

WELCOME TO THE PENNSYLVANIA BEAUTY PRO'S EXPO

CLASS SCHEDULES

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PENNSYLVANIA BEAUTY PRO'S EXPO

Sponsored by: Salontraining.com

**"UNITED TOGETHER FOR THE LOVE
OF THE BEAUTY INDUSTRY"**



**SUNDAY - MONDAY
MAY 19 & 20, 2024**



SEVEN SPRINGS MOUNTAIN RESORT
777 WATER WHEEL DR. CHAMPION
PENNSYLVANIA



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PHOTO CREDIT BY FRANCESCA RIVETTI

Tickets Available on www.Salontraining.com

Sunday May 19 & Monday May 20, 2024
Seven Springs Mountain Resort
777 Waterwheel Drive
Champion, PA 15622

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Your All In One Beauty Industry Directory

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Trainers & Coaches:

If you are looking for a trainer to take you or your team to the next level in your career or business, check out our expanding list of trainer profiles by clicking on the "Trainer" tab. Each profile provides contact details, including social media links, website, and sometimes even phone numbers. You can also read reviews to make more informed decisions when choosing your next educator to support you on your journey.

Education:

Ready to expand your knowledge and skills? Our "Education" tab has got you covered!

Choose from

1. **In-person classes** - Simply search by zip code or city to find a location close to you or review all.
2. **Virtual live classes** - The future of learning is here, and it's virtual! Browse our selection of virtual live classes on topics such as haircutting, hair color, makeup, skin care, accounting, business, nails, social media, extensions, and more. Whether you're a beginner or an experienced professional, you'll find classes tailored to your needs.
3. **Pre-recorded classes and courses** - Summer of 2024 recorded classes will be available to watch at your convenience.

Jobs:

With our easy-to-use search feature, you can quickly filter job openings by location and other criteria to find the best matches for your skills and experience.

Whether you're a seasoned pro or just starting out in the beauty industry, finding the right job can be a challenge. That's why Salontraining.com has made it our mission to connect job seekers with top employers in the salon, spa, and professional product space. For a limited time - Owners can post job openings for FREE!

Shows:

At Salontraining.com, we understand that attending trade shows is a crucial part of professional development in the beauty industry. Our mission is to be the premier resource for all beauty industry trade shows and that's why we're committed to being a resource for upcoming shows across the United States. We will continue to list them as we see them. You can help by posting on our FB group any shows you come across for our industry.

Products:

Salontraining.com is becoming your go-to destination for all things beauty. Our selection of products includes everything from shears, furniture, tools, gear, and educational resources. Our goal is to continue to add more products, grow our platform for beauty professionals, and professional product companies.

Contest:

We're all about spreading the love with exciting giveaways and contests! If you love having your work recognized, having fun, and having chances at winning cool stuff then come join our platform at no cost to you. From photo contests to product giveaways, there's always something fun and rewarding happening.

Become a member at SalonTraining.com for just \$7.99/month. Join live monthly classes, snag insider tips, enjoy product discounts, and connect with fellow pros.

Let's Get Connected for Our Latest News & Updates



Pennsylvania Beauty Pro's Expo



Dear Beauty Industry Professionals,

Thank you everyone who attended and participated in the Pennsylvania Beauty Pro's Expo 2023 last year. It was amazing to have so many attend our "comeback show" and we are proud to bring the Pennsylvania Beauty Pro's Expo 2024 back again this year. The Expo will be an every 2 year event so you DON'T miss this year's show!

We appreciate all the support from those of you who'll be attending the PA Beauty Pro's Expo this year, especially, those of you who are educating and displaying. In order to continue to have shows stay in the region we are asking beauty professionals to **come together** and help spread the word before, during, and after the event. We look forward to seeing everyone of you at the beautiful Seven Springs Mountain Resort.

Thank you sincerely,
Tracey Napotnik - Salontraining.com

Class Schedule

*Special "Hands-on Classes"
Scheduled Separately

Saturday May 18, 2024
Sunday May 19, 2024
Monday May 20, 2024



Day 1 Sunday - May 19, 2024

8:00am - Registration Opens
8:30am - Show Floor Opens
9:00am - 10:10am - **Opening Ceremony** with Winn Claybaugh
10:30am - 1:00pm - Classes Throughout the Expo and Main Stages
1:00pm - 2:00pm - VIP Lunch - Bonus Presentation
2:00pm - 6:00pm - Classes Continue
6:30pm - Show Floor Closes
8:30pm - 10:30pm Evening Gathering Party

Day 2 Monday - May 20, 2024

8:00am - Registration Opens
8:30am - Show Floor Opens
9:00am - 10:00am - Student Session with Winn Claybaugh
9:00am - 4:00pm - Classes & Main Stage
4:00pm - Show ends

FOOD CHOICES OFFERED BY
SEVEN SPRINGS MOUNTAIN RESORT
CLICK [HERE](#) TO SEE MENU

VIP SUNDAY LUNCH BUFFET
CLICK [HERE](#)

TEXT TRACEY NAPOTNIK
AT (814) 248-8928
FOR MORE INFO



WHERE TO STAY:

Seven Springs Mountain Resort, Reservations can be made by calling Seven Springs Group Reservations at: 1-855-947-0438 daily from 10am-7pm EST. Room blocks are \$169.00 per night, use the Group code (**B7SHA124**) or (**Hair Show 2024**).

Reservations can also be made at Holiday Inn Express & Suites located at 3695 State Route 31, Donegal PA. Call Phone number 714-539-1881 and give code **BPE** room block for a rate of \$120.00 per night. This is 9 miles from the event. (You will need to arrange paid shuttle)

TRAVELING IN:

35 minutes from Latrobe Airport: <http://latrobeairport.com>

1 hour and 20 mins from the Pittsburgh Airport: <https://flypittsburgh.com>

SUNDAY MAIN STAGE-VENDOR HALL



Sunday 10:30 - 11:30 am

Phillip Wilson and Taylor Jameson

Representing Wilson Collective

Taylor Jameson of Taylor Jameson Education and Phillip Wilson of Wilson Collective Professional Hair Care, meet up to combine their two systems; Classic Bohemian - ROCK THE RAZOR (Razor, Scissors and Triples), and The Wilson Collective Hair Cutting System, utilizing the Twin-combs and Twin-brush technique.

They will be demonstrating each technique in a unique "Educational Performance", where the audience will be introduced to these systems, and encouraged to attend The Wilson's Break Out and Hands-On Classes.

It will be an Exciting, Entertaining, and Educational Experience not to be missed.



WILSON
COLLECTIVE



Sunday 12:00 - 1:00 pm

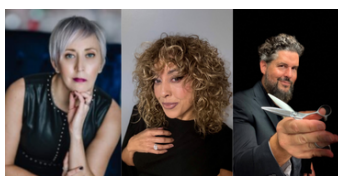
milk_shake PRO - Gerard Caruso & Melissa Evans

Lighten to the Max (Highlighting/Balayage)

Focusing on the ideal combination of the correct lighteners, tools, and approach needed to enhance your bleaching skill set.

Easy techniques for root shadowing, face framing, soft blending, and specialized formulations for perfect toning are just a few of the topics that we will cover.

milk_shake[®] PRO



Sunday 2:00 - 3:00 pm

John Paul Mitchell Systems - Thomas Cousins, Bridgette Hardy and Kelsey Higginbotham

Blondes Have More Fun

In 2024, blonde hair tones are expected to continue their popularity.... Get ready to conquer ALL blondes, blondes with tips and ticks to use in salon reality.

JOHN PAUL MITCHELL SYSTEMS



Sunday 3:30 - 4:30 pm

Leaf + Flower - Thomas Duffy & Larena Gosh

B3 Blonding

In this class, we will be going over the power of adding Brazilian Bond Builder into all of your color. We will discuss the benefits of breaking the mold of traditional bleaching services and how to maximize impact while minimizing time required to achieve these looks.

We will talk about the importance of light versus dark, when to keep depth and where to increase lightness. We will also discuss when to perform traditional balayage techniques versus implementing hybrid bleaching techniques to maximize our end result.

CBD CHARGED | LATEST CLINICALLY-PROVEN TECH
LEAF + FLOWER[®]
RESULTS DRIVEN | FOR STYLISTS, BY STYLISTS



Sunday 5:00 - 6:00 pm

Donald Scott NYC- Rachelle Yarnell & Jason Clemons

Shapes Collection

Join Rachelle Yarnell and Jason Clemons, who will be showcasing the revolutionary Donald Scott NYC Razor Cutting technique. Dive into the 2024 Shapes Collection as we unveil three groundbreaking haircuts that redefine texture, movement, and precision in hairstyling.

Learn how to achieve flawless, innovative looks with ease and creativity.

We will show you the secrets behind crafting the perfect silhouette for any hair type! These proven techniques will have you mastering new cutting-edge styles. Don't miss this opportunity to elevate your skills and stay ahead of the trends.

SUNDAY MAIN STAGE-BALLROOM



Sunday 9:00 - 10:10 am

Winn Claybaugh

How Not to Be a Jerk!

It is so "old school" to think that if you want something done right, you must do it yourself. Collaboration is a beautiful thing!

Unfortunately, sometimes you can be such a JERK to work with that no one wants to help you, so you're right—you do have to do things yourself. Or you may not be a jerk, but people think you are. Agree or disagree, you need to "own" that perception and do something about it.

Knowing how to bring out the best in everyone you work with will take your career, happiness, and influence to amazing new heights.

In this seminar, you will learn:

- How to bring out the best in others
- You don't have to be the smartest and most talented person if you learn how to collaborate
- Why you might be difficult to work with and fail to attract the best people
- How to create a salon and business culture that team members and customers want to belong to

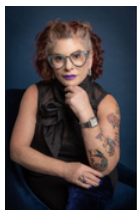


Sunday 10:30 - 11:30 am

Geno Stampora

You can do this. Stop beating your head against the shampoo bowl

All around keys for success in beauty delivered with passion and inspiration. Filled with nuggets of life and beauty.



