advantage of some of these opportunities as you plan for the coming year:

- Attend PBA-sponsored events and educational opportunities regularly. Build a support base with regular members and position yourself with new members as “someone in the know”
- Raise your visibility. Consider investing in one of our many advertising or sponsorship opportunities at special member rates
- Join a committee. Take a leadership role in the group and interact with members on a more meaningful level. Show them what you can contribute. *Learn more on page 10*
- Invite friends and associates to join PBA. Share the experience with others and encourage them to support the beauty industry’s trade association. There is strength in numbers

Plus, watch for some NEW features coming in 2010!

- New and improved business blueprint section of the PBA website
- VIP Member Lounge at ISSE 2010 – *see page 6 for details*
- New money-saving member benefits offered by Lifelock, FedEx, Strategies and more



Think PBA! If you have a problem, question or need a referral, ask PBA. Just call our toll-free member hotline at 800.468.2274.

PBA Benefits and Programs

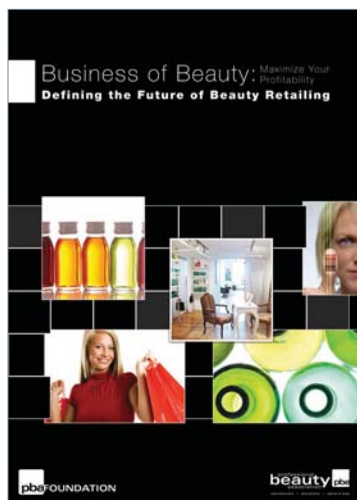
PBA prides itself on providing you with the information and support you want and need to succeed in today's competitive business environment. Here are just a few of the many ways PBA supports you and the entire beauty industry.

PBA Research Recap

PBA members have access to the most up-to-date industry research and statistics.

Business of Beauty: Maximize Your Profitability

PBA Members pay only \$195 through January 15, 2010 – a \$400 savings! Bulk pricing available for distributors and manufacturers: Visit www.probeauty.org/research for details.



PBA and the PBA Foundation present this landmark study for the industry. The findings of this one-of-a-kind research study reveal the truth behind beauty retailing and help define the future of the salon retail environment. Find valuable information, such as:

- Key strategies and priorities to drive sales and profits
- An eight-step process for retail success
- Real-life examples from salons that have mastered the retail and consumer experience

PBA partnered with renowned research firm McMillan[Doolittle to complete this year-long study focusing on the core of what drives retail sales in our industry: competition among outlets, the role of the stylist in selling, where consumers are shopping, and what they're buying and why.

National Salon/Spa Industry Tracking Survey

Complimentary for PBA members

The *National Salon/Spa Industry Tracking Survey* contains detailed analyses of the economic and demographic trends that impact the nation's salon/spa industry. Fielded quarterly among salon/spa owners and operators nationwide, the tracking survey focuses on a variety of salon/spa industry indicators, such as service and retail sales, traffic flow, back-bar costs, service pricing, employment and capital expenditures. Survey results are broken out by various demographic indicators including sales volume. Visit www.probeauty.org/research for details.

Salon/Spa Performance Index (SSPI)

Complimentary for PBA members

Based on responses to the *Salon/Spa Industry Tracking Survey*, PBA's Salon/Spa Performance Index (SSPI) is a quarterly composite index that tracks the overall health and outlook of the U.S. salon/spa industry. The SSPI consists of two components – the Current Situation Index and the Expectations Index – and is constructed so that the health of the salon/spa industry is measured in relation to a steady-state level of 100. Index values above 100 indicate that key industry indicators are in a period of expansion, while index values below 100 represent a period of contraction for key industry indicators. Visit www.probeauty.org/research for details.

Market Shipment Study

Contact Member Services for pricing guidelines: 800.468.2274

Twice a year, professional hair product manufacturers anonymously share their data with an independent public accounting firm that prepares a comprehensive market overview of the industry. The data in this study is available nowhere else – many members feel the value of this study alone pays for their membership.

