



Progress

An Update for Members of the Professional Beauty Association

Event Spotlight



page 11

Cosmoprof
North America
July 15-17, 2007
Mandalay Bay
Las Vegas

www.cosmoprofnorthamerica.com

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**Get Networking!
The Powerful
Benefit that Will
Change Your
Business for the
Better**



The Power of Networking

Networking is one of the most valuable benefits of PBA membership. If you haven't yet tapped into the power of networking for your business, we hope that this issue of the newsletter will inspire you to take those first steps. A strong network means that you have personal business advisors available by phone or email whenever you need them. As our new Salon/Spa Leadership Council member Kendall Ong says, "You can have your own Board of Directors if you participate and network with other members!"

There are various ways to get involved in PBA networking-regional networking groups (described in our cover story on page 4), email listserves, one-on-one phone calls and more. Well, here's a new method to add to your networking arsenal: PBA Beauty Circle.

PBA is hitting the road with a series of networking receptions at major trade events. We've already hosted a reception in Long Beach in conjunction with ISSE and a distributor breakfast at Chicago Midwest. Here's what's coming up next:

Beauty Circle: New York

in conjunction with IBS New York
Sunday, March 11
6:00pm - 8:00pm
Top of Copa Room at the Copacabana

Beauty Circle: Orlando

in conjunction with Premiere Orlando
Saturday, June 9
Peabody Hotel

Beauty Circle: Las Vegas

in conjunction with Cosmoprof North America

Salon/Spa-Only Networking Round Tables

Sunday, July 15
2:00pm - 5:00pm
Mandalay Bay Resort & Casino

PBA Annual Business Forum

Monday, July 16
8:00am - 10:00am
Mandalay Bay Resort & Casino

Reception before City of Hope

Monday, July 16
7:00pm - 8:30pm
Mandalay Bay Resort & Casino

Distributor-Only Networking Round Tables

Tuesday, July 17
8:00am - 10:00am
Mandalay Bay Resort & Casino

Beauty Circle events are open to members and those considering membership, and they are complimentary. They are timed to be convenient for those in town for the related events. So watch your mailbox and inbox for your invites! And please feel free to bring an

pbabeautycircle

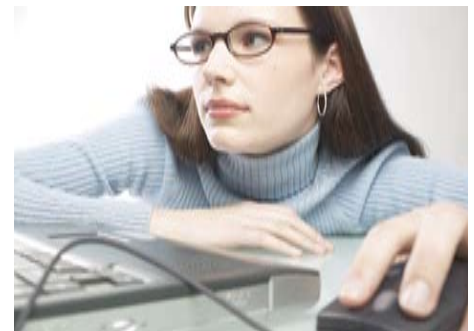
industry friend when you come, especially if they're not a member and could use some encouragement to join. To learn more, please visit www.probeauty.org/beautycircle.

The great thing about networking is that it works both ways. Not only do you learn valuable insights, but you are empowered to realize how very much you also have to offer. PBA member Gene Juarez has said, "If you become a giver, all your mistakes will be unique." Here's to building an industry where mistakes only have to happen once!



Steve Sleeper
PBA Executive Director

P.S. Don't forget: The newsletter is now online. Share one of the great articles in this newsletter with a friend in the industry. Let the networking begin!



Visit www.probeauty.org/progress.

Member Get a Member Campaign

There is power in numbers!

Help PBA increase its power by recruiting new members for the association.

FREE GIFT!

The first 100 members to recruit a new member will receive a \$10 Starbucks gift card! (Your new recruit MUST mention your name in the "How did you hear about PBA?" section of the application.)



IT'S EASY!

Use our quick online form to send emails to the distributors, manufacturers or salons/spas in your circle. Visit www.probeauty.org/recruit and enter their email addresses. The message includes the top 5 reasons to join for each section. Be sure to add your own reason in the personalized message at the top!

Not sure if someone is a member? View an updated membership directory at www.probeauty.org/directory.

If you prefer to receive membership brochures to recruit in person—or if you have any questions—please call Member Services at 800-468-2274 (480-281-0424).

www.probeauty.org/recruit

Happy recruiting!

The Emergence of the High-End Consumer A Critical Market for the Professional Beauty Industry

Much has been said in recent years about the increasing disparity between the rich and poor and the shrinking middle class. To be sure, many measures of income inequality do indicate a growing gap between the haves and have-nots, but often these statistics don't paint a complete picture of what is going on in the middle.

If one takes a closer look at the data, there's another side to the story, one that could have a profound effect on the growth of the professional beauty industry for years to come. The number of high-income households in the U.S. is growing, and they are spending more and more money on goods and services. In short, it's the emergence of the high-end consumer.

There are more American households in the \$100,000 club than ever before. The proportion of U.S. households with annual incomes of \$100,000 or more increased from 10 percent in 1985 to more than 17 percent in 2005 (adjusted for inflation).

A key point is that the growth in higher-income households was the result of middle-class households moving up the income ladder. The share of households with incomes of \$75,000 or more rose between 1985 and 2005, while the share of households in each of the lower income categories declined.

Spending Patterns. These higher-income households spend a significant amount of money on the products and services of the professional beauty industry. In 2005, households with annual incomes of \$100,000 or more spent an average of \$1,098 on personal care products and services*, according to the Bureau of Labor Statistics (BLS). In comparison, the average U.S. household spent \$541 on personal care products and services in 2005.

Across all income levels, expenditures on personal care products and services represent slightly more than one percent of the average household's total annual expenditures. However, average household spending on personal care products and services rises significantly as household income grows, as the chart below indicates.

Looking at overall spending in the professional beauty industry, it is clear that higher-income households represent an important and growing market for the industry's products and services. In fact, households with incomes of \$100,000 or more are responsible for 30 percent of all spending on personal care products and services, despite representing a smaller 17 percent of all U.S. households.

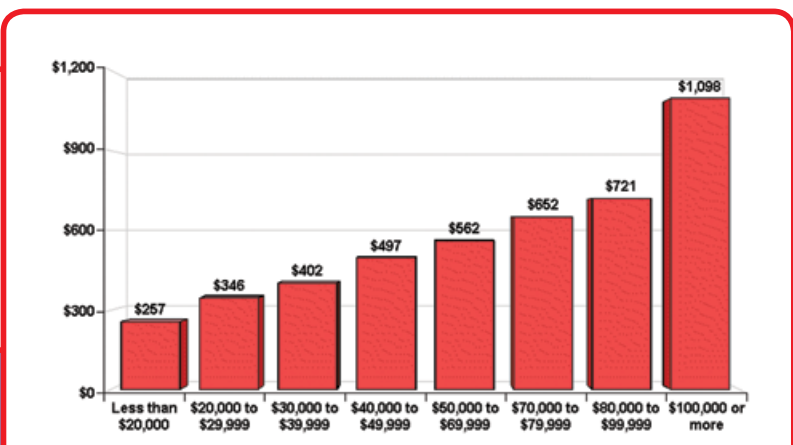
The products and services of the professional beauty industry have become an essential part of people's daily lives—a trend that will continue well into the future. The high-end consumer is a very important market for the professional beauty industry, and represents a significant source of growth for the industry in the years ahead.