Sunday 12:00 - 1:00 pm

Shanna Moll

How to Become Your Clients' Hero, Brilliant Bonding a No Shave Method of Hair Replacment

Brilliant Bonding is a technique that allows people to have their dream hair 24/7 without shaving their head or having to wear a Topper or Wig and removing it daily.

Shanna Moll is passionate about helping people with hair loss and believes in sharing everything she knows to help stylists become their client's hero!



Sunday 2:00 - 3:00 pm

The Empowered Salon Leaders - Nuala Guildea, Christine Zilinski & Tina Black

Mindful Leadership - The Art of Knowing Thyself.

Explore mastering mindful leadership, fostering team harmony, and achieving financial zen.

Learn to enhance self-awareness, emotional intelligence, and decision-making through mindful leadership principles.

Discover strategies for creating a positive team culture and fostering effective communication.

Uncover the keys to aligning financial strategies with mindfulness for stability and well-being.

Join us for an inspiring keynote that transcends traditional leadership paradigms. Elevate your leadership potential and create a workplace culture that thrives on mindfulness. "Mindful Leadership" is your guide to transformative leadership and empowered teams.

Embrace the art of knowing thyself for enhanced resilience and success. Join us on this journey towards mindful and enlightened leadership.



Sunday 4:00 - 6:00 pm

Nikki Le

5 Advanced Color Combination Techniques Every Master Colorist Should Know How to Do

Join us in the Grand Ballroom for a VERY special color class.

Nikki Le will share 5 core color application techniques that will be sure to deliver results every time and drive your retention sky-high and turn you into a modern day master colorist. There will be 6 Mannequin stations where attendees can physically practice techniques being taught during the class.

You'll learn:

- 1- Simultaneous Color/Foiling: You'll learn a Full Head application and a Partial Head application that will speed up your service times and drive significant color revenue.
- 2- Foilage Teasylites: for a dimensional ombre look.
- 3- Shadow root with Color Melt Toner: For giving depth to your classic Highlights and other Blonding work.
- 4- Classic Balayage and Micro-Balayage: Hand Painted techniques to give lived in dimension.
- 5- Scandinavian Hairlines and Money Pieces: Be a master at the hottest trends in Blonding and lived in hair color.

Added Bonus: You'll learn Nikki's best tips for speeding up times in applications, discuss the science of process times, learn the best products to protect hair during lightening, toner formulas, consultations, pricing advanced color work and maintenance regimens for these color treatments.

Classroom: Wintergreen - 1
Time: 10:30 - 11:30 am

Camilla Rorstrand - Color Me True CORP

Become A Better Colorist

This class will simplify the chemistry of color, making it clear, enjoyable, and easy to understand.

Knowledge is transient, so in this course, we share forgotten insights and information never disclosed by suppliers.

Enhancing your skills as a Colorist makes complex tasks easier and encourages thinking creatively.

Understanding the 'why' makes the 'how' effortless.

Camellisa's book "Become A Better Colorist" is available through Salon Centric and will be available on the vendor floor.

Classroom: Seasons 1 & 2 - 2
Time: 10:30 - 11:30 am

Leaf + Flower Larena Ghosh & Thomas Duffy

Leaf + Flower Cutting + Styling

This class will go through the technologies of the Leaf + Flower line, while showing an on-trend haircut and finishing with a styled in volume treatment.

We will walk through how to upsell add on services to your guests, as well as how any of our 3 in salon treatments and hybrid stylers can be a simple addition to any service.

Lasting for multiple washes and giving your guests the hair of a lifetime, while also boosting your revenue.

Classroom: Seasons 3 - 3
Time: 10:30 - 11:30 am

Elisabeth Dansak

Breaking Down Bridal

Although intimidating, bridal hair does not have to scare you!

In this class, we will break down all the parts of a bridal updo, half-up or down style to create simplicity for you, your bridal team and your brides!

We will be demonstrating techniques to help you create beautiful styles in less time and with less fuss.

When it comes to achieving any requested look from a bride or bridal party knowing the proper products and tools to use to work smarter not harder.

We will also go over ways to help create a contract for weddings and make a seamless booking process for both in salon and on location weddings, as well as tips for getting your team prepared to put out their best work!

The more you are prepared before going on location or having a bridal party come to your salon, the better your results will be and less stressed you feel before, during and after!

Classroom: Seasons 4 - 4
Time: 10:30 - 11:30 am

Ameet Kallarackal - Glammatic Salon Marketing

How to Rank #1 on Salon Google Search

This isn't just an SEO class; it's a salon growth rocket launcher! A masterclass in cracking the code on Google's love language.

Gone are the days when foot traffic and word of mouth alone were enough to build a growing salon and an endless stream of clients. Over 70% of people search for salons on Google, and most search from their phones. If you're not one of the first 3 results when someone searches for "salon near me," they'll rarely find you.

In this session, you will discover how to build compounding value by beating the competition to the top of Google search results and staying there.

Classroom: Snowflake - 5
Time: 10:30 - 11:30 am

Francesca Rivetti & Lisa Gregory

RESET - Learn the rules like a pro so you can break them like an artist!

"Learn the rules like a pro, so we can break them like an artist"
- Pablo Picasso,

This is an introduction to the RESET class to build your skill set and set you up for future success with haircutting.

Francesca and Lisa will be sharing how to "break the rules" from classic shapes to trends of today.

What to expect: Razor haircut. Refining and defining. Shapeshifting. From the classic bob and beyond.

RESET - This is for one and all, regardless if you're a recent graduate or a seasoned hairstylist. This is an overview designed to elevate your skill set for today's haircuts. RESET - Guaranteed to boost your confidence and provide you with an abundance of knowledge. RESET - If we don't RESET we will be stuck in replay. Join us in class to get your RESET on!

Classroom: Sunburst - 6
Time: 10:30 - 11:30 am

Diana Pickett - Beauty VIP Education

More Than a "Haircut"

Join Joico Educator Diana Pickett and Learn How to Truly Design and Customize a Bespoke Haircut for anyone and Make More Money! "Not Just a Haircut" Class

Three techniques - Three Tools - 3 Ways to Cut

Take your haircutting skills to the next level. Diana will be using a series of techniques, sections and tools, that when combined, will WOW the client in your chair and everyone they see. These simple additions to your haircutting repertoire will make the ordinary haircut extraordinary.

We will go into depth about "how" and "why" to use this tool or technique.

Get ready for success! Everyone will see the difference in your designs and in your confidence level!

Classroom: Hemlock - 7
Time: 10:30 - 11:30 am

Barbara Pierce - Strategies

Limitless Growth: The Power of Benchmarks

Do you want to grow your company by 10% this year? What if you could do more?

Have you ever thought about the possibility that your own limited thinking might be what's holding you back?

Whether you are an owner or a team member, everyone has a part in the Limitless Growth of a company, and it all starts with thinking and understanding ... and a really great tool!

Join Barbara Pierce from Strategies as she helps you identify and understand the benchmarks that lead to success.

She will also take you on a simple math journey that proves how powerful properly driven benchmarks can be to the unlimited potential you may never have thought exists in your company.

You will also explore strategies for setting and driving achievable goals that will create a thriving company that provides a wide open career path for the team.

As a bonus, you'll receive a downloadable Growth Targets Tool, allowing you to leverage your company's numbers to craft a growth strategy that's both realistic and ambitious.

Classroom: Chestnut - 8
Time: 10:30 - 11:30 am

Jill Ruone and Derek Anthony

Cultivate & Elevate: Crafting a CULTURE of Success

Are you creating your culture, or is your culture creating you?

Do you ever wonder how defining your culture can lead to increased employee engagement & satisfaction? How can shaping a culture rooted in your values transform your workplace into a thriving & purpose-driven environment?

Culture is the silent architect of success; shape it consciously, or it will evolve on its own terms. In the realm of business; a positive culture is not a luxury; it's a strategic imperative. The strongest of companies don't just have a culture; they are a culture -a living, breathing embodiment of their values.

Ignore culture, & you risk fostering a workplace that's resistant to change, innovation, & ultimately, success.

Join us, & learn how to assess & analyze your current culture and how to develop and elevate your future one.

Classroom: Evergreen - 9
Time: 10:30 - 11:30 am

Jacqueline Capatolla - Jacqueline's House of Beauty

LEAD WITH CONFIDENCE AND CONVICTION

How is your confidence level when you show up on camera, on zoom, at that networking meeting, or even when you are sharing what you do?

Would you say it's at a high level or something that you would like help with because it's costing you so much? Is this very thing holding you back from connecting with your dream clients?

Imagine walking into a room, excited to be there, show up so confident and ready to share everything you offer without hesitation!!

Imagine attracting your audience because you are so zoned into what you bring to your clients and you know the value of your work!!
Imagine your dream clients reaching out to you to help them!!

Now imagine yourself fully present in your zone, having support of a coach to guide you there!! How do you feel now? It's possible.

YOU ARE THE SECRET SAUCE!

Classroom: Laurel - 10
Time: 10:30 - 11:30 am

Joy Klohonatz - Promptings Powered by Sendout Cards

Mastering the Art of Building Lasting Client & Team Members' Connections

The #1 Asset in starting and maintaining any business is the PEOPLE.

You can have the best location, best prices, newest technics, and teach the best classes, but none of that matters unless you have people willing to purchase and support you. PEOPLE are your biggest asset.

This class is a must....

1. If you are **STYLIST** - if you want /need to have more **LOYAL LONG TERM CLIENTS** in your chair.
2. If you are a **SALON OWNER** and looking to **GROW YOUR BUSINESS** with stylist who have **LOYAL LONG TERM CLIENTS!**
3. If you are a **TRAINER** or have a **PRODUCT** to sale and wanting to **GAIN MORE CLIENTS** who fall in love with you (well not **LOVE LOVE** like a marriage proposal) but ones that will not want to go anywhere else.

Classroom: Fox Den - 11
Time: 10:30 - 11:30 am

Maria Fontana

Give Yourself Some Grace

Helping you improve your life, relationships, and business results through a holistic approach to lasting transformation and success.

Empowering professionals to break through limitations, overcome self-doubt, and unlock their full potential.



