

salons and spas



You Belong.

*salons and spas | distributors and OTCs
manufacturers and manufacturer reps*



professional
beauty association **pba**



Discover the benefits of belonging!

The Professional Beauty Association is made up of salons, distributors, manufacturers and other industry professionals dedicated to improving their individual businesses and the industry as a whole.



**It's easy to belong.
Join today.**

Inez Gray
Habitude Salon and Spas
Seattle, WA

probeauty.org | 800.468.2274

Salons and Spas

Top 10 Reasons to Belong

- 1. Symposium**
- 2. Business Blueprints**
- 3. Advocacy**
- 4. Networking Groups**
- 5. Center for Business Education**
- 6. The List**
- 7. Beacon**
- 8. Research**
- 9. Event Discounts**
- 10. Benefit Providers**

1 Symposium

Nothing in the industry can compare to the education, **insights and networking** of the salon/spa section's annual Symposium. Here's what members have to say:

"My team of six managers and I joked that it was inspiration overload." - Inez Gray (Habitude Salon and Spas)

"I loved every event I attended and experienced every emotion from laughter to crying." - Matthew Fairfax (James Alan Salon)

"Great education [and] fun networking opportunities galore." - Jan Seybold (Carenza Color Cutting Experience)

"Wow... I will never miss another Symposium!" - Rowena Yeager (Studio Wish)

Kick off each year with a weekend that will **challenge and inspire** you to take your business to **a new level of success**.

2 Business Blueprints

Need a **front-desk manual**? An **evaluation form** for your new nail tech? A **bridal services contract**? Other salon/spa section members have provided great templates of these documents—and many more—for you to download. Simply customize the document to your business. For a full list of the **more than 50 blueprints available**, please visit www.probeauty.org.

3 Advocacy

When businesses join together in an association like PBA, they become a powerful and effective voice for the industry. PBA is pushing for passage of national **tip-tax legislation** that would give salon and spa owners a **tax credit** for the FICA tax they pay on employees' tips. And PBA co-sponsors **Welcome to Our World**, where industry professionals give Congress a makeover while pushing issues such as the tip-tax legislation. But there is much more to be done. PBA will be out there knocking on doors to advocate for our members' interests when bills arise on **small business issues** such as **health care, tax issues** and **OSHA**.



4

Networking Groups

While the business world is certainly competitive, an association **provides a valuable collaborative experience**. Local networking meetings provide an opportunity for beauty business professionals to **share ideas** and provide each other with **on-going support**. To view a list of existing networking groups, visit www.probeauty.org/networking. If you don't see one in your neck of the woods, consider starting one. **PBA will help!**

5

Center for Business Education

These advanced-level seminars are unlike any other out there. They are **taught by successful peers** with in-the-field experience. With attendance limited to 25, the seminars' round-table discussions allow for intensive involvement from attendees. Past topics include **"Learn to Build a Salon Empire,"** led by Eveline Charles and her amazing business team from Canada. Upcoming topics include **"How to Get Out from Behind the Chair and Manage Your Salon Business."**

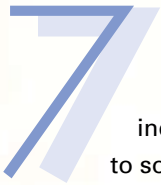
6

The List

The listserv is the most powerful networking benefit besides face-to-face interaction. It allows you to **communicate through email** with other salon/spa members. Efficient, effective and fun, daily topics on the list range from compensation to tipping to dress code to legal issues to staff meetings and more. Plus, you can retrieve **archived business conversations** to research great ideas from your peers—even if you are not subscribed on a daily basis.



I belong.



Beacon

Beacon is a chance for **outstanding cosmetology students** to learn about the business side of this creative industry. It also allows salon/spa section members access to some of the most **promising new employees** in the country.

Don't miss the opportunity to network with the industry's brightest prospects!

Research

PBA quantifies the state of the industry and marketplace trends, providing valuable benchmarks over time. The salon/spa section's

10th Anniversary Survey includes typical costs on salon services, average employee benefit offerings, number of chairs and average client visits per week, use of non-compete or education agreements and much more! Plus, all PBA members qualify for a complimentary copy of the **National Industry Profile** (based on federal government data covering salons, spas, nail salons and barber shops).