**The BLS definition of personal care products and services includes spending at salons, spas, barber shops and nail salons; purchases of hair, cosmetic, shaving and hygiene products; as well as purchases of personal care appliances for the home.*

Bruce Grindy is an economist and government affairs consultant to PBA. He also works closely with the National Restaurant Association. He received a master's degree in economics from the University of North Dakota and a bachelor's degree from Concordia College in Moorhead, Minnesota.



Average Annual Household Spending on Personal Care Products and Services By Household Income



Source: Bureau of Labor Statistics

Get Networking!



Building the Ohio Salon Connection How One Member Was Inspired

Experienced salon/spa section member Rowena Yeager, owner of Studio Wish Salon & Colour Café in Streetsboro, OH, recently started a networking group for salons and spas in her area called “The Ohio Salon Connection.” Here’s her take on the importance of networking in this business.

Twenty years ago when I was born into the hairdressing world (on graduation day), I already wanted to be ahead of where I was. I would go to my mentors and ask, “How do I get there?” Whether I wanted to be a platform artist, editorial stylist or hairdresser to the stars, I always heard the same thing. Network, network, network. At the time, I didn’t really understand what it would mean to me later in life, but I began getting to know all those I looked up to and longed to learn from.

Developing friendships through PBA on a national level has been one of the most important things I have done to date in my salon owner life. I will never forget the first time I spoke with Domenic Cicala of O’Hair Salon and Spa in Gaithersburg, MD. I called him to

talk about non-tipping. After a few questions, Domenic told me that I had bigger problems on my hands with my insane commission payscale and that if I didn’t do something about it, I wouldn’t have a salon in a few years. That shocked me into reality. With the help of many Listees (listserve participants), lots of networking and looking at several payscale options, I altered my payscale and learned what it meant to become a leader. I took back my salon that was controlling me. I cleaned a little house where needed, added the right people back into the mix and began to feel I finally understood what it meant to be a business owner.

I felt very compelled to begin a local networking group that could become a support system for Ohio salon owners. Having someone close by to call on-to lend an ear, be a shoulder to cry on or simply slap you back to reality when you are about ready to lose it-is heaven sent. When you are down in the trenches and need advice, networking groups will always be your best friend. My goal with this group is to give back whatever I can just as I have received

from those who have the same drive and passion for the beauty industry that I do.

We had our first networking “meet and greet” for the “The Ohio Salon Connection” at Studio Wish in February, and it went very well. We had six salons attend, representing a range of experience from new salon owners (less than 3 years) to long-time owners (20 years plus). For the first meeting, we decided to keep things very informal. We each took a moment to introduce ourselves and talked a bit about what we would like to gain from a networking group and what we had to offer to others within the group. Following are some of the issues we discussed:

Workman’s Comp. Can a stylist have an injury that is a permanent partial disability and still work while collecting?

Franchising Your Salon. How does it work and what’s in it for me?

Employee Issues. Schedules, education, vacation time, walkouts, policies.



to Start a Networking Group

Team. How to create a team that really works together. What works, what doesn't. Can you be too large to work as a team and have everyone on the same page with your cultural values?

Cultural Salon Values. What does this mean to our team? How do we establish them? Accountability.

Hiring. What our hiring procedures are—our standards for hiring out of school versus a veteran stylist or salon hopper.

Credit Card Fees. How high are yours? What can we do to get them lower?

Marketing Promotions. Yellow pages are definitely on the out. Websites, direct mail, radio, in salon.

Payroll %. What is a healthy percent? How do you pay your employees?

Stylist Incentives. Bonuses, motivation, prebooking, retailing.

This is just to name a few things that we touched on during our first gathering. We currently have 15 salon owners showing interest in this group and hope that more will be able to attend our next meeting. We are planning to meet every other month, and we will be traveling to each of our locations. Voices are always stronger in numbers. We hope to grow our group in the next few years to be a strong voice for salons at our Ohio State Board as well as a support for each other.

Networking has become a staple for me in running my salon. I feel very blessed to have met such wonderful people and encourage anyone interested in joining or starting a networking group to do so. It will be some of your time best spent.

The Ohio Salon Connection Motto:
“Helping salons grow from the inside out.”



Rowena Yeager
Studio Wish Salon
& Colour Café

PBA Networking Groups

Washington, DC Area Salons/Spas

Contact: Serena Chreky
schreky@starpower.net

New York, NY Area Salons/Spas

Contact: John Galietti
johnxabc@aol.com

Phoenix, AZ Area Salons/Spas

Contact: Kendall Ong
Kendall@maneattractsalon.com

Madison, WI Area Salons/Spas

Contact: Tina Morschauser
tina@rejuvenationspa.net

Pittsburg, PA Area Salons/Spas

Contact: Lisa Arnold
jlarnold@nauticom.net

Northern Ohio Salons/Spas

Contact: Rowena Yeager
studio.wish@yahoo.com

Have an active networking group?
Add it to the list!
Email info@probeauty.org with all the details.

Other Networking Opportunities

Ladies Who Launch (www.ladieswholaunch.com) ... offers networking and training for women entrepreneurs.

Heather A. Stafford

Lord and Lady Hair and Day Spa, Inc.

The Chamber of Commerce is a good source for networking. You will also find other groups to network with through the Chamber's contacts.

Pete Pastore

Images at San Marcos Salon/Day Spa

We are part of a group called Business Networking International. BNI is for people that seriously want to build their businesses fast. One of our girls claims that 30% of her clients are directly or indirectly from her relationships from the BNI group.

Tony Gordon

Gordon in Ravinia

Tips for Creating a Successful Networking Group

Ready to Get Networking? Here's How!

Don't be intimidated! Start small and grow organically. Imagine the benefits to your business and then communicate that to the owners and managers you invite. Be prepared for initial hesitation from some participants—it takes time to build trust and understand the benefits of networking.

Pick your date. Mondays are fantastic. Many salons are closed on Mondays, and our existing networking groups have found that it is the best day to meet.

Reserve a meeting space. A restaurant is perfect. Ask to speak to the catering manager. Some groups have found that a continental breakfast is best and most affordable. You may also want to try a local community center, church, distributorship or even your salon.

Reach out to existing PBA members in your area. You can receive a list from PBA of all current, resigned and prospective members in your area. Call 800-468-2274 (480-281-0424) or email info@probeauty.org with your request.

Reach out to other salons in the area. This is a fantastic opportunity to recruit more members for your association! Call the employee-based salons in your area that you respect.

Send out invitations about a month in advance. Often a handwritten note can be more effective and is less likely to get lost in spam filters than an email invitation. If there is a cost for refreshments, room rentals and so forth, make sure to include that in the invitations.

Do a meeting reminder. Send a postcard and/or call owners about 10 days prior to the event.

Create a meeting agenda. Try to include some ice-breaking activities. Make it fun AND informative. If attendees need to prepare some information before the discussion, send out the agenda ahead of time.

Be sure to have new PBA member applications on hand. You may print them directly from the website (www.probeauty.org/join) or request that some be sent to you by contacting Member Services at 800.468.2274 (480-281-0424) or info@probeauty.org.

Gather contact information. Make sure to get email addresses from all attendees. You can send a follow-up email with notes and points of interest from the meeting. You can also send a reminder about the next upcoming meeting.

Ask for help! You want to network, right? Well get started by reaching out to the existing networking group leaders! They are fantastic resources as you plan your own group. Don't be afraid to drop them a line to ask their advice. PBA's Membership department is also here to help you get started. Call 800-468-2274 (480-281-0424).