P **promptings**
ACT... APPRECIATE... ATTRACT.

Classroom: Wintergreen - 1
Time: 12:00 - 1:00 pm

**John Paul Mitchell Systems - Kelsey Higginbotham,
Thomas Cousins & Bridgette Hardy**

Salon Reality

Learn how to enhance your services behind the chair for a truly customized experience.

Join Bridgette, Kelsey and Thomas for what it is really like behind the chair, conquer the chaos of color and cut.

Expect to enhance your consultations, advanced color and cutting techniques.

Classroom: Seasons 1 & 2 - 2
Time: 12:00 - 1:00 pm

Brooke LeMasters

Aurora Lights: A Multi-Tonal Balayage Placement Technique

Placement + Artistry = Aurora Lights!

Learn Brooke's signature blueprint for quick, hand-painted highlights and lowlights.

This approach takes the guesswork out of placement, while simultaneously providing artistic choices that allow you to create custom looks for your guests.

Take your balayage services to the next level and create seamless, luminescent dimension with this efficient, methodical approach.

Classroom: Seasons 3 - 3
Time: 12:00 - 1:00 pm

Bethany Keith - Gloss Salon Delaware

Bridal Styling

In this class, we will share the top 5 Bridal Styles of the Season and do a step by step demonstration of one style.

You will receive our list of recommended tools and products. We will discuss how to use each product and some tips and tricks to save time and create a long-lasting style.

During the step by step demo, you can follow along with a written description of each step. We will answer all of your bridal styling and wedding business questions.

You will leave with helpful information from what we have learned in our over 15 years of bridal styling experience.

Classroom: Seasons 4 - 4
Time: 12:00 - 1:00 pm

Michael Yost

Are you a HEART leader or a SMART leader? Unlock your best self!

Leadership can be challenging. It doesn't have to be if we stay true to who we are. Some of us lead from our hearts/emotions, while others lead from a smart/mindful approach.

How do you lead? Join Michael Yost as he takes you on a journey to identify your authentic leadership style and how this can impact teamwork, culture, growth and consistency within your business.

This class will explore the need to be a blend of heart AND smart and put those traits into action. Heart and smart leadership builds safety and connection that unlock personal potential through actions that produce consistency and results. Join us to unlock your best self!

Classroom: Snowflake - 5
Time: 12:00 - 1:00 pm

Rowena Yeager

For The Art Of Curl - Silhouette Shape Cutting

Unleash your creativity and redefine the possibilities of confidently cutting curly hair. This class is a must for anyone looking to expand their clientele base and dive into the curly texture market.

Attendees will explore the fascinating realm of dry shape design, a technique that emphasizes the sculpting creativity while dry shaping curly hair. This innovative approach to shape and design not only preserves the natural texture of the hair but also encourages individual expression with artistic flair.

Discover how to eliminate your fear around working with textured hair while gaining new confidence for you and your client.

Learn the secret to creating the perfect cast and how to teach your client to recreate it at home over and over again. Develop the skills to communicate effectively with clients about their desired curl goals and deliver the results they've been wishing for.

A happy curly client is a client for life.

Classroom: Sunburst - 6
Time: 12:00 - 1:00 pm

David Kinigson - Authentic Cutting Education

The Power of Three - Principles of Fusion Cutting

Fusion Cutting bridges the gap between Wet (precision) and Dry (movement) Cutting. In The Power of Three, David K shares three core principles of Wet Haircutting and introduces you to three cool Dry Cutting techniques that blend seamlessly into your current approach to haircutting. The Power of Three - Principles of Fusion Haircutting is for professionals at all levels who want to POWER UP... 1. their technical skill set; 2. design individual couture haircuts; and, 3. overcome their fears associated with haircutting.

The Power of Wet & Dry Fusion Cutting because there are benefits to both. Your clients and guests will notice the difference.

Classroom: Hemlock 7
Time: 12:00 - 1:00 pm

Bonnie Bonadeo

Mastering Effective Communications - Creating Awesome Conversations with Teams and Clients, Every Time!

This comprehensive class is designed specifically for professionals in the salon industry who understand the importance of effective communication in building successful client relationships. This course focuses on enhancing your communication skills to deliver exceptional customer service, foster client loyalty, and create a positive salon experience.

Learn To:

-Develop Strong Communication Foundations: Learn the fundamental principles of effective communication, including active listening, body language, and verbal and non-verbal cues. Understand how these skills contribute to building trust and rapport with the team and clients.

-Tailor Communication Styles: Gain Insights into different communication styles and techniques to adapt your approach based on individual client preferences. Explore methods for effectively communicating with diverse client personalities and needs.

-Client Consultations: Master the art of client consultations, including the ability to ask the right questions, actively listen, and provide personalized recommendations. Learn how to effectively communicate the salon services, products, and benefits to meet client expectations.

-Managing Difficult Conversations: Develop strategies for handling challenging situations and conflicts with teams and clients. Learn effective techniques to diffuse tension, manage complaints, and turn negative experiences into positive ones.

Classroom: Chestnut 8
Time: 12:00 - 1:00 pm

Karla Lopez-Martinez

TrainU; Elevate your in-salon training program. Systems to create, maintain, implement and launch your in-salon education program!

During this class, you will learn to create a roadmap for your salon team to follow in implementing your in-salon education program.

We are at a turning point in our industry, with state regulations changing and hours for cosmetology students being shortened. This creates less-prepared graduates entering our industry.

This leaves us salon owners with the responsibility to train our team much further and with higher focus than before. It is up to us as leaders to create a clear education path to develop our next generation!

If you have an education program already in place, ask yourself these 3 questions:

1. When was the last time you updated your in-salon education?
2. Is it consistently delivering well-trained stylists on to the floor?
3. Is it timely and meets the demand of your financial goals?

If your answer to any of these 3 questions was less than favorable, come see if I can help you elevate and update your program.

If you don't really have a program, not one that you see the results you want over and over again, then it's a MUST for you to come join me in this conversation!

TrainU is going to change and upgrade your education game by helping you create, maintain, implement and launch your in-salon education program.

Classroom: Evergreen 9
Time: 12:00 - 1:00 pm

Karen Kaminski - Allure Salon Suite Consulting LLC

How to setup my Independent Salon Suites Business

In this class, you will learn how to set up your Independent Salon Business (Salon Suite) within your state and be in compliance with cosmetology state boards guidelines.

You will also learn;

- How to register your Business with the State (Sole Proprietor vs LLC)
- How to apply for your Salon License (State Board Requirements)
- How to get ready for inspection
- How to order products and work with a Sales Rep
- How to decorate your salon
- How to notify clients of your New Business
- How to keep track of Income and Expenses accurately. (weekly, monthly and yearly and be tax ready)

Classroom: Laurel - 10
Time: 12:00 - 1:00 pm

Lauren Wertz

Managing your Business with Technology

Lauren Wertz, has been serving the beauty industry for 20 years. Now, an experienced Account Manager with Rosy Salon Software, she will share insights into the dynamic world of beauty and business.

For this class, Lauren will delve into the dual motivations of hairstylists: the ego-driven passion for making clients look and feel great and the financial motivation that comes with transitioning to a business owner. She will introduce Rosy Salon Software as a comprehensive business management tool, a silent partner dedicated to ensuring a profitable salon.

Join Lauren as she touches upon integrated payment processing, streamlining end-of-day processes, and financial record-keeping. The discussion will expand to the challenges salon owners face with retail sales, and offer a solution through a free online store integrated with Rosy.

Classroom: Fox Den - 11
Time: 12:00 - 1:00 pm

Nikki Huebner

A Hands On Approach To All Things Lashes

Are you looking to expand your skill set? Or maybe you just need to fine tune your technique!? Do you love lash extensions!? Join us to learn more about how EndureLash PRO can help you to learn the fascinating skill of lash extension placement! Our seasoned instructors, and formulary chemist will be expanding your scientific brain, while boosting your artistic talent! We will offer a hands-on approach through table-top instruction using lash extensions, and our soon-to-be launched, groundbreaking, ACRYLATE FREE LASH EXTENSION ADHESIVE.

The synergy of brands EndureLash and EndureBeauty will help you to expand your service offerings through lash extension placement, upgrade all of your services with our organic facial skincare, and increase weekly revenue; all while providing a safer, cleaner, and more effective luxury lash service!

We are excited for you to learn more about what it takes to dive into the...
LASH WORLD of ENDURE! XX

Classroom: Wintergreen - 1
Time: 2:00 - 3:00 pm

Jack Winn Pro - Rachel McMillan

Braided Balayage : The Breakdown

In this dynamic and comprehensive class, we will delve into the art of braided balayage! This innovative technique offers a fast and efficient option to create stunning depth & dimension to a bar of canvases.

Join National Educator's Rachel McMillan and Brittany Doerr French as we break down the step-by-step process of this technique, ensuring that you gain a thorough understanding to confidently replicate this service behind your chair!

The key focuses of this class are proper sectioning, formulation, toning & application. This time saving technique helps achieve proper tonality as well as a seamless blend that is sure to have your guests swooning! Therefore, we will dedicate ample time to exploring formulation and provide practical tips for achieving the desired results. You will learn how to select and prescribe the right products, mix colors effectively, and apply them with precision to achieve stunning results.

By the end of this class, you will have a solid foundation in the braided balayage technique and be equipped with the knowledge and skills to offer your clients an efficient option for adding dimension to their hair color.

Join us and discover how you can unlock the potential of this innovative technique, elevating your guest experience as well as your service ticket!

Classroom: Seasons 1 & 2 - 2
Time: 2:00 - 3:00 pm

Aqua Hair Extensions - Samantha Sharpless

The Elevated Extensionist

Elevate your career with AQUA Hair Extensions! Join our class to gain insights into conducting successful consultations, selecting the right hair extensions method for each client, devising effective pricing strategies, and effectively marketing yourself as a hair extension specialist.

In this interactive course, you'll receive an Elevated Extensionist workbook to launch and grow your career! This class serves as your ultimate roadmap to launching, expanding, and thriving as a highly successful hair extension expert with AQUA Hair Extensions!

