WELCOME!

Thank you for becoming a PBA Advocate! When it comes to the beauty industry, you are the first line of contact to state cosmetology boards, state representatives and their staff. You serve as the eyes and ears on the ground when it comes to legislative matters that directly affect your industry, your business and your employees. Thank you!

PBA is a community led non-profit membership organization, with Members and a Board of Directors representing licensed professionals, salons, manufacturers, distributors, schools, and students. 100,000 members strong, the Professional Beauty Association exists to elevate, unite and serve the beauty industry and the professionals who improve people’s lives.

Your PBA Government Affairs Team wants to ensure you are successful every step of the way. We will help you become the best and most effective advocate for yourself, your industry and your colleagues. You will find our contact information below and we are always available to answer any questions via phone or email. Through this toolkit, we will help you begin to:

- Understand issues like deregulation and how it will affect you and your industry
- Successfully set up meetings with your state legislators
- Understand the advocacy process from start to finish

Advocacy and legislative processes are constantly changing—and we want to be sure you have the tools to be successful. Please don’t hesitate to call or email us anytime. We can’t wait to work with you to grow this program and become the loudest and strongest voices for our industry!

Kati Rapoza
Advocacy Program Manager
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UNDERSTANDING THE ISSUES
DEREGULATION—WHAT? WHO? WHY? HOW TO FIGHT IT?

Deregulation is currently the most prevalent issue for the industry at the state level. Here is some helpful information on what deregulation is and what it means to our industry.

WHAT?
The formal definition of deregulation is “the act or process of removing restrictions and regulations.” Deregulation is the term we use to describe any state legislation that is introduced that would remove or begin to remove regulation of the cosmetology and barber industries. It is important to know that deregulation is a state issue (your state representatives and state senators), not a Federal issue (your congressman/woman and United States senators) because every state legislature in the U.S. has oversight over state boards of cosmetology and/or barbering. State representatives and state senators also have the power to introduce legislation to remove or alter our state boards. Deregulation legislation could mean:

- No required schooling
- No state board exam
- No licensure
- No state board

WHO?
Republicans, Democrats and Independents alike have all introduced deregulation bills. Our industry has been targeted in the past few years, along with other industries that are licensed by the state.

WHY?
State legislators have introduced deregulation bills for several reasons, but it truly comes down to a lack of education about the importance of licensing to ensure the health and safety of the public and uphold the professionalism of our industry. Some reasons for introducing deregulation have included:

- Funding considerations
- Reduce size of government – “cutting the government red tape”
- Legislatures disconnected from industry
- Misconception of the cosmetology industry
- Licensing believed to be excessive regulation and reduces competition – called a “barrier to employment”

HOW TO FIGHT IT?
It is important to be proactive! That’s why we created resources to help the general public and legislators understand the importance of licensing:

- Your Safety First – A helpful site with FAQ’s regarding licensing: why it’s important, why it’s necessary and why we need to stay regulated. probeauty.org/yoursafetyfirst
- I Am a Professional. I Am Licensed. – A campaign tailored to licensed professionals, allowing you to show your pride in your profession while education your clients. probeauty.org/iam
- Advocacy efforts when specific legislation is introduced. We will cover this process next! Keep reading!
ADVOCACY

THE PROCESS

When a legislator in your state introduces a bill, your PBA GA Team is already hard at work researching and analyzing what this bill could mean to our industry. Once we have identified this bill as harmful or needing action, we walk you through a process to take appropriate and targeted action. Below are the steps you can take, with your PBA GA Team guiding you along the way:

Step 1: CONGRATULATIONS!
You have completed the first step of the advocacy process—getting involved! Don’t worry, all PBA Advocates come from different backgrounds and understanding of their state’s legislative process. Remember: every state is different, and we are here to help you understand your state’s process and become a strong advocate.

Step 2: Identify harmful legislation.
Your PBA Government Affairs Team will reach out regarding harmful legislation that has been introduced in your state. Have you heard that a harmful bill may be introduced? Contact your PBA Government Affairs Team right away so we can begin researching this threat.