Distributor Benchmarking Survey

Only \$149 for PBA members – a \$150 savings

Are your regional sales manager salaries in line with others? Is your percentage of sales heavy on hair rather than equipment, nails or skincare? Are your store sales invoice amounts setting the pace for the industry – or lagging behind? Discover how your business compares to other distributors in the professional beauty industry.

PBA CareerCenter

The PBA CareerCenter is the definitive online resource for employers and job seekers in the professional beauty industry. For employers, the PBA CareerCenter makes it easy to find qualified applicants in the professional beauty industry with features like:

- Targeted advertising
- Easy online job listings
- Resumé search with posting
- Automatic email notifications
- Competitive pricing

For job seekers, the PBA CareerCenter gives you access to the biggest companies and most sought-after jobs in the industry. Job seeker services are free and allow you to:

- Easily search and apply for jobs
- Post your resumé confidentially
- Save jobs and apply when you're ready
- Receive email alerts about new jobs

Get started today at www.probeauty.org/careers. Contact 800.468.2274 (480.281.0424) or email info@probeauty.org for more information.

Special benefit for PBA members only: Get unlimited job postings on the PBA CareerCenter for only \$159 (\$2,400 value) now throughout 2010! To take advantage of this great offer, use code **JOBS159**.





International Salon and Spa Expo

PBA Members Enjoy Special Benefits at ISSE 2010

EVENT DETAILS

ISSE 2010
Long Beach
Convention Center
Long Beach, California

DATES AND TIMES

Saturday | January 30
1:00pm – 6:00pm
Sunday | January 31
9:00am – 6:00pm
Monday | February 1
9:00am – 5:00pm

*EXPO TICKET PRICES

Saturday Only:
\$25 | \$35 at the door
Sunday OR Monday:
\$45 per day | \$55 at the door
Sunday AND Monday:
\$65 | \$75 at the door
*Paid education prices vary. Visit
www.probeauty.org/isse for details.

PBA Member Lounge | Members Only!

Take advantage of your VIP status! Visit the exclusive PBA Member Lounge located adjacent to the PBA Booth in the Arena Lobby. PBA members enjoy a quiet place to unwind during show hours. The comfortable setting makes the lounge a great place to network with fellow PBA members while enjoying complimentary refreshments and Internet access.

The Lounge will be open Sunday, January 31, from 9:00am to 6:00pm and Monday, February 1, from 9:00am to 5:00pm.

Multiview Lounge on Wheels | Members and Non-Members Welcome!

PBA partnered with Multiview to produce the PBA Beauty Industry Guide, an online supplier directory of beauty products. You can learn more about this partnership and opportunities to enhance your presence in the guide by visiting the Multiview Lounge on Wheels. This 50-foot tricked-out motor coach will be on display during ISSE show hours in the Arena.

Win Exhibit Space at ISSE 2011

Stop by the Multiview Lounge on Wheels during ISSE 2010 to learn how supporting the PBA Beauty Industry Guide can increase traffic to your website and register to win* exhibit space at ISSE 2011! The winning name will be drawn at the Lounge on Wheels Monday, February 1, at 3:00pm.

*Contest winner will receive a \$1,900 credit on exhibit space at ISSE 2011. Booth location is subject to availability at the time of receipt of request for space. Email info@probeauty.org for a copy of the official contest rules.

Members-Only Discounts and Benefits

In addition to discounted pricing on your exhibit space, exhibiting PBA members also enjoy early access to discounted room rates at premier hotels in Long Beach, 300 pounds of free drayage, significant discounts on advertising and sponsorship opportunities at ISSE, unique educator benefits, and discounted ticket prices to the NCA Legends & Icons Charity Gala. For more information on exclusive on-site PBA member benefits, contact 800.468.2274 (480.281.0424) or email info@probeauty.org.

NEW FOR 2010!

