



Professional
Beauty
Association

NONPROFIT • ADVOCACY • COMMUNITY

GUIDE TO ADVOCACY



[PROBEAUTY.ORG](https://probeauty.org)

WELCOME

Thank you for joining the Professional Beauty Association (PBA) as an advocate for the industry. PBA is a community-led, nonprofit membership organization representing licensed professionals, salons, manufacturers, distributors, and students. Guided by a member-driven Board of Directors, PBA exists to elevate, unite, and serve the professional beauty industry—and the individuals whose work improves lives and strengthens communities.

Advocacy and legislative processes are constantly evolving, and recent events have underscored the significant role elected officials play at every level of government. PBA is committed to ensuring the industry's voice is informed, credible, and respected and we are proud to partner with you as part of that effort.

Through this toolkit, you will learn how to:

- UNDERSTAND WHO REPRESENTS YOU AT EVERY LEVEL OF GOVERNMENT
- IDENTIFY ISSUES THAT AFFECT YOUR LIVELIHOOD AND YOUR BUSINESS
- COMMUNICATE EFFECTIVELY WITH LAWMAKERS AND THEIR STAFF
- NAVIGATE THE ADVOCACY AND LEGISLATIVE PROCESS WITH CONFIDENCE

We're here to guide you every step of the way and help you become a powerful advocate - for yourself, your colleagues, and the future of the beauty industry.

Kati Rapoza

DIRECTOR OF ADVOCACY

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WHY ADVOCACY MATTERS



The advocacy landscape is changing rapidly, and decisions made by elected officials at the local, state, and federal levels can directly affect beauty professionals, businesses, and students. PBA's top advocacy priority is protecting professional licensing for the beauty industry at the state level.



Lawmakers are responsible for addressing a wide range of policy issues and cannot be experts in every field. Industry advocates play a critical role by providing practical insight and professional expertise when legislation affects the beauty industry.

**YOU CAN FIND YOUR ELECTED
OFFICIALS AT THE STATE AND
FEDERAL LEVELS HERE:**

probeauty.quorum.us/findmylegislator/



WHO REPRESENTS YOU



STATE REPRESENTATIVES, STATE SENATORS, AND THE GOVERNOR

State legislators introduce and vote on laws that regulate the beauty industry, including professional licensing. These relationships are critical. When beauty professionals connect directly with their state representatives and senators, they create opportunities to educate lawmakers using real world experience.

Because licensing is regulated at the state level, these connections are among the most important you can build as an advocate.

LOCAL ELECTED OFFICIALS

Local officials may include mayors, city or town council members, and county supervisors. Decisions made at the local level can have a direct impact on your business, from zoning and permits to workforce and small business policies. Building relationships locally can lead to meaningful, immediate results.



MEMBERS OF CONGRESS

At the federal level, you are represented by two U.S. Senators and one Member of the U.S. House of Representatives. Federal policy issues impacting the beauty industry often relate to taxation, workforce policy, and small business considerations.

PBA successfully secured the extension of the 45B FICA Tip Tax Credit for beauty businesses through sustained engagement with Members of Congress, supported by industry advocates who shared their experiences and built trusted relationships.

**LEARN MORE ABOUT THIS
ADVOCACY SUCCESS HERE:**

probeauty.org/fica



THE ADVOCACY PROCESS

STEP 1: GET INVOLVED

You've already taken the most important step – getting involved. Advocates come from many backgrounds, and every state's legislative process is different. PBA is here to help you understand your state's system and build confidence as an advocate.



SIGN UP FOR ADVOCACY ALERTS HERE:
probeauty.quorum.us/campaign/105082/

STEP 2: IDENTIFY IMPACTFUL LEGISLATION

PBA will notify you when legislation is introduced in your state that could affect the industry and requires attention. If there is a bill you are concerned about, please email Kati Rapoza kati@probeauty.org.