At first people hold back info, but once it is communicated that the intent is to make the industry stronger, then people will open up more.

Tina Morschauser
Rejuvenation

Call and ask to speak with the owner. Remember to be chipper and as positive as possible. Explain who you are and your intentions. The worst they can do is say no.

Rowena Yeager
Studio Wish

I basically created a database of owners in the area [starting with a local magazine's top 50 salons article] and mailed out invitations—some were PBA members but most were not. If I was able to get the email addresses, then I sent invites out that way, too.

Serena Chreky
Andre Chreky, The Salon Spa

One great idea was to share with everyone three things you do well and three things you want to know about the other salons.

Tina Morschauser
Rejuvenation

We all contribute to the agenda. Anyone with an issue or question submits it, and we have a discussion on solutions. Kind of like a face-to-face List[serve]. We exchange resources, discuss ideas and share triumphs.

Kendall Ong
Mane Attraction Salon

It gives you such strength to know you share ALL of the same challenges, and you are okay and to keep going. Being an owner can be such a lonely place. If we all share, we all win eventually.

Donna Gardner
Retreat Salon and Spa, Inc.

Networking Thoughts for Success

Opportunities Are Everywhere

By Jim Blasingame,
The Small Business Advocate®

Networking is one of the three most important areas small business owners should focus on, along with leveraging technology and developing strategic alliances.

My definition of networking is actively making professional relationships, developing and maintaining those relationships, and leveraging them for the benefit of all parties.

Examples of good networking opportunities are everywhere you turn, especially at Chamber of Commerce events or any venue likely to be attended by business and community leaders.

Successful networking is an acquired skill, like playing golf. In fact, we could actually take a lesson from those who seek the little white ball. Good golfers address each shot with what are called "swing thoughts." They orient their pre-swing routine, as well as the actual swing, around these fundamentals, which helps them make a successful shot.

Inspired by the work of my friend Andrea Nierenberg, author of *Nonstop Networking*, I've created a few networking thoughts, or NTs for short.

NT #1 - Make eye contact. One of the worst things that can be said about your human interaction skills is that you don't look the person you're talking to in the eye. Nierenberg says you should be able to remember the color of the person's eyes that you just met.

NT #2 - More ears-less mouth. This is an old adage, but it's an essential NT for most of us. You'll be more likely to impress someone by your interest in them rather than the other way around.

NT #3 - Smile. The smile must be genuine, which is accomplished in combination with NT #1.

NT #4 - Firm handshake. Men are usually better at this than ladies, but don't turn it into a wrestling match. And guys, when you're shaking the hand of a lady, it's the opposite of dancing: Let the lady lead. Ladies, that means you should offer your hand first and give 'em a good squeeze.

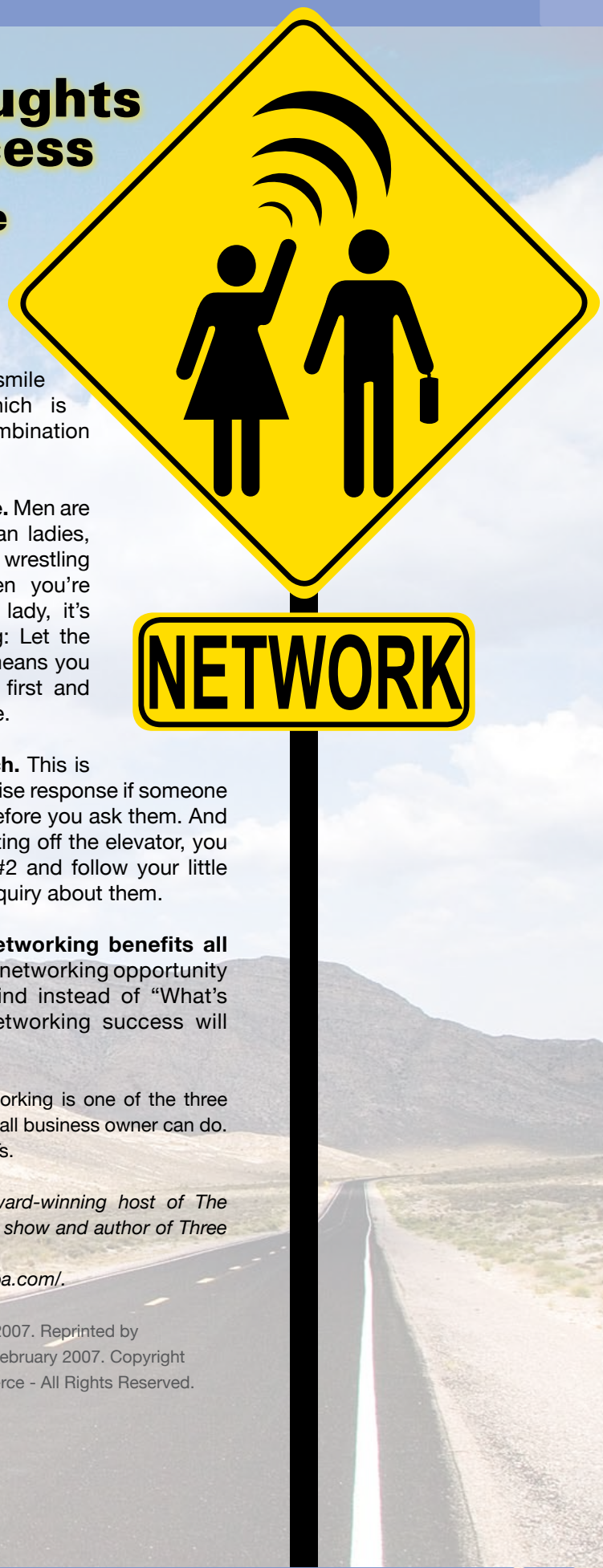
NT #5 - Elevator speech. This is your very short and concise response if someone asks you what you do before you ask them. And unless one of you is getting off the elevator, you should think about NT #2 and follow your little speech with a sincere inquiry about them.

NT #6 - Successful networking benefits all parties. If you enter any networking opportunity with NT #6 on your mind instead of "What's in it for me?," your networking success will increase exponentially.

Write this on a rock: Networking is one of the three most important things a small business owner can do. Be sure to practice your NTs.

Jim Blasingame is the award-winning host of The Small Business Advocate® show and author of Three Minutes to Success. Find Jim at <http://www.jbsba.com/>.

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As Goes California?

New San Francisco Legislation Impacts Salon Owners in the City

PBA member Joseph Bisazza, owner of the Joseph Cozza Salon, alerted PBA to two legislative actions that will have a major financial impact on San Francisco salons. First, the San Francisco Board of Supervisors recently passed legislation that will require all businesses in the city to provide health insurance to any employee who lives in San Francisco starting July 1, 2007.

The new law requires businesses to provide health insurance to each employee through a company-sponsored plan with a minimum contribution of approximately \$180.00 per employee/per month. If a company does not have a company sponsored health insurance plan, they will be required to contribute to a city-sponsored plan that will provide health benefits to their employees. The cost is approximately \$360.00 per month/per employee.

While this may be a significant cost increase to San Francisco businesses next year, more serious news is on the way.

This November, voters approved a proposition that will require all San Francisco businesses

to provide paid sick-leave to all employees.

This requires most businesses to pay for up to nine days of sick leave per

year/per employee, a very onerous proposition for businesses that have commission-based employees. If a commission-based employee takes a sick day, the business may be required to pay that employee their full compensation even though they did not work.