Kendall Ong
Mane Attraction
Phoenix, AZ



Ann Mincey
Redken 5th Avenue NYC
New York, NY

9

Event Discounts

Salon/spa section members receive two complimentary three-day tickets to the **International Salon & Spa Expo** in Long Beach, California (a \$160 value). Members also receive two free tickets to **Cosmoprof North America** in Las Vegas, Nevada (a \$200 value). Members receive \$15 off the cost of a **North American Hairstyling Awards** (NAHA) entry, plus discounts on tickets to the awards ceremony. Members also pay \$405 less for **Symposium** tuition than non-members and can save even more if purchasing 3 or more tickets. And PBA members receive a 50% discount off the price of **Center for Business Education** tuition.

Benefit Providers

PBA partners with a selective group of respected companies to expand the value of your membership with **valuable discounts** on products and services. Say you want to send a postcard to potential customers within a 5-mile radius of your salon that have a household income over \$50,000. PostcardMania offers 5,000 full-color postcards for just \$389. Pair those postcards with a customized mailing list from Hugo Dunhill—at a 30% discount. **PBA helps you pay less** to bring in new clients!

10



Events

PBA produces industry events that benefit the membership and, in some cases, help supplement dues income to fund the association's strategic goals.

PBA Center for Business Education

various dates | Scottsdale, AZ
www.probeauty.org/cbe



These two-day, advanced-level seminars are taught by successful peers with in-the-field experience. With attendance limited to 25, the seminars' round-table discussions foster attendee involvement.

Symposium

January 20-23, 2007 | San Antonio, TX
January 12-15, 2008 | Orlando, FL
www.probeauty.org/symposium

**TSA
Symposium**

PBA's salon/spa section gathers each year for a weekend of engaging business education and intensive networking for salon and spa owners and key staff members.

Beacon (for cosmetology students)

January 20-22, 2007 | San Antonio, TX
January 12-14, 2008 | Orlando, FL
www.probeauty.org/beacon



Held in conjunction with Symposium, Beacon is a chance for outstanding cosmetology students to learn about the business side of the industry. Plus, PBA members meet promising potential employees.

International Salon & Spa Expo (ISSE)

February 3-5, 2007 | Long Beach, CA
January 26-28, 2008 | Long Beach, CA
www.probeauty.org/isse

LONG BEACH
**international
salon and spa
expo**

The biggest beauty show on the West Coast, ISSE delivers valuable technical education, quality manufacturers on the exhibit floor and a professionals-only atmosphere. That's the ISSE commitment.

PBA Beauty Ball & Charity Gala

www.probeauty.org/beautyball



PBA Beauty Ball & Charity Gala is an opportunity for the professional beauty industry to join together for dinner, dancing and doing good. The event raises money for a variety of charities close to the beauty industry.

PBA Hill Visits

May 2007 | Washington, DC
www.probeauty.org/hillvisits



PBA takes Capitol Hill by storm each May. Armed with talking points about issues such as tip-tax reform, association health plans and more, members meet with their Congressional representatives.

Welcome to Our World

hosted by the Professional Beauty Federation
May 2007 | Washington, DC
www.probeautyfederation.org

**Welcome to
Our World**

The professional beauty industry invites Congress for its annual makeover each May. While Congress enjoys the beauty services, members push legislative issues important to the industry.

Cosmoprof North America

July 15-17, 2007 | Las Vegas, NV
www.cosmoprofnorthamerica.com



At Cosmoprof North America, new products are launched, new companies are empowered and new business deals are inked. It is the premier business-to-business trade event for the global beauty industry.

North American Hairstyling Awards (NAHA)

July 15, 2007 | Las Vegas, NV
www.probeauty.org/naha



NAHA, the most prestigious hairstyling competition in North America, celebrates the artistry and skill of the professional salon industry. Winners are announced at a star-studded bash—the Academy Awards of the industry.