Classroom: Seasons 3 - 3
Time: 2:00 - 3:00 pm

Dominique DiBenedetto - Aura Hair CO.

Alternative Hair Training - Hair Toppers

Learn how to intergrade alternative hair into your business. We will discuss hair loss and choose what type of added hair is right for your clients. Is it a topper, extensions, or both?

You will see how to customize pieces through cutting, coloring and by providing any adjustment the pieces may need.

You will also learn how to deal with the hair loss demographic in a empathetic and caring way.

Let's welcome the hair loss community into our salons and give them the services they deserve.

Classroom: Seasons 4 - 4
Time: 2:00 - 3:00 pm

Ameet Kallarackal - Glammatic Salon Marketing

Passive Growth: How to Make Smart Marketing Moves for Long-Term Growth

Ditch the trial-and-error loop with short-lived marketing tactics. This session is your passport to sustainable growth, elevating you above the competition. In this session, we'll cut through the marketing noise and expose the proven strategies that truly ignite long-term success.

We'll debunk the marketing myths holding you back and reveal the undisputed truths that fuel lasting growth. You'll be equipped with a step-by-step plan to implement these strategies, paving the way for continued momentum.

Classroom: Snowflake - 5
Time: 2:00 - 3:00 pm

All-Star Grooming - Kristi Ernst

Don't Fear the Beard

Beards can be intimidating. This class will give you the confidence and knowledge to tame any beard.

You will also be introduced to beard treatments as an added service. These services and the associated retail products can increase your revenue significantly.

So Don't Fear the Beard!



Classroom: Sunburst - 6
Time: 2:00 - 3:00 pm

Rachelle Yarnell & Jason Clemons- Donald Scott NYC

Unleash the Artistry of Razor Cutting

Attention, Hair Enthusiast and Inspiring Stylist! Get ready to revolutionize your cutting techniques with Rachelle and Jason featuring Donald Scott carving comb.

Razor cutting is an art form, and Rachelle and the DSNYC team will teach you how to use these great tools.

Razor cutting opens up a world of versatility. Whether into edgy pixies, chic bobs are flowing layers this class will elevate your razor cutting experience.

Classroom: Hemlock - 7
Time: 2:00 - 3:00 pm

Diana Pickett - Beauty VIP Education

"Affordable Luxuries"

Join Diana Pickett - Joico educator and come hear how to make more money with offerings of "Affordable Luxuries" that increase your service tickets.

Who this is for:

- Salon owners who want to develop additional revenue streams
- Beauty Professionals that want to increase their income

Are you a salon owner looking for creative ways to increase your revenue with a defined add on menu that increases service tickets with what's already on your back bar?

Or maybe, you're a beauty professional seeking ways to enhance your guest experiences while earning more income?

In this class, Diana, a seasoned business owner and coach, will inspire you and help you to create a menu of "Affordable Luxuries". You'll leave this class with innovative ideas that will allow you to easily create and implement an "Affordable Luxury" menu. It's time to create additional reasons for clients to make an appointment and enjoy all that your salon has to offer, and to maintain a consistent revenue stream.

Classroom: Chestnut - 8
Time: 2:00 - 3:00 pm

VISH - Tim Howard & Milena Morris

3 Rules of Color Management

Ready to increase your salon service revenue by 10-15% in just three months? Join VISH CIO Timothy Howard for the 3 Rules of Color Management. In this class chock-full of key industry insights, you'll learn how to:

- Implement Responsive Pricing for Profit
- Focus on Margins
- Unlock New Revenue
- Double Your Color Profit

Classroom: Evergreen - 9
Time: 2:00 - 3:00 pm

Kim Becker - Hello Gorgeous!

Winning the Networking Game. Easy Actionable Tips to Make Networking Effective

Networking is all about meeting people and building relationships to help one another grow. These relationships should be mutually beneficial.

Networking is used to grow your business through referrals, gaining information that will help you in your business, and make contacts that will enable you to add value to your products and services. This session will be all about effective networking. How can you make the most out of the relationships that you are building on a regular basis?

Here is what will be covered;

- What is Networking
- 2 Types of Networking
- What Does your Networking Game Face Look Like
- 7 Steps to Effective Networking

Classroom: Laurel - 10
Time: 2:00 - 3:00 pm

Stacey Prescott

Becoming a Curl Whisperer 101

Dive headfirst into the vibrant world of curls with our dynamic course designed to unravel the mysteries of curly hair!

Discover the secrets behind the natural dryness of curls, tackle the common woes of frizz, breakage, split ends, and tangling with confidence. We'll guide you through the art of analyzing both scalp and hair, equipping you with the skills to craft tailor-made service plans for every unique head of curls. Uncover the critical factors to consider and master the art of selecting the perfect product mix for your curly clients. But that's not all!

Learn how to communicate your expertise in a way that resonates with clients, empowering them and boosting their trust in you as their go-to stylist.

Get ready to elevate your styling game, build unwavering confidence in your abilities, and transform the curly hair experience for your clients. This course is your golden ticket to becoming a curl whisperer!

Classroom: Fox Den - 11
Time: 2:00 - 3:00 pm

Lauren Long - The Nail Academy

The Business behind the Beauty

The Nail Academy teaches more than just nails! It's equally important to establish your brand identity & understand the business behind your brand!

In this course, you will learn the major B's in this industry; Branding & Business!

Who are you & what makes you unique?

Learn how to establish your brand identity and market it to the masses. Understand the power of social media & how you can use it to leverage your business.

Do you have a clientele? What is your client retention? Learn how to grow your clientele as you grow & scale your business.

In 60 minutes, you'll learn how to maximize your time & profitability!

Be prepared to take notes & take your career to new heights!

The logo for VISH, featuring the word "vish" in a lowercase, pink, cursive-style font.

Classroom: Wintergreen - 1
Time: 3:30 - 4:30 pm

Angel del Solar - Cocco Hair Professional

Master the Art of Hair Reproduction

Angel is known as one of the OG's in the hairdressing industry. With almost 40 years of hands-on experience, Angel has mastered precision cutting, French cutting, condensed cutting, and free form cutting. Over the last 10 years, Angel has worked on putting together a cutting system using the method of Deconstruction.

Deconstruction teaches hairdressers and barbers to look at the hair cut differently and to deconstruct each aspect of the haircut. Once you learn how to deconstruct the haircut, Angel then teaches a systematic process on how to most efficiently and effectively reproduce the same hair cut.

This class is a must for all advanced hairdresser and barbers that want to keep up with the demand of customers asking for specific haircuts and styles! Learn from the Hair Bender Master and you will never see hair the same way again!

Classroom: Seasons 1 & 2 - 2
Time: 3:30 - 4:30 pm

Phillip & Mary Wilson - Wilson Collective

EXPLORING THE WILSON METHOD

Phillip Wilson, Creative Director and creator of The Wilson Method of Haircutting will demonstrate why the Wilson Method is fast, efficient and exciting for clients. Learn to master the perfect 7 min. BOB.

Phillip trained with the Grand Masters of Europe AND WITH Vidal Sassoon, who pioneered precision hair cutting, in the UK where Phillip was born and raised. He wanted to balance his cuts and be different than everyone else, so, he combined all he learned to create his way of cutting hair.

When he moved to North America in the 90s and began to work with L'anza, he combined the understanding of head shape, movement and design lines from the precision training and the art and flow of the free flowing, lower tension cutting of the likes of Alexander of Paris into his now iconic "Wilson Method."

WHAT IS IT?

The Wilson Method uses tools such as twin combs, and twin brushes to manage and direct a large amount of hair at one time into a specific area to create over-direction, with low tension and place the guideline in one single line. Example working in the center back, you can bring all of the hair back to the center with twin combs. (They are all large teeth to create even tension) The Center back is your shortest point and the hair gets long as it moves toward the face. (over-direction) You can create as steep or as shallow of graduation (layering) that you want based on the angle (tilt) of your combs. If the top of the combs is tilted out and down then your graduation is minimal. If the combs are standing up with a slight tilt, your graduation is steep.

Classroom: Seasons 3 - 3
Time: 3:30 - 4:30 pm

Donna Hogg

The Myth of "Chlorine Build-Up" and Other Myth-Busting Trivia

What really happens to hair fibers exposed to chlorine, bromine, seawater, and sunshine?

I will show you how to properly evaluate and treat (recondition) this state of damage, and how to prevent or mitigate this damage. You'll learn the different products that can be used, in a non-branded setting.

Come away with an elevated understanding of the impact summer fun activities can have on your client's hair and will be able to increase salon services targeting correction of sun and chlorine-ravaged hair. "Maintaining Hair Integrity Through Your Chemical Processes",

"When You Lose The Integrity of the Hair, You Lose YOUR INTEGRITY Behind The Chair!

This class will review Hair Structure Basics and Explore the impact of various chemical, mechanical and environmental processes on the hair fiber. Participants will learn how to properly assess the needs of the hair to correct damage and mitigate the impact of chemical services on their client's hair. Participants will learn which types of products to use (in an unbranded format) to take the hair from Fried to Fabulous!

Classroom: Seasons 4 - 4
Time: 3:30 - 4:30 pm

Terri Cowan

Elevate Your Earnings: Mastering Service Excellence and Dreaming Big

Unlock the secrets to financial prosperity and personal growth in Terri's dynamic class, "Elevate Your Earnings."

This transformative course is designed to empower you with the skills and mindset needed to not only boost your income, but also to create a fulfilling and purpose-driven life.

This class is perfect for stylists seeking to elevate their earnings, entrepreneurs looking to enhance their service strategies, and anyone committed to personal and financial growth.

By the end of this course, you will not only possess practical tools for delivering outstanding service but also have a renewed sense of purpose and the skills to turn dreams into achievable goals.

Elevate your earnings, embrace a positive mindset, and set yourself on a path to extraordinary success!

Classroom: Snowflake - 5
Time: 3:30 - 4:30 pm

Jessica Selders

Clipper Cutting With Confidence

Are you intimidated by clipper cuts?

Do you want to grow your clientele?

Men's grooming can be one of the most lucrative ways to boost your income behind the chair!