Skip the long lines! Purchase your ISSE expo and paid education tickets online and print them at home instantly!

Your ISSE 2010 expo and paid education tickets will be sent instantly as a PDF file to the email address you provide during the online registration process. Simply print your tickets before you arrive and present them along with your photo ID and credentials at Credential Check at the Long Beach Convention Center. Get details and purchase your ticket today at www.probeauty.org/isse.

ATTENTION PBA MEMBERS! As a special members-only benefit, you get two complimentary, three-day expo passes to ISSE 2010. Visit www.probeauty.org/isse to learn how!

International Salon and Spa Expo Gears Up for Another Record-Breaking Year

Known worldwide as one of the premier beauty events in North America, the International Salon and Spa Expo (ISSE) is the biggest and best cash-and-carry, professional beauty event on the West Coast. With more than 200 educational opportunities led by the biggest names in the industry already scheduled and a sold-out expo floor, the three-day event, held January 30 through February 1, 2010, in Long Beach, California, is sure to exceed all expectations.

Boasting an attendance of more than 33,000 licensed professionals in 2009 and offering more than 400 global manufacturers' booths and more than 200 educational classes, last year's event truly set the bar for ISSE and all beauty events moving forward. As we embark on the recovery from the worst recession in nearly 100 years, beauty professionals from all over the world are eager to share in the success of the event for 2010.

"ISSE is well known in the industry, and the attendee turnout is always exceptional," said Susan Howard, Director of Event Operations for PBA, which produces ISSE. "But with the shaky economy over the last couple years, the 2010 event isn't only attracting interest from those die-hards who attend every year; it's [also] gaining momentum with professionals who don't regularly attend industry trade shows and are looking for ways to save on tools and products and to boost their careers with continuing education."

The ISSE Tradition Continues in 2010

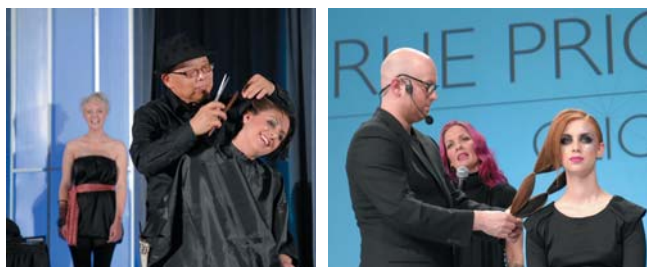
ISSE has always been committed to the evolution of the beauty industry and has a tradition of attracting the best manufacturers from across the globe, featuring the latest and greatest products and tools hitting the market.

Some ISSE 2010 exhibitors include:

SALLY'S BEAUTY SUPPLY | ULTIMATE BEAUTY COMPANIES | BEAUTY SYSTEMS GROUP | CLAIROL PROFESSIONAL | ENZO & CO. | FAROUK SYSTEMS INC. | FUSION TOOLS | HAI ELITE | MARTINNI BEAUTY | OPI PRODUCTS INC. | REPECHAGE | RUSK INC. | SCRUPLES INC. | TIGI | VIDAL SASSOON | WAHL CLIPPER CORP. | AND MANY MORE!

If the most relevant industry education is what you're looking for, ISSE 2010 won't disappoint. Choose from more than 200 classes, including dozens of complimentary classes – led by today's leading educators and top innovators – in ISSE's classrooms and three theaters: the International Fashion Theater, Technical Theater and Latino Fashion Theater. ISSE education covers everything from the newest techniques in hair cutting and coloring and innovations in skincare to leading trends dominating the runways and the marketing and business strategies used by the nation's most profitable salons and spas in the ISSE Business Headquarters.

Some of the big names you'll see offering education at ISSE include: SASSOON ACADEMY | CHARLIE PRICE | CHUCK CAPLE | AMERICAN CREW | KARG + BLACKWELL | KIM VO | MARCEL MUÑOZ | MARTIN PARSONS | MOGI | NICK ARROJO | PRODUCT CLUB | RUSK ARTISTIC TEAM | SANDRA YU | YOSH



Don't Miss the Most Anticipated Program at ISSE 2010!