**Salon and Spa
Dollar Value of
Membership**

Benefit Providers:
\$6,174

Software Discounts:
\$773

Event Discounts:
\$2,395

Business Tools
\$550

GRAND TOTAL
\$9,892

For the full detail on
the dollar value of your
membership, please
visit www.probeauty.org/dollarvalue.



Featured PBA Members (cover): Harlan Kirschner – The Kirschner Group; Rowena Yeager – Studio Wish; Lori Silverstein – Peninsula Beauty Supply; Max Wexler – Beauty Craft Supply & Equipment Co.; Amby Longhofer – DermaNew; Terri Taricco – Helen of Troy; Jan Seybold – Carezza Color Cutting Experience; NeCole Cumberlander – Noire et Blanc



Businesses connected to the professional beauty industry who do not fit into one of the membership sections above

Associate Members

Businesses that produce products for sale to wholesalers, distributors, salons, spas and/or individual cosmetologists; also manufacturer representatives

**Manufacturers /
Representatives**

Businesses whose primary trade is purchasing beauty products and reselling them at wholesale to salons, spas and/or individual cosmetologists

Distributors / OTCs

Beauty salons, nail salons, chain salons, barbershops, spas and day spas with a minimum of three licensed employees

Salons / Spas

Membership Categories

tear along perforation

Professional Beauty Association 2007 Membership Application



Use this form to apply for membership in the Professional Beauty Association. Please be sure to fill out both sides of the application.

Contact Information

Company _____ Owner Name _____
 Partner(s) _____ Primary Contact _____
 Address (no P.O. boxes) _____
 City _____ State/Province _____ Postal Code _____ Country _____
 Direct Phone _____ Direct Fax _____
 Direct Email _____ Website _____

Billing Contact (for invoices, renewal forms, etc.) Contact Name _____ Company _____
 Billing Address _____
 City _____ State/Province _____ Postal Code _____ Country _____

How did you hear about PBA? _____
 Would you (or a member of your staff) be interested in serving on a PBA committee or task force? Yes No If yes, please provide contact information.
 Name _____ Email _____ Phone _____

Other Trade Associations You Belong to _____
 PBA respects your privacy! If you do not wish to be included on PBA-related emails or faxes, please check here: No Emails No Faxes
 PBA occasionally makes member information available to trusted partners, such as member benefit providers. If you prefer that your information not be shared, please check here: No Partner Mailings For the full PBA privacy policy, please visit www.probeauty.org/privacypolicy.php.

Government Affairs

Are you politically active? Yes No No, but please contact me and let me know what I can do!
 Do you have any challenging government issues? If so, what are they? _____
 Do you have a connection to a state or national politician? If yes, please name. _____
 Do you a staff position dedicated to government affairs on your payroll? Yes No If yes, please provide contact information.
 Name _____ Email _____ Phone _____

Dues

The dues amount you pay is based on your business' gross annual sales as follows.
Note: Dues are for calendar-year membership: January 1, 2007 - December 31, 2007.

Gross Annual Sales	Dues	Gross Annual Sales	Dues
<input type="checkbox"/> Less than \$500,000	\$175	<input type="checkbox"/> \$10 - \$25 million	\$1,500
<input type="checkbox"/> \$500,000 - \$1 million	\$250	<input type="checkbox"/> \$25 - \$50 million	\$2,500
<input type="checkbox"/> \$1 - \$2.5 million	\$400	<input type="checkbox"/> \$50 - \$75 million	\$4,000
<input type="checkbox"/> \$2.5 - \$5 million	\$500	<input type="checkbox"/> \$75 - \$100 million	\$5,000
<input type="checkbox"/> \$5 - \$7 million	\$750	<input type="checkbox"/> \$100 million or more	\$7,500
<input type="checkbox"/> \$7 - \$10 million	\$1,000		
<input type="checkbox"/> Associate Member	\$1,500		
		Total Dues Amount \$ _____	

Payment

Check or Money Order # _____ (made payable to Professional Beauty Association) American Express MasterCard Visa
 Card # _____ Exp _____ Security Code _____
 Name on Card _____ Signature _____
3 or 4 digit security code on your card.