This class teaches how to hone focus to a particular fade style, such as a taper and bald fade.

Using techniques like clipper over comb and blending with texture shears, you will learn tips and tricks to get the confidence you need to grow your clientele and add to the services you offer!

Classroom: Sunburst - 6
Time: 3:30 - 4:30 pm

The Spacecat Project - Sara Gallagher & Kristina Metzroth

Destroy the BOB

Discover how to construct AND deconstruct “The Little Black Dress” of haircuts.

The bob is the most recognizable yet sometimes misrepresented shape and can be hard to label.

In this class we will challenge the iconic ‘bob’ and razor/blend/shear our way out of the ‘BOB BOX’. Let’s take the bob from CLASSIC TO CHAOS!

Classroom: Hemlock - 7
Time: 3:30 - 4:30 pm

Jill Ruone & Derek Anthony

Bridging Generations: Mastering Workplace Communication Across Ages

Ever wondered how diverse perspectives can elevate team performance?

Are you ready to learn the art of bridging generation gaps for unparalleled sales success?

Want to lead with impact? Learn the strategies to connect, communicate, & lead across generational lines in our transformative class.

Join us as we explore together the dynamics of generation gaps within the workplace. Learn ways to bring out the best in each individual within your culture while bridging the differences between generations. We will show you ways to identify & lean into the strengths of diversity within your team.

Classroom: Chestnut - 8
Time: 3:30 - 4:30 pm

Donna Roggio

Financial Foundations

Welcome to the exciting and engaging world of “Financial Foundations: Building a Stronger Future Through Financial Organization”!

In this interactive session, Donna takes a unique and fun approach to discussing the importance of financial organization. By sharing stories and experiences, she will enlighten you on all the essential processes around your money and why they’re crucial for building a strong financial future.

You’ll learn about setting financial goals, understanding personal and business finances, distinguishing between wants and needs, streamlining bill payments, and reducing debt. But don’t worry, we won’t be delivering a dry and boring lecture on finances. We’ll use humor and storytelling to make sure you’re engaged and entertained throughout the session.

And that’s not all - we have a bonus surprise gift for all of the attendees!

By the end of the session, you’ll have a wealth of information to take control of your finances and build a stronger financial foundation for your future.

So whether you’re a business owner or someone looking to improve your financial organization, join us for an enlightening and entertaining journey to financial freedom.

Classroom: Evergreen - 9
Time: 3:30 - 4:30 pm

Scott Moon - Salon S.O.S.

GROW YOUR RETAIL AND CUSTOMER LOYALTY!

“Frustrated with retail sales? Ever feel like you can’t compete with the big box stores and Amazon? Tired of customers taking a picture of the product so they can buy it somewhere else? Strong retail sales are a fundamental to salon profitability!

In this class, you will learn:

- 4 consumer purchase decision factors and how to capitalize on them
- Proven strategies and ideas to engage staff in the process and grow sales
- How to engage customers and run an effective loyalty program to grow your sales”

Classroom: Laurel - 10
Time: 3:30 - 4:30 pm

Vanessa Rose

Protecting Your Personal Energy

It will also illuminate the magic in those you touch. Learn how to gracefully navigate tricky situations behind the chair and elevate your awareness to transform energy, turning challenges into opportunities for growth and positive impact.

Join us in mastering the art of energetic hygiene, self-care, and the establishment of physical, emotional, mental, and spiritual boundaries.

It’s time to turn up your magic and create a transformative space for yourself and others.

Classroom: Fox Den - 11
Time: 3:30 - 4:30 pm

Mary Ellen Ballance

Perfect the Prep

Preparing the natural nail is imperative to creating a long-lasting nail enhancement. Whether you are sculpting extensions, performing a structured manicure, or simply applying gel polish, taking the time to prepare and protect the natural nail is essential.

What is the key to perfecting the prep with an e-file? EDUCATION - you must know your limits and boundaries, and you have to take the time and make the investment in hands-on classes to build not only your knowledge, but your confidence.

A nail tech with an e-file and no education is extremely dangerous, and the main reason clients are often “afraid” of the e-file. In this class we will cover different types of e-files, different types of bits, and gain a better understanding of torque and rpms and why that is so important.

As you increase your level of education and experience, you will build the confidence to expand your boundaries and have the ability to do more detailed work safely and with precision.

Classroom: Wintergreen - 1
Time: 5:00 - 6:00 pm

Geno Stampora

Whatever it takes

Learning to give your all.

Becoming aware of your complete potential.

Never underestimate inspiration.

Classroom: Seasons 1 & 2 - 2
Time: 5:00 - 6:00 pm

Brooke LeMasters

Surface Illumination Technique

This unique color technique utilizes a tool that we as stylists AND barbers have readily available to us.

They may be common tools for use behind the chair, but they are definitely not the "norm" when it comes to color techniques.

This efficient and versatile technique creates modern dimension and can be used on even tight clipper cuts! This class is sure to increase your creativity and bottom line, whether you're Barber or Hairstylist!

Classroom: Seasons 3 - 3
Time: 5:00 - 6:00 pm

Camilla Rorstrand - Color Me True CORP

The Real Secrets Behind the Grey Coverage

Do you ever struggle with achieving complete gray coverage on some clients?

Have you tried everything, yet still see white strands peeking through?

It can be frustrating, right?

I have the secrets to tackling those stubborn white and grey hairs!

I'll give you the information to be able to handle full grey coverage in an easier way, that's a lot more fun. It doesn't matter what color line you use, these professional tips will work for you!

**BE
COME
A BETTER
COLOR
IST™**

Classroom: Seasons 4 - 4
Time: 5:00 - 6:00 pm

Missy Peterson - Malibu C

Hair Loss for the everyday stylist

We all have clients that have had or are going through some form of hair loss at some point in our career.

Let's face it though, as an industry we are not well-equipped or educated on how to actually help.

Which means we are not comfortable or confident when talking to our guests about hair loss.

This class will change that for you.

We will talk about the three main causes of hair loss. How to approach each type and possible treatments we can offer in the salon.

I will give you tips on when to refer your client to a medical professional and how to work alongside that professional to give your client the best results.

Classroom: Snowflake - 5
Time 5:00 - 6:00 pm

Morono Hodge - Cocco Hair Professional

Shape up, balance, and symmetry - the 75% Rule

In this class, Morono reveals one of the most difficult subjects to master in the barbering industry.

Learn the secrets of naturally perfecting the outline. This class will teach you the secrets of Morono's systematic approach to perfectly execute balance, contouring, and outline mastery!

This will take your work to the signature level and convey natural work that looks unreal!

Classroom: Sunburst - 6
Time 5:00 - 6:00 pm

Taylor Jameson

Classic Bohemian - Rock the Razor: Razor, Scissors, Triples

CLASSIC BOHEMIAN is Classical Sassoon shapes that are implemented with the razor. During the class, students will learn three systematic haircuts using,

THE FIVE POINTS OF DIFFERENCE;

- 1) The difference between cutting a straight line, with the scissor vs. the razor.
- 2) The difference between cutting and texturizing with the razor.
- 3) How to cut any type of hair with the razor: curly, wavy, straight, long, short, thick or thin.
- 4) How to cut without over texturizing.
- 5) The difference between a guard-less razor, a razor with a guard, and which offers better results.

Classroom: Hemlock - 7
Time: 5:00 - 6:00 pm

Bethany Keith - Gloss Salon Delaware

The Business of Weddings

The wedding business can bring an additional stream of income to your company in the hundreds of thousands

Weddings are scheduled and paid for in advance, almost never cancelled and not affected by the economy.

This multi-billion dollar industry can be the perfect addition to your existing services and when marketed, scheduled, and managed well, they will skyrocket your income and open the door to new potential clientele.

I will give you the secrets to success from my 15-year wedding business. Learn how to write a contract, schedule, organize and manage the weddings, take payment, set non-negotiables and market to brides.

Classroom: Chestnut - 8
Time: 5:00 - 6:00 pm

Donna Roggio - The Beauty Business Coach

Moola Method

Calling all salon owners & service providers, whether you're a seasoned pro or bursting onto the scene with newbie energy!

This class is your ultimate ticket to a mind-blowing revelation.

We're talking about a whole new paradigm for wowing your clients.

Get ready to supercharge your approach and watch those loyalty, trust, and retention meters hit the jackpot! 🚀🌟🎉

Classroom: Evergreen - 9
Time: 5:00 - 6:00 pm

Kim Becker - Hello Gorgeous!

How to Make Philanthropy a Business Builder

Individuals in the beauty industry have the biggest hearts. Our industry is all about serving others. I believe that there is a way to serve others, help promote your business and positively impact your bottom line.

I will tell you that during the 30 years I spent as a hairdresser behind the chair, not once did a media outlet ever reach out to me and say "I heard that you are doing an awesome haircut and hilite today, and we want to come and do a story on you!" Not once did that ever happen.

But I can not tell you about the number of times that we have received media coverage on the work that our salon and other salons in our program have received, because of the impact that they are making as a part of Hello Gorgeous!

Giving back to your community is so important.

Here are a few things that will be covered in this class

- How to stand out in the crowded salon world
- How to find a non-profit that aligns with the mission of your salon
- How coming together to serve others can improve the culture in your salon environment.

How can making a social impact in your community positively affect the bottom line of your business.

Classroom: Laurel - 10
Time: 5:00 - 6:00 pm

Chris Peden - Peden Accounting Services

Tax Deductions For STYLIST

Beauty professionals are exceptional at so many things, and must wear so many hats. However, tax expert is not one of them.

This class will focus on what the owner of a beauty business can deduct on their tax returns, including some items they may not even have thought of or heard about. We will focus not only those in business for themselves, but those who are in a partnership or have set up a corporation for their business.

This session is for those who have been in business for a number of years, or who are just starting out.

Classroom: Fox Den - 11
Time: 5:00 - 6:00 pm

Lauren Long - The Nail Academy

Intro into Acrylic Nails

The Nail Academy is a unique learning experience designed to provide an educational environment for nail stylists to expand their knowledge, skills and techniques.

We are dedicated to your growth within the industry & provide a variety of classes designed to take you to the next level in your career!