Many salons already offer unpaid sick leave to non-hourly based employees. They do so because they factor unpaid days into the commission rates paid to stylists. However, now the employer would be foregoing the revenue, as the employee is unable to work, but will be forced to pay them as if they were working at the commission rate established before this law was enacted. Any business that employs commission-based employees, such as salons and car dealerships, is affected.

PBA is assisting Mr. Bizazza in his effort to create a coalition of salons interested in fighting for their financial success. This can be done by educating the lawmakers crafting the final legal language of the approved proposition before it takes affect and by informing them of the challenges inherent in this type of legislation.

PBA is also monitoring activity on Capitol Hill and in state legislatures that could expand this type of legislation beyond San Francisco. For example, Sen. Edward Kennedy (D-MA) is proposing similar mandatory sick leave legislation in Congress, which would require companies of 15 or more employees to provide seven paid sick days annually for full-time workers. If you're interested in staying on top of these issues, please consider joining PBA's Grass Roots Network. You'll be kept up-to-date on issues that affect our industry and will be asked to call, email or fax your political representatives when you receive a PBA Action Alert! To sign up for the program, visit www.probeauty.org/advocacy.

Have a government affairs issue that concerns you? Contact Sam Leyvas, PBA's Government Affairs Director, directly at sam@probeauty.org or 800-468-2274 x118.



LIFO

Last-In, First-Out

In late April of last year, the U.S. Senate proposed a permanent repeal of the use of the "Last-In, First-Out" (LIFO) inventory accounting method—an action that would translate into a massive tax increase for hundreds of thousands of American businesses.

The restricted use or outright repeal of LIFO is likely to have far-reaching and potentially damaging effects on any company within the professional beauty industry that relies on effective inventory management to remain profitable. Distributors, which by definition hold and maintain extensive inventories, could be seriously impacted by a loss of revenue through a largely increased tax burden.

Although the proposed repeal of LIFO was defeated last year, it is very likely that this topic will resurface—particularly given the increased pressure from Congress to close the federal "tax gap". To learn more about this issue, please visit www.probeauty.org/advocacy and read the PBA Issue Update to learn more. Also, PBA is very interested in knowing how many of our member-companies use LIFO inventory accounting. Please contact Sam Leyvas, PBA's Government Affairs Director, directly at sam@probeauty.org or 800-468-2274 x118 to let us know if you use LIFO, or if you would like more information.

My View of the Future Insights from the Distributor Leadership Council Chair

To survive in changing times, you must always plan for the future. I think there are several key areas that a distributor should review annually to successfully plan for their future.

Warehouse. It all starts with how well you ship and provide service to the customer. A distributor's hours must be reviewed all the time to accommodate when our salon customer wants to place or pick up an order.

In most markets, the warehouse team is becoming less educated. Your WMS system must be flexible enough to compensate for any labor shortcomings and also be flexible enough to keep your level of service high. Individual packing information per box will become more important. Eco-friendly packing material should be evaluated annually. How you ship to your stores and how to make the store pack more female-friendly is very important to the store staff and to your salon customers.

Sales Force Technology. I believe your field sales force will gravitate to only servicing the "A" and "B+" salons in the future. The stores, telemarketing and your website will service the next level of customer. How your sales managers monitor and adjust service levels for customers will become critical.

Technology will continue to change how we do business in the future. The monthly gathering of sales staff for the reading of the deal sheets is near an end. Videoconferencing, conference calls, computer training and marketing are far more important training subjects for our sales teams. For Christmas, T3 gave me a video Ipad that will hold 10,000 pictures. I think this is the next great sales tool for DSCs to carry with them to salons. Imagine an iPod filled with images for merchandising ideas, retail merchandisers, salon remodels—the possibilities are endless!

Stores. More and more, stores will solidify a distributor's success. As booth rental grows and DSC's focus on their best accounts, stores fill an incredible gap in the supply chain. Manufacturer-provided posters are over in my opinion, and with the advent of flat screen TVs, there are increasing opportunities to use alternative media as a way to impress and influence consumer shopping patterns. Security cameras are also a must in your stores. They make honest people more honest, but more importantly in today's litigious world, you need the video proof.

Salon Equipment Sales. Equipment should always be the focus of any distributorship because it keeps you in the new salon loop. What an advantage you gain on your competition if you can have the DSC as part of the salon's equipment process and supply all the product needs before the salon even opens its doors!

I would also suggest an a la carte service for equipment. With Internet and foreign-manufactured equipment flooding the market, you must price and promote your service to accommodate everything from Internet sales to designing and assembling your customer's purchase.

Diversion Control. Diversion is a cancer and must be eliminated. Distributors must have salon contracts and secondary coding systems. The Beauty Industry Fund diversion report is online and can use everyone's financial support. I believe it will become an important tool in manufacturer contracts. Visit www.beautyindustryfund.com to learn more.

Salon Support. A distributor is the key resource to assist an independent salon in succeeding and becoming a successful business. Distributors should be suggesting that their salons join the salon/spa section of the Professional Beauty Association (PBA) and use the business tools and educational opportunities that PBA provides for its members.

You will also have to keep pushing salons to adjust their advertising to attract the Generation Y customer. This customer wants to check out things on the Internet. They prefer email and text messaging. I am hearing already about companies offering online advanced education. It is an area to watch closely and embrace.

So how can you plan for your company's future? Utilize the PBA as the association that unites all aspects of the beauty industry! You can compare your numbers with your peers by using the Distributor Benchmark Survey, available online at www.probeauty.org. Call in to one of our monthly member calls and speak with your peers about what is affecting your business. Keep networking with your peers, at industry event like Cosmoprof North America, ISSE, Symposium and membership receptions at the Chicago, New York and Orlando shows.



Bob Peel, Jr.
Peel's Salon Services

Distributor Benefits

Distributor Business Blueprints

Want to revise your DSC sales agreement? Considering implementing a non-compete? Looking for good language for an outstanding credit memo? Distributor members have provided great templates of these documents—and many more—for you to download at www.probeauty.org. Just click on Business Tools, then Business Blueprints. You will be required to enter the distributor website password listed on your membership card. Lost your card? Call Membership at 800-468-2274 (480-281-0424) to request the password.

Have some great systems in place? Submit your Business Blueprints and share your insight and organizational policies with your fellow distributor members! If you would like to submit a Business Blueprint, please contact Jim Garnett at 800-468-2274 x126 or email jgarnett@probeauty.org.

Distributor Benchmarking Survey

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. To download the results, visit www.probeauty.org and click on Business Tools, then Resources. You will be required to enter the distributor website password listed on your membership card in order to download the file. Lost your card? Call Membership at 800-468-2274 (480-281-0424) to request the password.



New Member Teleconference

New to the distributor/OTC section of the association? Have a question about your business? Want to network with successful industry leaders? Here's your chance! PBA's Distributor Leadership Council members host a New Member Teleconference on the first Wednesday of every month at 12:00 noon EST. This is your opportunity to meet your leadership council members and participate in powerful networking to improve your business and the industry as a whole.

All new members will receive an email invitation to participate. If you missed your new member call—or even if you're a long-time member who just wants to participate—call Membership at 800-468-2274 (480-281-0424) or email info@probeauty.org to receive the call in number and passcode. Don't miss this chance to meet your association leaders!

