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## Celebrate Earth Month – Start a Green Trend in Your Salon



The race for small businesses to go green is speeding up. With worries about chemical toxins and high-energy use at the top of many green advocates' minds, it's no secret that the salon and spa industry is under the microscope of environmentally friendly consumers.

It may seem daunting to small business owners and independent contractors to contemplate making the green change with limited income. Though major corporations sink millions into green projects, small business *CAN* keep pace in the race to a greener tomorrow. To celebrate this Earth Month, start taking some easy steps to do your part to preserve resources and put your salon or home business on the fast track to a more sustainable future. Here are just a few ideas to get you started:

- Change out the light bulbs in your station with energy-saving light bulbs.
- Use eco-friendly cleaning products instead of harsh, chemical-based products.
- Use less paper. Instead of using cards, set up an email or text system to remind your clients about their next appointment. Plus, gathering client contact info can help you with marketing efforts in the future.
- Promote good habits among your clients and salon peers by setting up separate recycling bins in the break room and client areas.
- Recycle tools that don't work anymore, such as old hairdryers and curling and flat irons and curlers.

These are just a few ideas but there are many more ways to do your part. The most important thing you can do is to get green educated: Try these resources to learn more, [thegreenguide.com](http://thegreenguide.com) and [treehugger.com](http://treehugger.com).

## NCA Benefit Providers Support a Healthy Environment



Did you know that **Alamo Rent A Car** and its partners donate millions to renewable fuel research? Rent your next car from an environmentally conscious company and, as a PBA | NCA member, you'll receive special member rates! Just mention that you're a NCA member and use contract **code 706768** when making your reservation. Call **800-GO ALAMO** or visit [alamo.com](http://alamo.com).



Stay in the know on what's happening in the industry without wasting precious resources. NCA section members receive the professional **PBA Progress** magazine electronically starting this spring. Don't be left out of the loop: Go to [probeauty.org](http://probeauty.org) or contact us at **800.468.2274** to update your contact information and receive your quarterly association magazine directly in your inbox.

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# President's Message

## Dear Fellow NCA Members,

As NCA members and professionals in the beauty industry, we know that the salon/spa industry is one of the best industries in the world to build a career in. Now, everyone else does, too! Cosmetology ranked in the U.S. News & World Report's 2009 Top 30 Best Careers – a very prestigious and respected perspective on the U.S. economy and job market. According to the report, “the changing work environment has seen a significant demand for women and men with a career-focused education whose abilities stand out in the arts and crafts – just like cosmetology and esthetics.”

As more and more young artists enter the work force, searching for that perfect career fit, it's so important that we as beauty professionals encourage young people to take charge of their future in the industry. This is one reason that PBA | NCA offers a student membership – to get young professionals just starting out motivated and involved in the industry on multiple levels, including understanding the marketing and business savvy it takes to succeed.

Many major beauty companies participate in scholarship programs to give struggling cosmetology students a helping hand to realize their dreams. PBA | NCA partner Sally Beauty Supply awards a total of \$10,000 in scholarships annually. The scholarships, broken into 10 \$1,000 awards, are available to applicants in three categories: three to current PBA | NCA licensed professional and student members; five to high school graduates with a desire to attend cosmetology school and pursue a career in beauty; and two go to deserving children or grandchildren of current PBA | NCA members to pursue advanced education at the college level.

PBA | NCA knows the importance of funding the future of the beauty industry but we couldn't do it without your support. If you know of a promising student, encourage them to apply for a Sally Scholarship, or other industry scholarships and grants, and to get involved by becoming a member of the PBA | NCA student section. Visit [probeauty.org](http://probeauty.org) or contact PBA at **800.468.2274** for more information.



Mark Goodman  
NCA Council President

## NEW NCA Contact Information

Please note the following contact changes for NCA.