The most important quality in a long-lasting set of acrylic nails is foundation! A solid foundation entails proper prepping, application, and shaping.

In this beginners class, you will learn the ins & outs of the fundamentals of artificial acrylic nails.

If you are new to the nail industry or need to freshen up on your skills, this class is for you! Be prepared to take notes & apply this crash course to the beginning of your business in beauty!

Classroom: Timberstone - 12
Time: 5:00 - 6:00 pm

NudeU - Kayvon Tavakoli

NudeU: Wax That cl-ASS! Intro to Face & Body Waxing

Some like it soft... some like it hard. However you like it, NudeU has formulated an amazing line of hard and soft waxes preferred by estheticians around the world, perfect for YOU!

Made from natural, high-quality ingredients, our waxes adhere to hair without damaging the skin or leaving irritating residue, guaranteeing excellent results on all areas of the body, including the most sensitive areas, like the bikini, underarms, chest, legs, and face.

Using a live male model, we will do an interactive demonstration of a male bikini wax.

StudioYOU Education

..... ❖

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Register by July 1st for \$200 off the class
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Booth # 1-3



Clothing line and beyond:

- Innovative products that are trendy, versatile and a whole different level of comfort.
- Clothing that has multiple uses for either the working woman, going out or even comfortable enough for lounging and relaxation.
- Recently expanded line into stylish footwear and organic foot soak that melts calluses away.
- With the high cost of salon tools, essentials and lack there of, I have built my own Blow dryer, brushes, Microfiber towels and much more.
- Follow us on Facebook and Instagram to keep up with our latest and greatest items and trends



SEVEN BRAVO

Meet the Bravo Box

The easiest way for professionals
to manage hair foils



Booth #
42 & 43



BE COME A BETTER COLOR IST™

Become A Better Colorist is completely product neutral and is about how color works with hair in a CLEAR, EASY and FUN way.

Booth #
21



MONDAY MAIN STAGE-VENDOR HALL



Monday 9:00 - 10:00 am

**Samantha Sharpless -
AQUA Hair Extensions**

**Expand Your Service Menu
with AquaLyna!**



Enhance your salon's extension offerings with AquaLyna Hair Extensions. While permanent extensions suit some clients perfectly, they may not be the ideal choice for everyone due to varying lifestyles, hair types, and budgets.

AquaLyna provides high-quality "DIY" temporary extension systems that are easy to use and cater to diverse needs. Incorporating AquaLyna's Aura, Ponytail, and Clip-in Extensions into your salon menu allows you to offer guests a versatile range of options.

From color matching to application, cutting, blending, and retailing, we provide comprehensive training to ensure you can confidently offer these extensions. With AquaLyna, the possibilities in the world of extensions are endless. Make a statement with AquaLyna.



Monday 10:30 - 11:30 am

**Brittany Doerr French &
Leslie Sanders**

**Mastering Fiery Redheads,
Cool Blondes, and Summer
Season Trends**

Come join us as we dive into world of hair color mastery with Jack Winn Pro's National Educators, Brittany Doerr French and Leslie Sanders. Together, alongside the renowned Jack Winn Pro brand, they're set to unveil a captivating journey through the artistry of fiery dimensional redheads and breathtaking platinum blondes.

Drawing from their wealth of experience and expertise, Brittany and Leslie will not only showcase their impeccable techniques but also delve deep into the intricacies of formulation and execution, ensuring every attendee leaves armed with the knowledge and confidence to replicate these awe-inspiring looks in their own salon.

With a focus on creating unforgettable transformations and pushing the boundaries of creativity, this immersive session promises to ignite your passion for hair color and elevate your craft to new heights.

Join us for an unforgettable experience that celebrates innovation, artistry, and the limitless possibilities when it comes to formulating.

**JACK | PRO
WINN |**



Monday 12:00 - 1:00 pm

Francesca Rivetti - Lisa Gregory

Editorial - Lights Camera Action

Join us for a real-time photoshoot experience to build your salon business and boost confidence.

World-renowned award-winning educator, hair stylist Francesca Rivetti and published editorial stylist Lisa Gregory take you on a journey "on set" at a photo shoot creating salon-ready hair to runway and more for your portfolio.

This is an interactive experience we will be doing a re-enactment of our Italy program, EAT PLAY LEARN a hairstylist creative escape ...watch the magic come to fruition!



Monday 1:30 - 2:30 pm

**John Paul Mitchell Systems -
Kelsey Higginbotham,
Bridgette Hardy & Thomas
Cousins**

#Trending

If you're looking for the best hair color and cutting ideas, you're in the right place.

There's no better way than transformation.

JOHN PAUL MITCHELL SYSTEMS.



Monday 3:00 - 4:00 pm

Missy Peterson & Shanna Moll

**From Scalp Health to Thinning
Hair**

Join Malibu C's Missy Peterson & StudioYou's Shanna Moll together - ONE STAGE!

From scalp health to thinning hair, what are the solutions to become more emotionally and financially profitable.



MONDAY MAIN STAGE - BALLROOM



Monday 9:00 - 10:00 am

Winn Claybaugh

Your Career—How Bad Do You Want This?

Navigating your way through beauty school can be overwhelming: How will I launch my dream career? What do I need to focus on NOW, while I'm still in school? Did I make the right choice? In this lively and humorous seminar, Paul Mitchell Schools' Dean and Cofounder Winn

Claybaugh shares specific ideas and concrete steps on:

- Taking full advantage of your educational career opportunities
- Getting noticed within the beauty industry so people want to play favorites with you
- Connecting with the most famous and most influential people in the beauty industry



Monday 10:30 - 11:30 am

Terri Cowan

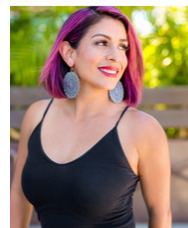
The 3 E's of Making IT

Effort - Energy - Enthusiasm

Will ALWAYS set you apart.

Your community needs to witness this commitment of focus to your craft, your teammates and your salon guests.

The EYE TEST always sees the magic. Your guests are drawn to it. This hour will concentrate on the mental toughness and disciplines needed to be successful. Don't make excuses - don't make success complicated



Monday 12:00 - 1:00 pm

Karla Lopez-Martinez - Gila Rut Salon

TrainU; Elevate your in-salon training program. Systems to create, maintain, implement and launch your in-salon education program!

Learn to create a roadmap for your salon team to follow in implementing your in-salon education program. We are at a turning point in our industry, with state regulations changing and hours for cosmetology students being shortened. This creates less-prepared graduates entering our industry. This leaves us salon owners with the responsibility to train our team much further and with higher focus than before. It is up to leaders to create a clear education path to develop our next generation!

If you have an education program already in place, ask yourself these 3 questions:

1. When was the last time you updated your in-salon education? 2. Is it consistently delivering well-trained stylists on to the floor? 3. Is it timely and meets the demand of your financial goals?

If your answer to any of these 3 questions was less than favorable, come see if I can help you elevate and update your program. If you don't really have a program, not one that you see the results you want over and over again, then it's a MUST for you to come join me in this conversation!

TrainU is going to change and upgrade your education game by helping you create, maintain, implement and launch your in-salon education program.



Monday 1:30 - 2:30 pm

Bonnie Bonadeo

Becoming The Emotionally Intelligent Leader - Salon Owners

This interactive session is to build confidence, be liked, and be effective in your communication skills. This class is designed to empower individuals in leadership roles with the empathy and effectiveness.

This course is focused on developing self-awareness, understanding emotions, and building strong relationships to become a resilient and impactful leader.

-Developing Self-Awareness: Explore the concept of emotional intelligence and its significance in effective leadership. Learn how to recognize and manage your own emotions, as well as understand and empathize with the emotions of others.

-Building Empathy and Understanding: Learn techniques to enhance your ability to empathize and understand the perspectives, needs, and motivations of your team members. Discover strategies for fostering a supportive and inclusive work environment.

-Effective Communication and Influencing Skills: Enhance your communication skills to effectively convey your ideas, provide feedback, and inspire and motivate others.

Learn how to adapt your communication style based on individual differences and engage in meaningful conversations that build trust and collaboration.

Join Bonnie in this insightful class and unlock your power to be an emotionally intelligent leader.



Monday 3:00 - 4:00 pm

Angel del Solar - Cocco Hair Professional

Social Media for Hairdressers

During Covid, Angel was forced to learn how to teach via online and social media. Within 2 years, he has amassed a following of over 1.5 million subscribers on all of his collective social media platforms - ALL ORGANICALLY.

In this class, Angel shares his experience and learning of successfully marketing your brand and business online.

This class is guaranteed to take your business to another level.

Learn what platforms are a must for hairdressers and secrets to organically grow your following base.

This class is a must for all hairdressers!

Classroom: Wintergreen - 1
Time: 9:00 - 10:00 am

Nikki Le With Chris Peden

Managing Your Money as a Business Owner and Beauty Entrepreneur

This class is a must for any salon owner or beauty professional that wants to gain financial literacy in how to learn a simple bookkeeping process in order to become a powerful money manager in their business.

We'll show you our exclusive financial dashboard that empowers you with clarity and confidence in your revenue streams & spend management.

Nikki will share the best business practices in logging your cash-in and cash-out in order to have the highest level of control over the financial functions of a small business owner.

This class is for all levels... beginners in the game of business or seasoned entrepreneurs that want to level up their money management acumen and dominate their accounting workflow.



Classroom: Seasons 1 & 2 -2
Time: 9:00 - 10:00 am

John Paul Mitchell Systems, Bridgette Hardy, Kelsey Higginbotham, Thomas Cousins

Time Is Money

Save time behind the chair with express services and customized techniques.

Learn to work smarter not harder—everything from minimal 10 foil placement, to money piece, to curtain bangs, to that perfect bob.

Classroom: Seasons 3 - 3
Time: 9:00 - 10:00 am

Rowena Yeager

The Magic of Brand Marketing with Artificial Intelligence AI

• Be a Perennial with marketing your brand using Artificial Intelligence (AI) that will revolutionize your marketing strategy. This course is designed for entrepreneurs, and business leaders eager to navigate the evolving landscape of digital marketing using simple apps, tips and tricks along with a little magic.