Focus on Skin Care

Creating a Skin-Care-Only Sales Force in Your Distributorship



Eleven years ago, Salon Services developed a skin-care-only sales force to position skin care in the Northwest territory. We initially hired an educator/skin-care therapist as our first consultant to sell and educate, creating the build-up for interest for the product. After several years of utilizing a specialist in the skin division, we blended the sales force with our hair sales consultants. This allowed us to utilize the established, trusted relationships that the hair side had with salon owners while integrating the skin-care product into the salon. At one point, the need for the specialization of the skin care therapist was necessary, so we separated the teams again.

What we learned from this exercise is the best and worst of both worlds. While the skin-care-only consultant understands the needs of the therapist, it is more difficult for them to establish a relationship with the owner due to the length of time between visits. The rotation of our skin team is a monthly to six-week cycle visit due to the size of the territory. This is a common practice in the skin-care world with the direct sales forces of respective skin-care

companies. The consultant can service sixty to eighty accounts with this rotation. All visits are planning sessions for continual implementation plus each meeting ends with an appointment scheduled for the next rotation. Territory sizes range from a specific geography to a state or several states depending on the initial sales opportunities in the area. This can be determined by purchasing a list of potential accounts from a database company, such as InfoUSA, depending on the type of account that you determine will be the focus for the skin-care company you are representing.

The profile of the skin-care sales consultant we hire is a licensed therapist with experience in the field plus sales experience (directly or indirectly related). Our compensation program is dependent upon growth over prior year with existing accounts plus incentives for new door openings. Benefits package includes expected travel costs, per diem, mileage and cell phone. With the technology of the medical community aggressively posturing business within the skin-care arena, training is intensive and ongoing.

We have a dedicated skin-care education room with all necessary equipment and locker area in our corporate facility. We also have educators on staff to support the client needs with weekly classes hosted on a territory rotation basis. We have a sales manager dedicated to the skin-care-only sales force plus an internal registrar for the education registration. Event orchestration and participation is also a substantial fundamental for the consultants to perform regularly. It is used to instruct the client how to facilitate the marketing components to capture the attention of the sophisticated consumer who is looking for solutions and use of the appropriate equipment to demonstrate the effectiveness of the products. Our current hair consultants act as active lead generators for the skin consultants with their relationships being on a more frequent basis. Our sales are appreciative of the dual support they receive with both consultants.



Sydney Berry
Salon Services & Supplies

New PBA Distributor/OTC Members November 1 - February 1

Biotouch, Inc. (Walnut, CA)
Calgel Nail Systems (Soquel, CA)
Kosmet, Inc. (Santa Ana, CA)
Modern Salon Services (Grain Valley, MO)
Nancy's Beauty Warehouse (Huntington Park, CA)

Nationwide Beauty and Barber, LLC (Syracuse, NY)
Pi Water, Inc. (Santa Ana, CA)
Salon Ware (Copley, OH)
Save Mor Beauty and Barber Supply Inc. (Nashville, TN)
Sederia La Nueva, S.A. De C.V. (Mexico City, Mexico)

Note: This does not include renewing members. For a full list of PBA members by section, please visit www.probeauty.org/directory.



ISSE 2007

Bigger and Better than Ever!



market, and there was an overwhelming impression of quality when walking the packed show floor. To accommodate demand, the show floor was expanded this year by over 30% with the addition of the Long Beach Arena. PBA members and leading hair care companies Wella/Sebastian, Vidal Sassoon and Clairol Professional anchored the arena with outstanding live stage performances and exciting demonstrations throughout the show, bringing a whole new level of energy to the weekend. Despite the significant increase in exhibit space, this popular show still had a waiting list of more than 50 companies.

The Professional Beauty Association (PBA) hosted approximately 31,000 licensed salon and spa professionals and over 400 exhibitors at the International Salon & Spa Expo (ISSE) at the Long Beach Convention Center from February 3-5, 2007. With a record numbers of visitors and more than 30% additional exhibit space, ISSE proved once again to be the biggest and best professional beauty show on the West Coast.

The 31,000 visitors hailed from Southern California, from across the U.S. and from 18 countries around the world, including Japan, Mexico, Canada,

Australia and China. These licensed salon and spa professionals packed into the Technical Theater for live demonstrations, got their hands dirty in Hands-On Education seminars and participated in hundreds of complimentary educational seminars on hair, nails, skin and business. ISSE's International Fashion Theater showcased techniques and trends from the U.S. and abroad with live presentations by Mauricio Cid (Chile), NAHA Winner Heather Wenman (Canada), Jamie Carroll (Australia), Forfex, Rykr, Sandra Yu of Rusk, the HAI Elite Artistic Team, Marcel Munoz, TIGI and Hairdreams.

This year's vendors spared no expense in their efforts to bring the very best to the California



ISSE has limited exhibit space available, so we recommend reserving your space as soon as possible. Download a Request for Space at www.probeauty.org/isse/exhibitor.php. Or call 800-468-2274 (480-281-0424) x121.

July 15-17, 2007
Mandalay Bay Convention Center | Las Vegas

THE BUSINESS OF BEAUTY

Cosmoprof North America 2007 It's That Time! Reserve Exhibit Space, Register Badges & Book Your Hotel

Look for the new and improved, more user-friendly and up-to-date Cosmoprof North America (CPNA) website slated to be unveiled in mid-March! Use the new website to register for the convention, reserve hotel rooms and learn about all the exciting news on the horizon for CPNA 2007. Visit www.cosmoprofnorthamerica.com.

Exhibitors. Exhibit space is selling quickly in all pavilions, so call now to reserve your spot. Also, don't forget to look for the monthly CPNA e-newsletter in your inbox for tips on everyone who is exhibiting and what they have to offer. Show directory advertisement opportunities are also available! For more information, contact a CPNA Sales Manager at 800-468-2274 (480-281-0424)—ask for Ebony King or Toni Davis.

Meeting Rooms. This year PBA's Governing Council asks all manufacturers to meet with distributors and attendees on the trade show floor. Meeting rooms usually available on the second and third levels of the Mandalay Bay Convention Center will now be constructed on the show floor. Look for your favorite manufacturer in meeting rooms built and customized just for them on the trade show floor! Less walking to and from meeting rooms, so more business can get done!

Attendees. This year it will be easier and more efficient than ever to register for the show as we are working with a new registration company. Registration opens online in March at www.cosmoprofnorthamerica.com. Look for the monthly CPNA e-newsletter in your inbox for updates on exhibitors. The e-newsletter also lists the classes that are being offered and the events scheduled to take place at CPNA 2007.

Housing. Housing is already open, so call 800-826-8133 or go to www.cosmoprofnorthamerica.com today.

Don't miss the premier international beauty event for all beauty sectors! Cosmoprof North America takes place July 15-17, 2007 at the Mandalay Bay Convention Center in Las Vegas, Nevada.

Launching a New Product

How to Get It Right the First Time

Professional beauty industry experts will readily agree that launching a new item and/or product line is very challenging in today's business environment. Surprisingly, many new launches fall short due to the lack of the proper preparation and knowledge regarding the marketplace.

Today, distributors (as well as salons) are taking a hard look before they take on new items. They want to be sure it fits into their business strategies. The consensus is that there is too much duplication and too many new products that do not serve a purpose. (That is why I am a strong advocate for promoting and revitalizing existing products that have already proven successful.)