LFG Fashion Photo Shoot by the Masters

Monday, January 31, 2010

10:00am – 2:00pm

Join award-winning fashion photographer Babak to learn the ins and outs of a professional editorial photo shoot. Held aboard the retro-fabulous Queen Mary Hotel in the Long Beach Harbor, the 2010 photo shoot will feature today's hottest stylist and platform artists to teach you how to develop your vision and find the right photographer, stylists and models to help you tell your style story in print.

Visit www.probeauty.org/isse for the most up-to-date schedule of events and education at ISSE 2010.

ISSE 2010 SPECIAL EVENTS

ISSE 2010 will host several events to add value to your learning and shopping experience. Take advantage of all the ways to network and connect with like-minded professionals at ISSE 2010 special events.

NCA Legends and Icons Charity Gala



ISSE in cooperation with PBA will host, for the first time ever, the National Cosmetology Association's (NCA) Legends and Icons Charity Gala. The 2010 Gala marks NCA's fourth tribute to iconic individuals who have made an indelible mark on the direction of the beauty industry and the lives of countless salon professionals.

Proceeds will benefit the NCA CARES Fund, an umbrella organization benefiting Look Good...Feel Better's work with cancer patients, CUT IT OUT / Salons Against Domestic Abuse Fund, and the NCA Disaster Relief Fund created to assist salon professionals directly impacted by natural disaster.

MEET THE 2010 LEGEND AND ICONS LEGEND ANN MINCEY REDKEN 5TH AVENUE NYC

Ann Mincey's dedication throughout her nearly four-decade long career to develop and deliver inspirational messages has helped shape the careers of countless salon professionals, distributors and clients throughout the world. Ann has been honored with numerous industry awards for both her dedication to the growth and success of the industry and her involvement in raising funds and awareness for charitable programs against the fight against breast cancer and others. Ann is a pivotal contributor to the success of the professional beauty industry.



ICON ROBERT CROMEANS JOHN PAUL MITCHELL SYSTEMS GLOBAL ARTISTIC DIRECTOR

Internationally acclaimed hairdresser, salon owner and platform artist Robert Cromeans' charming wit, innovative artistry and proven business strategies are an inspiration to hairdressers around the globe. Robert's tireless dedication to sharing with others the keys to success has made him a true icon to countless beauty professionals from the United States and abroad.



ICONS SONYA AND CHRISTOPHER DOVE WELLA CREATIVE DIRECTORS

Long recognized as two of the industry's leading hairdressers, Sonya and Christopher Dove are the most sought-after hair experts in the professional beauty industry. This dynamic duo has been partners for 27 years, winning some of the industry's most prestigious awards. The Doves travel around the globe, educating, inspiring and motivating hairdressers on the latest styling concepts and cutting techniques and the effective use and application of all Wella haircolor, styling and care products.

NCA LEGENDS AND ICONS CHARITY GALA
Hyatt Regency Hotel – Long Beach [adjacent to the convention center]
Saturday, January 30, 2010
7:00pm – 10:00pm

TICKET PRICES
 *Individual Tickets:
PBA & NCA Members: \$150
Non-Members: \$175
 *Table for 10:
PBA & NCA Members: \$1,500
Non-Members: \$1,750
 *Ticket price includes cocktail reception and dinner.

ATTENDING ISSE 2010?
 Purchase your Legends and Icons Gala tickets online while purchasing your ISSE 2010 expo and paid education tickets.

ATTENDING LEGENDS AND ICONS ONLY?
 Visit www.probeauty.org/isse to download the Ticket Request Form or contact 800.468.2274 (480.281.0424).