### NEW address:

#### PBA / NCA

15825 N. 71st Street, Suite 100  
Scottsdale, AZ 85254

Main Line/Member Services: 800.468.2274

Fax: 480.905.0708

E-mail: [info@probeauty.org](mailto:info@probeauty.org)

Web site [www.ncacares.org](http://www.ncacares.org)

### NCA Leadership Council

#### Council President

Mark Goodman, SC

#### Council Vice President

Grace Santiler Nowik, IL

#### Council Secretary/Treasurer

Steve Ukes, MN

#### Council Members

Marcia Bird, NJ; Marlene Bridge, PA;  
Beth Hickey, TX; Sandra Holland, KY;  
Kris Kutcher, IL; Georg Schmieder, MA

### PBA Board of Directors Chair

Bruce Selan

Zotos Corporation, Rosemont IL



## PBA | NCA Announces 2010 Sally Scholarship Winners

**Congratulations to the following professionals and their family members for following your dreams of a higher education.**

Five \$1,000 scholarships have been awarded to high school graduates, under the age of 26, desiring to enter the cosmetology profession. The 2010 winners are:

- Jamie Boyd - Spokane, WA
- Hilary Honadel - Havre, MT
- Sylvia Loya - Phoenix, AZ
- Genevieve Rucker - Coeur d'Alene, ID
- Cassia Vinson - Odessa, MO

Three \$1,000 scholarships have been awarded to PBA | NCA members for continuing education in the field of cosmetology.

#### The 2010 winners are:

- Kip Lamaison - Palmdale, CA
- Melissa Saenz - Montgomery, IL
- Pneurissa Stamps - Chicago, IL

Two \$1,000 scholarships have been awarded to deserving children or grandchildren of PBA | NCA members for their use in pursuing advanced education at the college level.

#### The 2009 winners are:

- Charles Carillon - Jacksonville, FL
- Lauren Paytes - Cincinnati, OH

Visit [ncacares.org](http://ncacares.org) for information and a 2011 application.

# Keeping the “Green” in Your Pocket

## PBA Symposium

Being environmentally savvy in your salon or station isn't the only way to go green. Go “green” in your pocket book with these easy tips from your fellow PBA members:

### Raise Retail

- **Create a Selling Culture:** Get your salon peers together and identify what higher retail sales mean to each of you and the salon. Then set reachable retail goals.
- **Create a Consistent and Effective Selling Process:** Create a common selling in the salon and establish a process that includes product knowledge throughout the client experience, from start to finish.

### Lower Costs

- **Take Advantage of Your Member Benefits:** Utilize your PBA | NCA benefit providers and member discounts for advanced education and other services and products.
- **Use Your Incentives:** Take advantage of manufacturer points to save on your back bar costs and your credit card points for magazine subscriptions and to pay for travel and hotel for education.

### Raise Your Service Dollars

- **Read the Fine Print:** Look at your billing statements closely and understand what you're paying for.
- **Think Ahead:** If you aren't pre-booking, start now!
- **Be Creative:** Use creative marketing and promotions to bring clients in more often and more regularly.

For more money-saving tips visit [probeauty.org](http://probeauty.org) or contact us at **800.468.2274** or [info@probeauty.org](mailto:info@probeauty.org).



## ISSE 2010 Recap

Record attendance made the **2010 International Salon and Spa Expo (ISSE)** this past January the most successful ISSE ever. 40,000 licensed professionals just like you saved on the industry's most sought after products on the sold-out expo floor and attended more than 250 classes covering everything from technical hands-on education to how to market your services and save money in today's competitive business. Many classes were led by some of the hottest names in the industry.



Did you miss ISSE 2010? No worries - Plans for ISSE 2011 are already underway! Mark your calendars and check in at [probeauty.org](http://probeauty.org) throughout the year for information and updates on the West Coast's BIGGEST and BEST beauty event.

**ISSE 2011**  
**January 29 - 31, 2011**  
**Long Beach Convention Center**  
**Long Beach, California**

- 1: Nick Arrojo does a technical demo in front of a captivated crowd
- 2: Tabatha Coffey poses with attendees during a meet-and-greet before her class
- 3: Lavish looks and runway flare take center stage in expo floor demos and shows
- 4: Professionals stock up on their favorite products from nearly 400 of the industry's biggest manufacturers on the sold-out expo floor
- 5: LFG Photo Shoot class attendees get a how-to lesson for their next shoot from award-winning photographer Babak

# NAHA

NORTH AMERICAN  
HAIRSTYLING AWARDS 2010

## July 18, 2010

Mandalay Bay Resort & Casino  
Las Vegas, Nevada

### Awards Ceremony

6:30pm Red Carpet Reception

8:00pm Ceremony

Beauty Meets Business  
at PBA Beauty Week



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800.468.2274

hair by 2009 finalist - Nicole Oberl

The NORTH AMERICAN HAIRSTYLING AWARDS is part of  
the largest, most inclusive beauty event in North America!

Beauty Week July 17 - 20