In bringing a new product to market, a manufacturer must be prepared to furnish the distributor with the following support components:

1. Proof that the product makes sense
2. Evidence that the product works and lives up to its claims
3. Creativity in the product and the product promotion
4. Support for distributor shows and other forms of education (if applicable)
5. Effective marketing material and samples for DSCs and stores
6. Meaningful motivation for the DSCs and store personnel
7. Realistic pricing and profit structures
8. Added value for the end user
9. Product support in national trade magazines and distributor publications
10. Shipment of product and support material in a coordinated and timely manner (no backorders)

All of the above support is a very costly investment on the part of a manufacturer. The manufacturer has to realize that the ROI on new launches will be long term and not immediate. In today's world, it is unrealistic to tell a distributor that they only have only an extra 2 to 5 percent to cover the cost of introducing a new product.

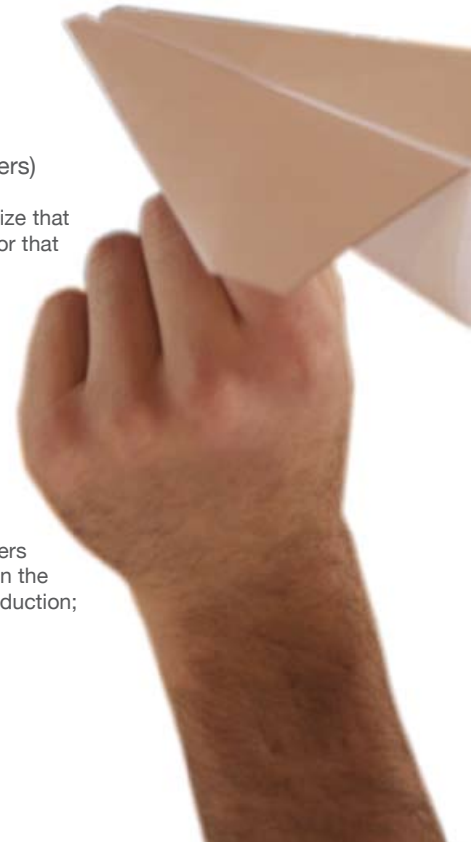
When taking on a new product, the distributor, in turn, has the obligation to support the manufacturer's efforts 100 percent and must be willing give it the necessary time and attention. Many of today's successful distributors also invest time and money into new lines to partner with a manufacturer.

The good news for manufacturers that utilizes manufacturer reps is that they have a "knowledgeable, independent consultant" at their disposal. No one is more attuned to the marketplace than a good rep. In addition, if the rep agency is involved in the planning, they shoulder more of the responsibility in making the new product launch a success!

Our industry thrives on new, innovative and exciting products. It is still a place where small and large manufacturers have the opportunity to launch new items. One may have the best product in the world, but if it is not marketed in the correct manner, it will fall by the wayside. You usually have only one chance for a successful new product introduction; therefore, it is essential that you "get it right" the first time!



Gary Udell is President of Gerry Udell, Inc., a manufacturer's rep group based in the Northeast. The firm is celebrating its 47th year in business. Gary is currently the only rep serving on PBA's Manufacturer Leadership Council.



New PBA Manufacturer/Rep Members November 1 - February 1

Adoree USA (San Diego, CA)
Agnika Inc. (Franklin Park, NJ)
Atwood Industries (Cardiff By The Sea, CA)
Brindlee LLC (Union Grove, AL)
Connect-To-Value (Omaha, NE)
Formatron, Ltd. (Farmington, CT)
Hair on Tap (Costa Mesa, CA)
HairArt (Compton, CA)
The Hair Doc Company (Chatsworth, CA)
Handy Store Fixtures Inc. (Newark, NJ)
Inspiring Champions, Inc. (San Diego, CA)
McConnell Labs, Inc. (Eugene, OR)

Mona Lisa Hair (San Rafael, CA)
Nubar (Los Angeles, CA)
Odyssey Nail Systems (Orlando, FL)
Paul Brown Hawaii (Van Nuys, CA)
Pelle Cinque (Newport Coast, CA)
Preferred Beauty Products (Cambridge, ON)
Proolutions Software (Culver City, CA)
Quincy Bio Science (Madison, WI)
Rene of Paris (Van Nuys, CA)
Salon Biz (Hammond, LA)
TNT Agency Inc. (Chino, CA)
VT Enterprises (New Hyde Park, NY)
Zipa Foil / PWAI, LLC (Salem, MA)

Note: This does not include renewing members. For a full list of PBA members by section, please visit www.probeauty.org/directory.

Symposium 11: Go Team!

Members Celebrate Networking and Education

The salon/spa section of PBA brought together over 850 attendees at Symposium 11, our industry's most important salon/spa business forum.

Themed "Get in the Game," this year's Symposium offered salon and spa owners and managers the chance to learn new business strategies, network with other PBA members and attend informative workshops in an interactive and team-building atmosphere.

One of the most anticipated events at Symposium 11 was the Dream Team Panel. This panel of industry MVPs, including Gene Juarez, Eveline Charles, Paul Brown, Dennis Ratner, Steven Brooks, Jan Seybold, Bob Zupko, Eric Fisher and Eunice Dudley, was facilitated by Melissa Yamaguchi. The panel discussed the ups and downs of salon/spa ownership and shared the secrets and strategies of winning big in the salon/spa business. Following are excerpts from the panel's discussion:



Gene Juarez

Team: Gene Juarez Salons & Spas
Position: Founder /CEO
Rookie Year: 1971

We talk all the time about growing business and getting bigger... I met with a gentleman from a different field, and I asked him what he was doing with his business. He said, "I am a rare person, and I'm going to dare to be small." I loved it because if you want to be successful in this business, you don't have to grow big. You can make a lot of money standing behind your chair and doing the right things with that money.



Eveline Charles

Team: EvelineCharles Salon Spa
Position: Founder and CEO
Rookie Year: 1984

My biggest disappointment is that I've been in business for 33 years, but I've only really been in business for the last 10 years. It was not until I got off the floor, quit doing hair and started to drive my business and really work on growing a team of people that I went into business. If I had done that 20 years ago, we could have been so much farther ahead now.



Paul Brown

Team: The Paul Brown Companies:
Salon Division and Product Line
Position: CEO/President
Rookie Year: 1968

If I had known about cosmetology schools and how they operated, I would have opened one 25 years ago. We just opened a school. And I'm telling everyone in the audience, if you have a notion to become more creative, a school is just a great thing to do. And we need more schools; we need good schools... What a concept: they pay you to train them!



Dennis Ratner

Team: Ratner Companies
Position: Founder/CEO/Stylist
Rookie Year: 1964

When I started, it was from the seat of the pants, just behind the chair. Learning through the hard knocks is very difficult; it takes a lot of years to do that. Education is really the key and benchmarking against other people who have done it before you so you can learn eliminate some of the mistakes along the way.



Steven Brooks

Team: DIVA Studio
Position: Founder/CEO/Stylist
Rookie Year: 1996

One of the greatest things was what Gene [Juarez] said to me when we were playing golf, and I hit an errant shot, which was normal in my game, and I got angry. Gene looked at me and said, "Brooks, you aren't good enough be angry." I had to stop and think about what he said, and I said, "You know, you're right because if I played and practiced enough, I could be good, but I don't practice enough and I don't play enough to really be good, to worry about a shot like that."