ISSE Night Out Party

Let your hair down and spice up your ISSE experience at the infamous ISSE Night Out Party! This private party is open to only ISSE attendees and exhibitors and is a great chance to catch up with old friends and make new ones in an intimate lounge setting. Or, hit the dance floor and show off your body-rockin' moves with today's hottest dance mixes, spun by Club V2O's renowned house deejay.

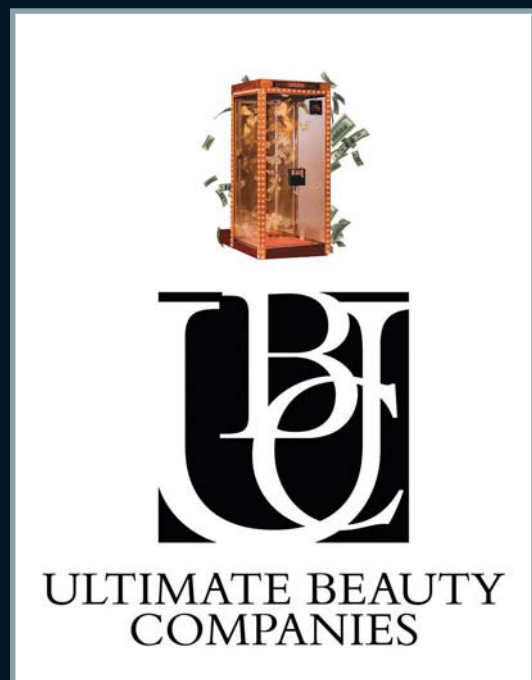
Don't Miss the Fun!

Club V2O – Long Beach
 Sunday, January 31, 2010
 8:00pm 'til the party stops!

The ISSE Night Out Party offers a cash bar. Admission is free. Please show your ISSE 2010 attendee wrist band or exhibitor badge at the door. You must be 21 or older to enter.



Ultimate Beauty Companies Makes Dreams Come True at ISSE 2010



One very lucky beauty professional will win up to \$25,000 with the "UBC Makes Dreams Come True" contest at ISSE 2010!

Entries from licensed beauty professionals will be accepted from July 1, 2009, to January 25, 2010. There is no purchase necessary for a single entry; additional entries can be accrued with every \$1,000 order placed with one of UBC's four divisions: Nancy's Beauty Warehouse, Bella Spa & Salon Distributor, Exclusive Salon Distributor and ViaBeaute Distributor of Fine Beauty Brands. The winning entry will be drawn at ISSE 2010 Sunday, January 31.

For more information or to enter, visit UBC's Facebook page at www.facebook.com/UltimateBeautyCompanies or call 800.888.4055.

Ways to Get Involved –

Volunteer!

Want to get more involved in the Professional Beauty Association? Apply to be a PBA Leadership Council member or submit a volunteer interest form.

PBA is led by industry volunteers and is guided by the goal of enhancing the power, performance and perception of the professional beauty community. PBA has three leadership councils, each made up of dedicated members who have taken an active role in the association. There is a council for each membership section: Distributor/Retail Beauty Store, Manufacturer/Manufacturer Rep and Salon/Spa. The leadership councils handle issues germane to their membership. Three members of each leadership council represent their section on the PBA Board of Directors.

In addition to the board of directors and leadership councils, volunteer members serve the association on committees. Committees support the association's activities by helping to plan events, direct government affairs activities, guide research initiatives and more.

How can I serve on a leadership council?

Each fall, the section leadership councils appoint a nominating committee to recruit candidates for the leadership council and to review applications from interested PBA members. To be considered for a position on a PBA Leadership Council, you must submit an Application of Interest that can be downloaded at www.probeauty.org/about/councils/, be a senior employee of a PBA-member

company and be willing to commit approximately five to 10 hours per month to PBA activities.

How can I be considered for a PBA committee?

Download a Volunteer Interest Form from the 'About' section at www.probeauty.org/about/committees and return it to leadership@probeauty.org, or contact Samantha Alvis, Leadership Operations Director at 800.468.2274 (480.281.0424) x3438. The PBA Board of Directors appoints committee members throughout the year, as need and resources allow.