STEP 3: COMMUNICATE AND TAKE ACTION

This is where advocacy gains momentum. Sharing action alerts with colleagues, coworkers, and fellow professionals amplifies our collective voice. PBA provides ready to use tools, including email campaigns and social media content.

Add a personal note explaining why the issue matters to you and why immediate action is important. Personal messages drive engagement and results.

STEP 4: TESTIFY WHEN OPPORTUNITIES ARISE

If a bill advances, there may be an opportunity to testify at a committee hearing. Testifying as a licensed professional is one of the most powerful ways to influence lawmakers. You'll speak directly to the legislators who will decide whether the bill moves forward.

TIPS FOR EFFECTIVE ADVOCACY

DEVELOP A CLEAR ELEVATOR PITCH

Elected officials have limited time. Be prepared to clearly and concisely explain who you are, what you do, and why the issue matters. Emphasize your role as a constituent and industry professional.

PROVIDE LEAVE-BEHIND MATERIALS

Written materials allow legislators and staff to review information outside of meetings, when they are preparing for votes.

FOLLOW UP THOUGHTFULLY

A timely follow-up reinforces your engagement and ensures you are available to address any remaining questions.

LEVERAGE PBA RESOURCES

PBA offers extensive advocacy expertise and support. When questions arise, our team is available to help identify solutions, provide guidance, and connect you with additional resources.

UNDERSTAND YOUR STATE'S LEGISLATIVE PROCESS

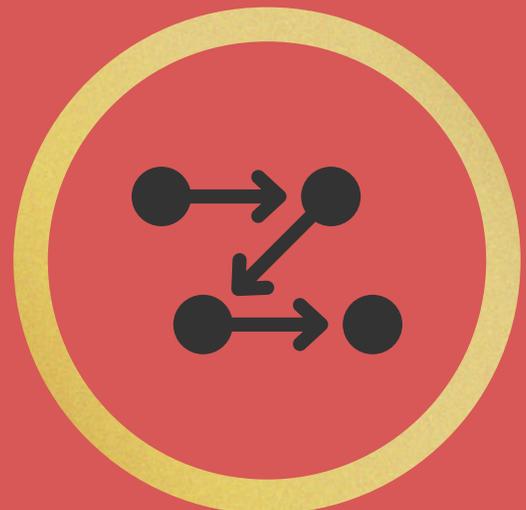
Legislative structures and timelines vary by state. Familiarity with how legislation moves from introduction to enactment strengthens your effectiveness as an advocate.

BE PREPARED AND INFORMED

Understand the issue, know your talking points, and remain focused on your advocacy objective.

BUILD TRUSTED RELATIONSHIPS

Strong relationships with elected officials can support collaboration, amendments, and consensus-building. Legislators can also provide valuable insight into legislative strategy and timing.



BEST PRACTICES FOR ENGAGEMENT



BE STRATEGIC ABOUT TIMING

While it is always appropriate to contact your elected officials, establishing relationships before an issue arises strengthens future advocacy efforts.

ENGAGE PROFESSIONALLY

Outreach may begin with an email or phone call and can expand to meetings or virtual conversations. Share your professional perspective, explain community impact, and acknowledge differing viewpoints.

MAKE A CLEAR, ACTIONABLE ASK

Be specific about the outcome you are seeking. PBA's advocacy team can assist in refining your request.

USE DATA TO SUPPORT YOUR MESSAGE

PBA's annual research reports provide state and national data on the industry's economic and workforce impact. These reports are available to PBA members in their member portal.

SHARE YOUR STORY

Personal experiences humanize policy discussions and help decision-makers understand real-world impact.

EMPHASIZE CONSTITUENT IMPACT

Beauty professionals contribute to local economies, employment, and community well-being - factors that matter to elected officials.

RELY ON PBA ADVOCACY TOOLS

PBA provides issue briefs, talking points, and advocacy guidance to ensure clear, consistent, and effective communication.

We look forward to **working together** to elevate, unite, and protect the professional beauty industry.