Jan Seybold

Team: Carezza Color
Cutting Experience
Position: Owner/General Manager/
Coach/Cheerleader
Rookie Year: 1995

Use your organization and be involved with PBA. The opportunities we've had as an organization, as a company, to meet other salon owners in the last 10 years that we've been involved have been priceless. To even have a Milwaukee networking group started. It's really incredible to have other salon owners that will share their passions, their ideas, their challenges, give you feedback on things that you are struggling with... The opportunities are here for you to develop that same kind of network for yourself. It's priceless.



Bob Zupko

Team: Robert Andrews Salon & Spa
Position: CEO / Owner
Rookie Year: 1962

We tripled our size in one year. It was a very difficult thing, and the way we were able to accomplish it and be successful at accomplishing that was to give accountability to the managers, free them up to touch the people as much as possible. We think big, but we act small.



Eric Fisher

Team: Eric Fisher Salon & Spa
Position: Founder/CEO/Stylist
Rookie Year: 1979

My mother used to say motivation is like taking a bath: You can't just do it once in a while, but you have got to do it a little bit every day... I believe you become what you think about. I start every day off with a mantra. I say, "I feel healthy, happy. I feel terrific." And as silly as that sounds, I have my kids say it... and I try to teach this to my staff as well as my children.



Eunice Dudley

Team: Dudley Products, Inc.;
Dudley Beauty Schools
Position: CFO
Rookie Year: 1967

Don't be intimidated. You are hiring them for their knowledge, their expertise and their training, but you are the boss. You have the ability to pay them so don't feel little, don't feel under classed. You are always up here.

Did these quotes inspire and intrigue you? Get a FREE MP3 / CD of the entire Dream Team Panel session when you purchase a set of all eight Symposium 11 breakouts! Download an order form online at www.probeauty.org/symposium.

Save the Date!

Symposium 12 January 12-15, 2008

Omni Champions Gate Resort
Orlando, Florida

How Can You Attract Clients Who Spend More?

Nothing builds profits like clients who spend more—and by accepting the American Express Card, you attract Cardmembers who spend more than 2 times as much as non-Cardmembers in salons, day spas and barbershops and more than 1.5 times on items other than haircuts¹.

Don't accept the card? If you sign up to become a new active American Express merchant between January 1 - December 31, 2007, you can receive FREE 2007 PBA membership². To learn more about the benefits of accepting American Express, call 800-445-2639 or visit www.americanexpress.com/accept. Once you have activated your account by submitting \$50 or more to American Express, contact PBA with your salon's business information to receive your free PBA Membership for 2007.

Benefits that Make a Difference



- Access to high-spending Cardmembers, where 76% say American Express is their Card of choice.
- Complimentary point-of-purchase materials and business supplies.
- Business savings—on-going savings for everyday expenses.

1 - Brookfield Research, August 2006.

2 - To be eligible for complimentary PBA membership dues offer, you must open a new American Express merchant account between 1/1/07-12/31/07 and become an active merchant submitting \$50 or more in charge volume within the first three months of accepting the Card. This offer is valid for new American Express merchant set-up and activated in 2007 and not available to merchants accepting the Card at any other locations before 1/1/07 or merchants who cancel and reinstate their merchant accounts between 1/1/07-12/31/07. If you already paid your 2007 PBA membership dues, you will receive a credit for 2008. Call PBA 800-468-2274 to notify them of your new American Express merchant account and provide the following information to receive your complimentary dues: salon name, address, phone and contact name.

New PBA Salon/Spa Members November 1 - February 1

35 South Body Retreat (Ventura, CA)
A New Hue Salon (Orlando, FL)
A Studio 65 (Saint Louis, MO)
Angela Cosmai Salon (Stamford, CT)
Appearances By Richard and Lisa (Tyler, TX)
Arte' Salon (New York, NY)
Atelier Hairspace (Des Moines, IA)
Aurea Salon and Spa (Houston, TX)
Avante Salon and Day Spa (Mansfield, TX)
Beauty By Nature (Sacramento, CA)
Bella Mia Inc (Murrieta, CA)
Beyond the Fringe (Hillsborough, NJ)
Bloom Studio (Morristown, NJ)
Blow Dry Boutique (Frankfort, IL)
Body Works Salon and Spa (Woodbridge, ON)
BongosSalonSpa (Ocean City, MD)
Brett James Salon (Pittsburgh, PA)
Steve Brown (Menifee, CA)
Cabo Sunrise Salon and Spa (Albuquerque, NM)
Changes Salon and Day Spa (Saint Louis, MO)
Candace Christie (Newport Beach, CA)
Christine (New York, NY)
Citrus Salon (Covington, LA)
Concepts 2 Creations, LLC (Woodland Hills, CA)
Connie (Fullerton, CA)
DaSaka Salon (Sarasota, FL)
David Scott Salon & Spa (North Olmsted, OH)
David Velasco Salon, Ltd (Doylestown, PA)
Designing Image Hair Studio/
Blue Paradise Spa (Bethesda, MD)
Dieter and Denmar Salon and Day Spa (Wilmette, IL)
Dolce Divino Salon (Corpus Christi, TX)
Dwight Miller (Santa Fe, NM)
European Body Concepts (East Texas, PA)

Evolve (Washington, DC)
Flick Hair Studio (Atlanta, GA)
Framar Salon (Richmond Hill, ON)
Frederic Fekkai (New York, NY)
Fusion Salon and Spa (Port Saint Lucie, FL)
Genesis Beauty Supply (Grand Terrace, CA)
Hair Color Salon (San Jose, CA)
Hair First & Co. (Warrensville Heights, OH)
HaloSalon and Colorlab (Aledo, TX)
Head Lines (Elgin, IL)
Heaven and Earth (Pottsville, PA)
IncuBay (San Francisco, CA)
Jewel Spa (Minneapolis, MN)
Kim's Hair and Spa,
A Subsidiary of Natural Senses, Inc. (Ayden, NC)
Landis Lifestyle Salon (Salt Lake City, UT)
LeFore's Skin Care and Health Spa (Walla Walla, WA)
LM, Inc. (Sonoma, CA)
Lofty Salon and Wellness Center (Vienna, VA)
Lola Jane's Beauty Lounge (Saint Petersburg, FL)
LS Hair Designs (San Antonio, TX)
Main Street Salon (Sellersville, PA)
Melody Hair (San Antonio, TX)
Metro Beauty Academy LLC (Allentown, PA)
MK Design (Santa Clarita, CA)
Monica Todd Salon (Roxbury Crossing, MA)
Odyssey Full Service Salon Inc. (Versailles, IN)
Old Towne Hair Design and Colour Studio (Leesburg, VA)
Orbit Salon (Austin, TX)
Orpheus Salon & Spa (Cold Spring Harbor, NY)
Pamper You Salon and Day Spa (Harrisburg, PA)
Park Avenue Nails (Syracuse, KS)
People in Beauty (Beverly Hills, CA)
Perfections (Cincinnati, OH)
Perry Anthony Salon and Spa Network (Wilmington, DE)
Remedies Wellness Spa (Allen, TX)
Roman Alexander Inc. (Saratoga, CA)
Ron Hawkins International (Raleigh, NC)

Salon Success Series

Three-Part
Series Helps
Owners Take
Control



Join facilitators Darla DiGrandi-Aguilera, owner of Hi-Lites Aveda Salon, and Kendall Ong, owner of Mane Attraction, as CBE kicks off its three-part Salon Success Series. These two-day, advanced-level classes are taught by successful peers with in-the-field experience. With attendance limited to 25, the seminars' round-table discussions foster intensive attendee involvement.