PBA Board of Directors

Bruce Selan, *Chair*
Zotos Corporation

Josh Hafetz, *Vice Chair*
The Raylon Corporation

Max Wexler, *Treasurer*
Beauty Craft Supply & Equipment Co.

Sydney Berry
Salon Services & Supplies Inc.

Scott Buchanan
Scott J SalonSpa

John Galietti
Xena's Beauty Co.

Brian Graham
Nioxin

John Heffner
Creative Nail Design Inc.

Cary O'Brien
Cary O'Brien's Design & Color Spa

Lee Rizzuto Jr., *Ex Officio Member*
Conair Corporation

PBA Salon/Spa Leadership Council

Cary O'Brien, *President*
Cary O'Brien's Design & Color Spa

Scott Buchanan, *Vice President*
Scott J SalonSpa

Kendall Ong, *Secretary*
Mane Attraction

Larry Curtis
Taylor Andrews

Jessica Hammel
American Male

Marilyn Ihloff
Ihloff Salon and Day Spa

Daired Ogle
The Daired Group: Daireds Salon/
Spa Pangea

Jan Seybold
Carenza Color Cutting Experience

Rowena Yeager
Studio Wish ~ Salon & Color Café

PBA Distributor Leadership Council

Max Wexler, *President*
Beauty Craft Supply & Equipment Co.

Edwin Neill III, *Vice President*
Neill Corp

Sydney Berry
Salon Services & Supplies Inc.

Peter Garzone
Professional Salon Services Inc.

Josh Hafetz
The Raylon Corporation

Steve Neumaier
Goldwell of New York

Renee Shakour
Essential Salon Products

J.D. Wright
Salon Source

PBA Manufacturer Leadership Council

Brian Graham, *President*
Nioxin

Gary Call, *Vice President*
Beautopia

John Heffner
Creative Nail Design Inc.

Harlan Kirschner
Kirschner Group

Frank (FJ) Liguori
Scruples

Kevin Otero
Procter & Gamble

George Schaeffer
OPI Products Inc.

Bruce Selan
Zotos Corporation

Marc Spilo
Spilo Worldwide Inc.

Join **PBA's leadership volunteers** and help
make a positive mark on the industry.

NAHA 2010

THE NORTH AMERICAN HAIRSTYLING AWARDS

CALLING ALL ARTISTS!

New Category for 2010! The **Salon Master of Business (MBA)** lets business-savvy salon owners show off their labors of love!

To enter the Salon MBA category, you must:

- Generate at least \$300,000 annually
- Have at least three licensed professional staff
- Be involved in day-to-day operations
- Have been open for at least three years

Salon MBA entries are accepted online only. Visit www.probeauty.org/naha for details.

Which NAHA category do you shine in?

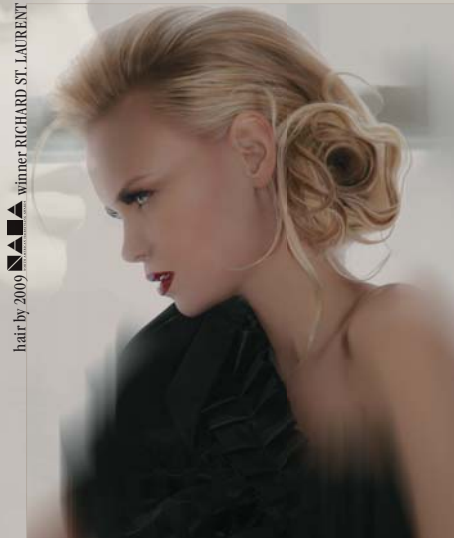
Fashion Forward • Contemporary Classic • Student Hairstylist of the Year • Editorial • Avant Garde • Make-Up • Haircolor • Hairstylist of the Year • Master Stylist of the Year (*Invitation Only*) • Texture • Salon Team • Salon Design • Salon MBA *New Category for 2010*



hair by 2009 ■■■ finalist MAUREEN ANLAUF



hair by 2009 ■■■ finalist AMMON CARVER



hair by 2009 ■■■ winner RICHARD ST. LAURENT

Show off your skill and add prestige to your portfolio. When you enter NAHA, you are joining the ranks of the industry's brightest and most talented artists. Be part of the most prestigious hairstyling competition in North America!