By signing here, I authorize the charges to my card.
 Note: A portion of your dues may be tax-deductible as a business expense but not as a charitable contribution for federal income tax purposes. 35% of your dues are used for association lobbying and is not deductible in accordance with IRS Section #6033. Dues are not deductible as charitable contributions. Please consult your tax advisor for specific advise.



Professional Beauty Association Membership Section

Please indicate which section of PBA you wish to join and fill out the corresponding portion.

[] Salon/Spa Section

Membership Requirements: Companies that provide professional beauty services to the public, including without limitation, beauty salons, nail salons, chains of salons, barbershops, spas, day spas and service providers.* Must have a minimum of three (3) licensed employees on payroll.

Year Established _____ # of Locations _____

Business Type (please check one) Proprietorship Corporation Partnership

At Your Largest Location # of Licensed Employees on Payroll _____ # of Stations _____ # of Renters _____

of Front Desk Employees _____ # of Clients Seen per Week _____ Sq. Footage _____

Please indicate the services offered in your salon/spa.

Electrolysis Hair Hydrotherapy Makeup Massage Microdermabrasion Nails Peels Skin
 Spa Services Tanning Waxing Other (please specify) _____

Salon/Spa Software Used _____ Does your salon accept tips? Yes No

What product lines do you carry? _____

Do you purchase your products through a distributor? Yes No

If yes, what distributors do you use? _____

[] Distributor/OTC Section

Membership Requirements: Companies whose primary business is (A) purchasing beauty and/or barber products and reselling those products at wholesale to beauty salons, barbershops and/or beauty cosmetologists; (B) companies that sell beauty products over the counter; (C) representatives of such companies; and (D) service providers.*

What are your territories? _____ Total # of Employees _____

of Inside Sales People _____ Do you use outside sales representatives? Yes No If yes, how many? _____

What percentage of your business is done through outside salespeople? _____%

Company Classification (check all that apply) Full Service Limited Line (less than four brands) Single Line
 Full Service Professional Stores OTC Other

What types of products do you carry? Hair Nails Appliances/Tools Skin Publications Software
 Other _____

Please list your principal brands. _____

[] Manufacturer/Manufacturer Representative Section

Membership Requirements: Companies who (A) manufacture or produce beauty and/or barber products for sale to wholesalers and/or distributors in the professional beauty industry or salons; (B) sales representatives of such companies; and (C) service providers.*

Do you sell directly to salons, spas or barber shops? Yes No Do you sell directly to cosmetology schools? Yes No

Do you sell directly to retailers? Yes No

What percentage of your business in the professional salon industry is done through distributors? _____%

What types of products do you manufacture? Hair Nails Appliances/Tools Skin Publications Software
 Other _____

Please list your principal brands. _____

Please list any subsidiary companies. _____

[] Associate Member

Membership Requirements: Any individual or entity that has substantial involvement in the professional beauty industries and does not meet the qualifications for regular general membership is eligible to be an associate member.

What is the nature of your business in the industry? _____

* Service providers include companies who attribute over half of their gross revenue to the provision of consulting, support or other similar services to the professional beauty industries. These service providers are eligible to be a member of any section that accounts for one quarter of the company's gross revenue.

For credit card payments, please fax both sides of this form to: **480.905.0708**
If you are paying with a check or money order (made payable to PBA), please mail this form and payment to: **PBA | 15825 North 71st Street, Suite 100 | Scottsdale, Arizona 85254**

Please allow 5-7 business days for your application to be fully processed. If you have provided us with an email address, you will receive an email confirmation once your membership is active.



Questions? Call 800.468.2274 (480.281.0424) or email info@probeauty.org.





15825 North 71st Street, Suite 100
Scottsdale, Arizona 85254

A decorative graphic consisting of three overlapping squares in shades of blue and white, positioned to the left of the number 4.

4

*easy
ways
to
belong*

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