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2009 North American Hairstyling Awards Announce Lifetime Achievement & Hall of Leaders Honorees: *Vivienne Mackinder and Geno Stampora*

Phoenix, AZ (January 20, 2009) – Celebrating 20 years as the most esteemed beauty competition in North America, NAHA honors top hairstylists and beauty professionals with the industry's most prestigious award. While honors are given in several distinct categories, the industry comes together each year to salute two professionals who have made a significant impact and contribution. NAHA 20 is proud to induct Life Enhancement Speaker and Master Educator, **Geno Stampora**, into the NAHA Hall of Leaders and will recognize internationally renowned Master Hairstylist, **Vivienne Mackinder**, with the Lifetime Achievement Award.

NAHA's top honor, The Lifetime Achievement Award, recognizes exceptional contributions to the hair and beauty industry. As a renowned international hairstylist, sought after artist-educator and five time NAHA award winner, Vivienne Mackinder is both highly deserving of this honor and is truly exemplary of the spirit in which it is given. Mackinder's career as a master stylist is divided between her salon clientele, editorial and advertorial shoots, advertising campaigns, countless special events as a featured artist and her work for multiple entertainment media entities. Limited to licensed salon professionals, past winners include innovators such as: Martin Parsons (2008), Yosh Toya (2007), Michael Gordon (2006), Sam Brocato (2005), Horst Rechelbacher (2004), Robert Lobetta (2003), Irvine Rusk (2002), Vidal Sassoon (1992) and Paul Mitchell (1991).

The Hall of Leaders Award recognizes outstanding contributions to the professional beauty industry. Motivating and captivating, Life Enhancement Speaker and Master Educator Geno Stampora has worked tirelessly to promote the professionalism of the industry and inspire others to achieve success. Having experienced all phases of the industry throughout his career, from international educator to author, Stampora's energy, humor and accomplished style have earned him this highly prestigious honor. Recipients of this award also include: Jack Storey (2008), Jim Markham (2007), Carmen DePasquale (2006), Bruno Mascolo (2005), Winn Claybough (2004), Ann Mincey (2003), Lee Rizzuto (2002), John Paul DeJoria (2001), Robert Peel, Sr. (2000), Jheri Redding (1997) and Paula Kent Meehan (1995).

The theme for NAHA 20, *Honoring the Work. Stories. Style!*, will pay tribute to the work, capture the stories and celebrate the style of many professionals throughout the years who have contributed to the success of the industry. Produced by the Professional Beauty Association (PBA), NAHA is part of PBA Beauty Week: Las Vegas held in cooperation with Cosmoprof North America July 18-21, 2009, at the Mandalay Bay Convention Center. The NAHA Awards Ceremony will be held July 19, 2009. probeauty.org/naha.



The Professional Beauty Association is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit probeauty.org or call 800.468.2274 to learn more.