NAHA 2010 Entries Are Due February 8, 2010.

Get all the details and start your online entry process at www.probeauty.org/naha.



NAHA 2010 is part of PBA Beauty Week, North America's largest, most inclusive beauty event, offering unlimited networking, education and professional growth opportunities to all sectors of the beauty industry. PBA Beauty Week is produced by the Professional Beauty Association in cooperation with Cosmoprof North America.



Cosmoprof North America Announces 2009 Survey Winners

In August, Cosmoprof North America sent out a survey to all 2009 attendees and exhibitors asking for feedback from the event to help us continue to grow and make Cosmoprof North America even better in 2010! As an added bonus, those who completed the survey were entered for a chance to win one of five iPod Shuffles. The lucky winners were notified October 2, 2009. Congratulations to:

Angela Castiblanco, *Exhibitor*
Mitchell Group

Rubina Shahbazian, *Attendee*
The Uptown Spa

Nilton Santa Cruz, *Exhibitor*
Japonesque

Marieta Sukar, *Attendee*
Subelleza Cosmetics Inc. 

Jay Beecher, *Attendee*
Iowa Beauty Supply

Don't miss the 8th edition of Cosmoprof North America, July 18 – 20, 2010, at the Mandalay Bay Resort in Las Vegas. **Exhibit space currently being sold!** Visit www.cosmoprofnorthamerica.com for details.

Upcoming PBA Events at a Glance

December '09

- 2 – PBA Manufacturer Section Networking Teleconference
- 17 – PBA 101 New Member Welcome Teleconference
- 18 – PBA Distributor Section Networking Teleconference
- 21 – PBA Salon/Spa Section Networking Teleconference
- 31 – PBA 2010 Annual Dues Payments Due

January '10

- 21 – PBA 101 New Member Welcome Teleconference
- 30 – International Salon & Spa Expo (ISSE) Opens in Long Beach
- 30 – NCA Legends and Icons Charity Gala at ISSE in Long Beach

February '10

- 1 – Final Day of ISSE
- 8 – North American Hairstyling Awards (NAHA) Entries Due
- 18 – PBA 101 New Member Welcome Teleconference

March '10

- 1 – Beacon Entries Due
- 3 – PBA Manufacturer Section Networking Teleconference
- 15 – PBA Salon/Spa Section Networking Teleconference
- 18 – PBA 101 New Member Teleconference
- 19 – PBA Distributor Section Networking Teleconference

April '10

- 15 – Beacon Winners Announced
- 15 – PBA 101 New Member Teleconference

May '10

- 1 – NAHA Finalists Announced
- 20 – PBA 101 New Member Teleconference

June '10

- 2 – PBA Manufacturer Section Networking Teleconference
- 17 – PBA 101 New Member Teleconference
- 18 – PBA Distributor Section Networking Teleconference
- 21 – PBA Salon/Spa Section Networking Teleconference

July '10

- 15 – PBA 101 New Member Teleconference
- 17 – Best Practice Club Opens in Las Vegas Part of PBA Beauty Week
- 17 – Beacon Opens in Las Vegas Part of PBA Beauty Week
- 17 – PBA Symposium Opens in Las Vegas Part of PBA Beauty Week
- 18 – Cosmoprof North America Opens in Las Vegas in Cooperation with PBA Beauty Week
- 18 – NAHA Awards Ceremony Part of PBA Beauty Week

All dates are subject to change.

Visit www.probeauty.org/events for updates and details.

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