• Open your mind to a transformative learning experience as you learn how to rewrite your brand's story with the fusion of marketing and artificial intelligence. Simple A.I. hacks to optimize your marketing ROI and amplify your brand's impact simply taking away the tedious hours of writing and finding the right words.

• Discover how content is the key to a dynamic synergy between traditional marketing principles and the limitless possibilities we have access to in a perennial world: Perennial Generation was first coined by serial entrepreneur Gina Pell.

• Elevate your marketing game and position your brand at the forefront of innovation in this new technology era. Walk away feeling your confidence rise knowing you've gained the knowledge you needed to decode consumer behavior and craft personalized campaigns that resonate with your target audience.

Classroom: Seasons 4 - 4
Time: 9:00 - 10:00 am

Ameet Kallarackal - Glammatic Salon Marketing

Tactical Tips to Master Instagram

This masterclass isn't just another dry social media lecture. It's a game-changer packed with beauty-specific tactics and actionable takeaways to turn your Instagram account into a client-magnet.

Forget generic advice. We'll dive deep into the unique world of salons and beauty on Instagram, showing you how to: Attract your ideal clients with laser-targeted content that speaks their language.

Go beyond hashtags and master the art of magnetic Instagram storytelling. Spark conversations that ignite fierce brand loyalty and turn followers into passionate fanatics who rave about your business.

We'll equip you with the practical skills and strategies to turn social media into a real revenue booster for your salon.

Classroom: Snowflake - 5
Time: 9:00 - 10:00 am

Stacey Prescott

Curl Magic 201: Mastering the Art of the Cut

Dive headfirst into the vibrant world of curls with our dynamic course designed to unravel the mysteries of curly hair! Discover the secrets behind the natural dryness of curls, tackle the common woes of frizz, breakage, split ends, and tangling with confidence.

We'll guide you through the art of analyzing both scalp and hair, equipping you with the skills to craft tailor-made service plans for every unique head of curls. Uncover the critical factors to consider and master the art of selecting the perfect product mix for your curly clients. But that's not all!

Learn how to communicate your expertise in a way that resonates with clients, empowering them and boosting their trust in you as their go-to stylist. Get ready to elevate your styling game, build unwavering confidence in your abilities, and transform the curly hair experience for your clients. This course is your golden ticket to becoming a curl whisperer!

Classroom: Sunburst- 6
Time: 9:00 - 10:00 am

Jessica Selders

Clipper Cutting With Confidence

Are you intimidated by clipper cuts?
Do you want to grow your clientele?

Men's grooming can be one of the most lucrative ways to boost your income behind the chair!

This class teaches how to hone focus to a particular fade style, such as a taper and bald fade.

Using techniques like clipper over comb and blending with texture shears, you will learn tips and tricks to get the confidence you need to grow your clientele and add to the services you offer!

Classroom: Hemlock - 7
Time: 9:00 - 10:00 am

Bethany Keith - Gloss Salon Delaware

Business of Weddings

The wedding business can bring an additional stream of income to your company in the hundreds of thousands.

Weddings are scheduled and paid for in advance, almost never cancelled, and not affected by the economy.

This multi-billion dollar industry can be the perfect addition to your existing services and when marketed, scheduled, and managed well, they will skyrocket your income and open the door to new potential clientele.

In this class, I will give you the secrets to success from my 15-year wedding business.

I will share how to write a contract, schedule, organize and manage the weddings, take payment, set non-negotiables and market to brides.

Classroom: Chestnut - 8
Time: 9:00 - 10:00 am

Donna Roggio - The Beauty Business Coach

Unlocking Success: Mastering Salon Metrics and Technology for Profitable Growth

Are you ready to elevate your salon's performance and profitability?

Join us for an engaging and empowering session designed specifically for salon owners and stylists eager to decode the mysteries of benchmarks, KPIs, and technology for business success.

We'll delve into the essential benchmarks and KPIs crucial for measuring growth and maximizing profitability in the salon industry. Through captivating stories and real-world examples, we'll explore how tracking key metrics can be a game-changer in understanding your salon's performance.

But that's not all! We'll demystify the fear of technology by showcasing user-friendly tools and software tailored for salon management. From streamlining appointment bookings to analyzing customer retention rates, discover how simple it is to harness technology's power to your advantage.

Walk away from this session equipped with practical insights, actionable strategies, and the confidence to leverage metrics and technology effectively. Don't miss this opportunity to revolutionize your salon's business approach and pave the way for sustainable growth and profitability.

Join us and unlock the potential for unparalleled success in your salon business!

Classroom: Evergreen - 9
Time: 9:00 - 10:00 am

Karen Kaminski - Allure Salon Suite Consulting LLC

How to setup my Independent Salon Suites Business

In this class, you will learn how to set up your Independent Salon Business (Salon Suite) within your state and be in compliance with cosmetology state boards guidelines.

You will also learn;

- How to Register your Business with the State Sole Proprietor/LLC
- How to apply for your Salon License (State Board Requirements)
- How to get ready for inspection
- How to order products and work with a Sales Rep
- How to decorate your salon
- How to notify clients of your New Business
- How to keep track of Income and Expenses accurately. (weekly, monthly and yearly and be tax ready)

Classroom: Laurel - 10
Time: 9:00 - 10:00 am

Lauren Wertz - Rosy Salon Software

Managing your Business with Technology

Lauren Wertz, has been serving the beauty industry for 20 years. Now, an experienced Account Manager with Rosy Salon Software, she will share insights into the dynamic world of beauty and business.

For this class, Lauren will delve into the dual motivations of hairstylists: the ego-driven passion for making clients look and feel great and the financial motivation that comes with transitioning to a business owner.

She will introduce Rosy Salon Software as a comprehensive business management tool, a silent partner dedicated to ensuring a profitable salon.

Join Lauren as she touches upon integrated payment processing, streamlining end-of-day processes, and financial record-keeping.

The discussion will expand to the challenges salon owners face with retail sales, and offer a solution through a free online store integrated with Rosy.

Classroom: Fox Den - 11
Time: 9:00 - 10:00 am

Lauren Long - The Nail Academy

The Business behind the Beauty

The Nail Academy teaches more than just nails! It's equally as important to establish your brand identity & understand the business behind your brand! In this course, you will learn the major B's in this industry; Branding & Business!

Who are you & what makes you unique? Learn how to establish your brand identity and market it to the masses. Understand the power of social media & how you can use it to leverage your business.

Do you have a clientele? What is your client retention? Learn how to grow your clientele as you grow & scale your business. In 60 minutes, you'll learn how to maximize your time & profitability!

Be prepared to take notes & take your career to new heights!

Classroom: Wintergreen - 1
Time: 10:30 - 11:30 am

Camilla Rorstrand - Color Me True CORP

Become a Better Colorist

This class will simplify the chemistry of color, making it clear, enjoyable, and easy to understand.

Knowledge is transient, so in this course, we share forgotten insights and information never disclosed by suppliers.

Enhancing your skills as a Colorist makes complex tasks easier and encourages thinking creatively.

Understanding the 'why' makes the 'how' effortless.

Classroom: Seasons 1 & 2 - 2
Time: 10:30 - 11:30 am

Leaf + Flower - Larena Ghosh & Thomas Duffy

B3 Blonding

In this class we will be going over the power of adding Brazilian Bond Builder into all of your color.

We will discuss the benefits of breaking the mold of traditional blonding services and how to maximize impact while minimizing time required to achieve these looks.

We will talk about the importance of light versus dark, when to keep depth and where to increase lightness.

We will also discuss when to perform traditional balayage techniques versus implementing hybrid blonding techniques to maximize our end result.

Classroom: Seasons 3
Time: 10:30 - 11:30 am

Diana Pickett - Joico Educator

"Shades of Silver"

Legions of clients have left the hair color world to embrace their natural color. We're embracing the new trend with open arms.

This class will focus on naturally gray/silver hair and its particular set of needs. We'll see limp, dry gray hair come to life! You will be guided on the multiple uses of Joico's Blonde Life Demi Gloss Toners for those wishing to enhance their natural grays, adding shine and natural dimension.

Takeaways:

How to enhance and maintain a "silver fox"...natural or enhanced hair color in the salon
Creating confidence in making recommendations for silver/platinum hair care at home
Styling tips and tricks to add to the "professional bank of knowledge"

Classroom: Seasons 4 - 4
Time: 10:30 - 11:30 am

Dominique DiBenedetto - Aura Hair CO.

Alternative Hair Training - Hair Toppers

Learn how to intergrade alternative hair into your business. We will discuss hair loss and choose what type of added hair is right for your clients.

Is it a topper, extensions, or both? You will see how to customize pieces through cutting, coloring and by providing any adjustment the pieces may need.

You will also learn how to deal with the hair loss demographic in an empathetic and caring way.

Let's welcome the hair loss community into our salons and give them the services they deserve.

Classroom: Snowflake - 5
Time: 10:30 - 11:30 am

All Star Grooming - Kristi Ernst

Don't Fear the Beard

Beards can be intimidating.

This class will give you the confidence and knowledge to tame any beard. You will also be introduced to beard treatments as an added service.

These services and the associated retail products can increase your revenue significantly.

So Don't Fear the Beard!

Classroom: Sunburst - 6
Time: 10:30 - 11:30 am

Morono Hodge - Cocco Hair Professional

Shape up, balance, and symmetry - the 75% Rule

In this class, Morono reveals one of the most difficult subjects to master in the barbering industry.

Learn the secrets of naturally perfecting the outline.

This class will teach you the secrets of Morono's systematic approach to perfectly execute balance, contouring, and outline mastery!

This will take your work to the signature level and convey natural work that looks unreal!

Classroom: Hemlock - 7
Time: 10:30 - 11:30 am

Scott Moon - Salon S.O.S.

UNLOCK THE POWER OF GOOGLE AND GAIN CLIENTS!

"There are over 8 billion Google searches every single day. When someone types in 'hair salon Pittsburgh', is your salon showing up first? If not, you're missing out on a big opportunity because the first 2 listings get 50% of all the clicks!