Part One: Get Out from Behind the Chair and Manage Your Business

April 22-23, 2007

PBA Headquarters | Scottsdale, Arizona

Sunday | 8:00am - 5:30pm

Monday | 8:30am - 12:00pm

Discover the benefits of working on your business, not just in it! This session is led by owners who have "been there, done that" so they know the challenges and rewards of stepping out from behind the chair. Program topics will include choosing what type of salon owner you want to be, determining why clients come to your salon, building the team, managing the employee experience, creating the client experience, marketing and managing your business for future growth and much more!

Tuition is \$500 per session for members (\$1,000 for non-members). Register online at www.probeauty.org/cbe. Or call 800-468-2274 (480-281-0424). Hotel information is also available on the website.

Salon and Wellness Spa (Bronx, NY)
Salon At the Granite (Toronto, ON)
Salon Bravissimo (Sacramento, CA)
Salon Prive (Newtown, PA)
Salonamour (Walnut Creek, CA)
Sarty Mountain, Inc. (Wenatchee, WA)
Savvy Nail and Skin Care (Sandy Springs, GA)
September's Salon and Day Spa (Clearwater, FL)
Serene Day Spa (Enumclaw, WA)
Shear Artistry Salon (Shreveport, LA)
Sirena Scena Salon (Los Altos, CA)
Soak Foot Bar and Nail Spa, LLC (San Diego, CA)
SoLuTion for Hair (Houston, TX)
Sozo Hair Design (Tomball, TX)
Spa at West End (Greenville, SC)
Spa Winghaven (O Fallon, MO)
Studio K Salon and Spa (Marriottsville, MD)
Sublime Salon (Tucson, AZ)
Suede Salon (Sacramento, CA)
Tangles Salon and Spa LLC (Middleton, WI)
Tania Inc. - A Unique Salon (Wakefield, MA)
Terrace Retreat (Colleyville, TX)
The Art of Hair (Arlington, TX)
The Salon (Tampa, FL)
The Salon and Spa at Castleberry (Atlanta, GA)
Totally Chic Salon, LLC (Calabash, NC)
Trio Hair Studio, LLC (Willowick, OH)
Trios Salons LLC (Las Vegas, NV)
Urban Legends Salon and Spa (Chemainus, BC)
Visions Salon and Day Spa (Draper, UT)
Wellness At Work, LLC (Huntingdon Valley, PA)
Will Co. Ltd. (Yokohama, Japan)
WSC (Trabuco Canyon, CA)

Note: This does not include renewing members. For a full list of PBA members by section, please visit www.probeauty.org/directory.

Are You Covered?

Insurance Needs in the Salon/Spa

The salon and day spa industry is constantly recreating itself, with new services and products, along with new clients. This creates the need to continually review new loss exposures in order to ensure that all of your insurance needs are met. Outlined below are just a few of the areas to consider when reviewing your current and future insurance coverages and limits.

The first area to consider is the types of services that your business provides to your clients. You absolutely, positively need Professional Liability Insurance to cover any of these exposures. Services such as microdermabrasion, massage therapy, laser treatments, botox injections, permanent makeup, permanent eyelash or eyebrow coloring or extensions, ear candling and weight reducing treatments, may require special coverage. These are some of the services which are generally excluded from standard professional liability coverage. Be sure to discuss this in detail with your insurance advisor.

Repackaging products with your salon name also increases your chance of a claim. You may be considered by the courts as the "manufacturer" in some instances, just because your name is on the bottle or box. It is a good idea to be added as an Additional Insured on the actual manufacturer's insurance policy.

Tanning services may require a separate policy. Spray tanning may be covered on a standard policy, but UV tanning will require its own policy through a specialty market.

It is also important to review your building contents and inventory at least annually in order to keep your insurance values up to date. This review should include the items built into the building or the build out that you have installed. The replacement cost of these "improvements and betterments" needs to be included in your values to ensure they will be covered in case of a loss. Leased equipment should also be included in this annual review.

Another area of coverage to discuss with your insurance advisor is Employment Practices Liability Insurance. Employment Practices Liability Insurance will protect you against claims of unfair or wrongful termination, sexual harassment, discrimination, invasion of privacy, libel and many other employment related claims. Some policies include a limited amount of coverage for this exposure - \$5,000 to \$10,000. You may want to consider increasing this amount, as the legal expenses to defend these types of claims can be very costly.

One last item to discuss with your insurance advisor is flood insurance. We have all seen the devastation that can occur and the resulting losses. Be sure that you understand what is covered and what is NOT covered by your business insurance policy.

Anne Cassidy is CPCU Assistant Vice President with Aon Affinity Insurance Services, Inc. Aon is a benefit provider offering insurance products and services crafted for PBA's salon/spa section. To learn more, call 877-738-6993 or visit www.aon.com.



NAHA Honors Industry Innovators Finalists to Be Announced in May

PBA is pleased to announce the recipients of the Lifetime Achievement and Hall of Leaders awards for NAHA 18.



Yosh Toya

Winning the esteemed Lifetime Achievement Award is hair icon Yosh Toya, founder of Yosh for Hair and creator of "The Yosh Way" - a hair design philosophy. Yosh has spent the last 20 years establishing himself as a multi-salon owner in the San Francisco Bay Area and as a premier educator with over 40 years of salon experience. His artistry, philosophy and sensitivity to change are what make him an international star and celebrated educator.



Jim Markham

Named to the Hall of Leaders for 2007 is industry leader Jim Markham, founder and CEO of PureOlogy Serious Colour Care®. Each will be honored on Sunday, July 16, 2006 at the NAHA gala awards ceremony at the Mandalay Bay Resort & Casino in Las Vegas. Markham is revered as an accomplished business leader and today is best known for developing some of the highest performing products worldwide, creating the colour care category and revolutionizing the way we care for colour-treated hair.

Known as the Academy Awards of hairstyling, NAHA attracts some of the brightest stars in the beauty industry and honors them for their contributions and talent. Finalists in the twelve categories, including Hairstylist of the Year, will be announced in May. Stay tuned!

Mark your calendar
for the NAHA 18 gala ceremony!

Sunday, July 15, 2007

Mandalay Bay Resort & Casino
Las Vegas, Nevada

in conjunction with Cosmoprof North America

a pba
event



Benefit Highlight

Salon and Day Spa Consumer Trend Report

This study, commissioned by the salon/spa section of PBA, provides insight into the target audience of salons and day spas in the United States and Canada. How often does the average consumer visit a salon or day spa and for which services? How much does the average consumer spend on services and retail? What qualities impress the average consumer and help drive loyalty to one establishment?

Alisa Beyer of The Benchmarking Company delivered a great keynote at Symposium 11 highlighting some of the findings from this study. For instance, 70% of women say their salon does not communicate with them regularly. And 24% of women switched salons because the staff was not courteous enough. Find out what salon and spa customers really want from their salon/spa and what they are willing to pay to get it.

Valued at \$3,000, the Salon and Day Spa Consumer Report is only \$299 for PBA members. To get your copy of the report, call Membership at 800-468-2274 (480-281-0424).



pba

Professional Beauty Association

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Scottsdale, Arizona 85254

800.468.2274 (480.281.0424)