Step 3: Communicate with industry colleagues.
This is the most importance step in the process, communicating our message and getting the word out! There is power in numbers and the more industry professionals become aware of and act on legislation, the louder our voice will be and the further our message will be carried. The PBA GA team will create an e-blast that can be sent to your colleagues, coworkers and friends in the industry. An excellent rule of thumb is to include a personal note at the top of your email, describing the importance of the particular piece of legislation and why your colleagues should act with a sense of urgency. Facebook and Twitter posts can also be created to easily share on your personal and business pages.

Step 4: Testify at a committee hearing at your state capitol.
Ideally, when a harmful bill is introduced, we will be able to stop it in its tracks before it moves through the legislature. However, since some state legislatures move quickly, this is not always the case. If a piece of legislation makes it past the phase of being introduced by the bill sponsor(s), you may be invited to attend the hearing or committee meeting as a licensed professional and/or member of the beauty industry. Testifying at a committee hearing is exciting. This is where your voice is most powerful! You will be speaking to the state legislators on that particular committee who will vote to either pass or not pass your bill. Your PBA GA team will provide you with written testimony to present to the committee and arm you with all the best information to support our industry.

REMEMBER THAT YOUR PBA GOVERNMENT AFFAIRS TEAM IS HERE TO GIVE YOU everything you need!
CONTACTING YOUR STATE LEGISLATORS

TIPS AND BEST PRACTICES FROM MAKING THE CALL TO MEETING DAY

Here are some helpful steps, tips and best practices to get you started.

1. **Find your legislator.** Follow this link to identify who represents you in your state legislature: [https://p2a.co/O71Pj7](https://p2a.co/O71Pj7). Visit your state legislature’s web page to learn more about your legislators and obtain their contact information.

2. **Prepare your intentions for the call.** A script is very helpful! Be sure to introduce yourself, your profession and state that you are a constituent.

3. **Reach out and make the call!** Below is a sample script to help you through your call.

   **My name is (name) and I am a Professional Beauty Association Advocate. May I please speak to the scheduler?**

   **Write down the scheduler’s name.**

   **My name is (name) and I am a Professional Beauty Association Advocate. I am a constituent of Representative (or Senator) ________ and would like to schedule some time to talk with him/her regarding (bill number or issue).**

   **Make every effort to get a meeting with your legislator, but some circumstances will only allow you to meet with their staff.**

   **Thank you for checking the representative’s or senator’s schedule. You can reach me at (telephone number or e-mail address).**

   **Always leave your name and phone number. You may have to contact the office several times before someone returns your call or confirms an appointment. Be persistent and proactive—you are calling as a voting constituent.**
TIPS FOR A SUCCESSFUL MEETING

WHAT YOU SHOULD GIVE THE ELECTED OFFICIAL
A personal meeting with a legislator is the perfect opportunity to educate your elected official about your profession and industry. You do not want to overwhelm the official, but you do want him or her to leave the meeting with a better understanding of you, your profession and your industry.

Some information PBA will include in your packet:

- List of your PBA Government Affairs team and contact information. This can be helpful to the legislator, because if they ever need information from PBA on a particular issue they will know whom to contact.
- Fact sheet on our profession. Many people have a misperception of what goes into becoming a licensed professional or member of the beauty industry.
- Fact sheet and information on the issue or legislation you will discuss.

DURING THE VISIT

- Introduce yourself and your job title/profession.
- Start on a positive note by finding common ground. For example, share the name of your salon or business and because he/she represents your district, he/she will likely know the location.
- Clearly state your position. This is key if your meeting is cut short.
- Use personal anecdotes. Explain your position with facts, and use personal stories when possible.
- State legislation affects you and your clients; make sure your legislators understand the personal ramifications or benefits resulting from their actions.
- If you don’t understand something, ask for an explanation.
- Have the legislators clarify their position on the issue.
- Ask them to take some specific actions such as voting for or against this bill.
- If you don’t know the answer to a question, say so, but offer to get an answer. Record the question and make sure it gets back to your PBA GA Team.
- Thank them as you leave.

AFTER THE VISIT

- Note any unanswered questions or information.
- Write a thank you letter to the legislators summarizing your priority points. It is best and most effective to send a personal letter or card via snail mail.
- Record the notes of your meeting on the report form (next page) including insights about legislators’ concerns.
- Maintain ongoing communication with legislators and their staff through emails, calls, and visits.
FOLLOW-UP REPORT FORM

Your Name: ____________________________________________________ Date: __________________________

State: _____________________ Name of Legislator: ___________________________________________________

Name of person(s) met with (legislator or staff): _________________________________________________________

Principal staff member on the issue: __________________________________________________________________

(Circle response or fill in the blank)
1. Who did you see? Legislator Staff
2. Was the legislator/staff aware of PBA? Yes No
3. What issues did you discuss? ______________________________________________________

4. What is the position of the legislator on this issue?
   Issue 1 ___________________                         Issue 2 _________________
   _____ Supports PBA’s position                     _____ Supports PBA’s position
   _____ Leaning toward PBA’s position               _____ Leaning toward PBA’s position
   _____ Position unknown/undecided                  _____ Position unknown/undecided
   _____ Leaning against PBA’s position              _____ Leaning against PBA’s position
   _____ Against PBA’s position                      _____ Against PBA’s position

5. What are your legislator’s main concerns on this issue?
   _______________________________________________________________________________
   _______________________________________________________________________________
   _______________________________________________________________________________

6. What does your legislator hear from constituents on this issue?
   _______________________________________________________________________________
   _______________________________________________________________________________
   _______________________________________________________________________________

7. Follow-up needed from PBA staff:
   _____ Call from lobbyist                           _____ Additional materials
   _____ Generate phone calls/letters from PBA members _____ Other

9. Was this a positive experience for you? Yes No

10. Other comments:
    _______________________________________________________________________________
    _______________________________________________________________________________
    _______________________________________________________________________________
BEST PRACTICES
FROM A FELLOW ADVOCATE!

Kollan Kolthoff is a licensed cosmetologist and PBA Advocate in the state of Iowa. He has shared some wonderful best practices for finding and working with state legislators:

Find a legislator to work with:
Finding a legislator that will partner with you, support your bill and will work with you through this endeavor is invaluable. They can help negotiate on your behalf and can submit amendments and bills. They also can rally their party to support your legislation and can help you with other legislators that need reassurance or on are the fence. They also can keep you updated on the inner workings of the legislator and can help you with an action plan.

Do your research:
Know what legislators have voted on in the past with regards to the bill you are trying to pursue, research their family, know what he/she likes, and be relatable. This will help you stand out and will make them want to help you accomplish your goal.

Ask for help:
Use your resources. The PBA is full of an abundance of resources and people who are more than willing to help you navigate the inner workings of state capitols. If they don’t know the answer, they will find someone who does or will have some ideas on how to get past a road block.

Be aware of your state’s legislative process:
Some states meet annually, and some states meet bi-annually. This is very important when framing your strategy. Also, know the basic path that legislation needs to take in your state to get to the governor’s desk. Every state is different and knowing how this process works will be an advantage to you. Need help? Contact your PBA GA Team!

Know the facts on the issue:
Make sure you know all your talking points, rehearse them, and stay focused on what you are trying to achieve.

Practice an elevator speech:
Most legislators talk to lots of people, have a busy schedule and have limited time. It is very important to make sure you can get your talking points across quickly. Also, make sure to emphasize that you are a constituent working on behalf of other professionals, and not a lobbyist.

Bring something to leave behind:
Legislators talk to many people daily and will most of the time process information in the evening hours when the legislation is not in session, so it is important to give them information to review.

Follow up:
Make sure you follow up with a legislator a few days after leaving information with them. This ensures they know you are passionate about the issue and you can answer any questions they may have.