In this class, you will learn:

- How many monthly Google searches there are for salons in major Pennsylvania cities
- the most important factors of Search Engine Optimization
- a step-by-step guide to help move your salon towards the top of Google searches"

Classroom: Chestnut - 8
Time: 10:30 - 11:30 am

LeeAnn Miley - The Sovereign Stylist

Get Ready for a Suite Life

What's the best thing about a career in the beauty industry?

In an industry of our size that's filled with such diversity and demand, there's always room for growth. That growth could mean renting or owning your own salon suite and being a self-employed business owner.

Of course, the process isn't going to be easy. Just like with any step in your career, you'll have to tackle new obstacles, take on new challenges, and learn how to transition to running your own business.

The Sovereign Stylist, is all about helping professionals grow. Join our executive director, LeeAnn Miley, as she provides you with the foundational knowledge that is both credible & factual, needed to make your suite dreams come true.

In this class, we're not just covering the basics, we're going to dive into the more complex portions of renting or owning your salon suite.



Classroom: Evergreen - 9
Time: 10:30 - 11:30 am

Kim Becker - Hello Gorgeous!

How to Make Philanthropy a Business Builder

Individuals in the beauty industry have the biggest hearts. Our industry is all about serving others. I believe that there is a way to serve others, help promote your business and positively impact your bottom line.

During my 30 years working behind the chair not once did a media outlet ever reach out to me and say "I heard that you are doing an awesome haircut today, and we want to come and do a story on you!" But I can not tell you about the number of times that we have received media coverage on the work that our salon and others received, because of the impact that they are making.

Giving back to your community is so important.

Here are a few things that will be covered in this class

- How to stand out in the crowded salon world.
 - How to find a non-profit that aligns with your mission.
 - How coming together to serve others can improve the culture in your salon environment.
- How can making a social impact in your community positively affect the bottom line of your business

Classroom: Laurel - 10
Time: 10:30 - 11:30 am

Nina Cerezo

Gender Affirming Beauty

Sometimes your chair is the only safe space someone has to express themselves. Gender-Affirming services in salons are very in-demand, and people looking for these services want to see someone they can trust to help them look and feel like their best selves.

Join Nina in a class to explore how to create a safe space in your salon, the questions to ask in a consultation/introduction, navigating pronouns and verbiage, useful scripts for your services, marketing, and gender-neutral pricing/menu.

And of course - the answer to your burning question - what makes a "gender-affirming" hair or makeup service different than any other.

Classroom: Fox Den - 11
Time: 10:30 - 11:30 am

Nikki Le & Derek Hull

Build Your Brand Identity with Strategies for Sensational Marketing

Do you want to create a defined Brand Identity that's unique and influences your audience all in a strategy that keeps you organized in your marketing efforts?

In this class, we'll share concepts that will help you build a brand story, structure your public platforms into well oiled marketing machines and formulate a method that sets you apart.

We'll share a social media dashboard tool and give you insight into platforms like Salon Ninja that will elevate your marketing efforts.

Derek Hull and Nikki Le will show you how to streamline your delivery and organize all of the components of your marketing campaigns. Maximize your marketing efforts and sell the solutions to your clients and community!

Classroom: Wintergreen - 1
Time: 12:00 - 1:00 pm

Geno Stampora

Delivering unforgettable customer service.

Geno Stampora has helped more Salons and beauty professionals reach their complete potential and achieve phenomenal success. Now it's your turn let Geno show you how to deliver customer service that will keep your customer coming back forever.

Learn how to own your clientele. You and your company will learn how to build an incredible business just by sharing stories with your customers that they can't wait to share with their friends and family.

When you own your customer, everything in your business runs better. Everyone makes more money. You sell more retail. You have higher service tickets.

See Geno and see what you've been missing.

Classroom: Seasons 1 & 2 - 2
Time: 12:00 - 1:00 pm

milk_shake Pro - Gerard Caruso & Melissa Evans

Color Blending to Perfection

Create a perfectly blended look that adds depth and vibrancy to existing color-treated hair.

Experience how to integrate shades of Creative Permanent Color to create a multidimensional, diffused look.

Root smudge, and soft blending are a few topics will be covered. We will focus on the ideal combination of technique, tools, and approach needed to achieve a trendy, yet natural lived-in feel.

Classroom: Seasons - 3
Time: 12:00 - 1:00 pm

Nikki Huebner - EndureLash and EndureBeauty

A Hands On Approach To All Things Lashes

Are you looking to expand your skill set? Or maybe you just need to fine tune your technique!? Do you love lash extensions!?

Join us to learn more about how EndureLash PRO can help you to learn the fascinating skill of lash extension placement! Our seasoned instructors, and formulary chemist will be expanding your scientific brain, while boosting your artistic talent! We will offer a hands-on approach through table-top instruction using lash extensions, and our soon-to-be launched, groundbreaking, ACRYLATE FREE LASH EXTENSION ADHESIVE.

The synergy of brands EndureLash and EndureBeauty will help you to expand your service offerings through lash extension placement, upgrade all of your services with our organic facial skincare, and increase weekly revenue; all while providing a safer, cleaner, and more effective luxury lash service!

We are excited for you to learn more about what it takes to dive into the...
LASH WORLD of ENDURE! XX

Classroom: Seasons 4 - 4
Time: 12:00 - 1:00 pm

Ameet Kallarackal - Glammatic Salon Marketing

From Student to Entrepreneur: Best Practices to Create a Personal brand and Clientele

If you're a student or recent graduate with entrepreneurial ambitions, this class is for you!

We'll cover the must-haves for launching your brand online, building your reputation, and quickly growing a client list.

Understanding how to turbocharge your marketing for yourself and your business is as essential as the quality of your work.

This masterclass isn't just about marketing. It's about planting the seeds for a thriving business, even before you're ready to start building your business.

Our proven tips & tricks will serve as your foundation as you continue to level up your craft.

Glammatic

Classroom: Snowflake - 5
Time: 12:00 - 1:00 pm

Rachelle Yarnell - Donald NYC

Versatility in Razor Cutting

Learn how to blend precise with creativity, creating hairstyles that are not only technically precise, but also artistically stunning.

Stay ahead of the curve in the ever evolving world of razor cutting.

Rachelle's class is just about learning new technique.: it's about embracing innovation trend, and elevating your craft to the new heights

Classroom: Sunburst - 6
Time: 12:00 - 1:00 pm

The Spacecat Project - Sara Gallagher and Kristina Metzroth

Razor Artistry At It's Best

Discover how to construct AND deconstruct "The Little Black Dress" of haircuts.

The bob is the most recognizable yet sometimes misrepresented shape and can be hard to label.

In this class we will challenge the iconic 'bob' and razor/blend/shear our way out of the 'BOB BOX'.

Let's take the bob from CLASSIC TO CHAOS!

Classroom: Hemlock -7
Time: 12:00 - 1:00 pm

Barbara Pierce - Strategies

Limitless Growth: The Power of Benchmarks

Do you want to grow your company by 10% this year? What if you could do more?

Have you ever thought about the possibility that your own limited thinking might be what's holding you back? Whether you are an owner or a team member, everyone has a part in the Limitless Growth of a company, and it all starts with thinking and understanding ... and a really great tool!

Join Barbara Pierce from Strategies as she helps you identify and understand the benchmarks that lead to success. She will also take you on a simple math journey that proves how powerful properly driven benchmarks can be to the unlimited potential you may never have thought exists in your company.

You will also explore strategies for setting and driving achievable goals that will create a thriving company that provides a wide open career path for the team.

As a bonus, you'll receive a downloadable Growth Targets Tool, allowing you to leverage your company's numbers to craft a growth strategy that's both realistic and ambitious.

Classroom: Chestnut - 8
Time: 12:00 - 1:00 pm

Jill Ruone & Derek Anthony

Cultivate & Elevate: Crafting a CULTURE of Success

Are you creating your culture, or is your culture creating you?

Do you ever wonder how defining your culture can lead to increased employee engagement & satisfaction?

How can shaping a culture rooted in your values transform your workplace into a thriving & purpose-driven environment?

Culture is the silent architect of success—shape it consciously, or it will evolve on its own terms. In the realm of business; a positive culture is not a luxury; it's a strategic imperative.

The strongest of companies don't just have a culture; they are a culture— a living, breathing embodiment of their values. Ignore culture, & you risk fostering a workplace that's resistant to change, innovation, & ultimately, success.

Join us, & learn how to assess & analyze your current culture and how to develop and elevate your future one.



Classroom: Evergreen - 9
Time: 12:00 - 1:00 pm

Jacqueline Capatolla - Jacqueline's House of Beauty

The power of confidence on camera

Everything you want is within you already. Imagine believing that you can be the change in your life. That you have the gifts, the skill, the ability to just be.

When I work with my clients they become their own X-factor. Everything you want is within you. You are the missing piece. Aligned with your faith, your family and your fellowship.

Discover your own RE-invention. You are your own greatest gift wrapped up with a gorgeous bow. Your pain can be turned into your purpose. Your business and your personal life is ready for you to open it up. Receive the gifts that await you.

We will dive into all of this ... aligning your physical appearance with your inner strength so you can lead your business and personal life with confidence. STEP into owning it and claiming it! ✨ Let's GLOW ✨ ✨ ✨ You don't want to miss it... everything you want is within ... You are the total package

Classroom: Laurel - 10
Time: 12:00 - 1:00 pm

Joy Klohonatz - Promptings Powered by Sendout Cards

Finding the Loyalty Secret to Lasting Relationships with Clients and Team Members

The #1 Asset in starting and maintaining any business is the PEOPLE. You can have the best location, best prices, newest technics, and teach the best classes, but none of that matters unless you have people willing to purchase and support you. PEOPLE are your biggest asset.

This class is a must....

1. If you are a STYLIST - if you want /need to have more LOYAL LONG TERM CLIENTS in your chair.
2. If you are a SALON OWNER and looking to GROW YOUR BUSINESS with stylist who have LOYAL LONG TERM CLIENTS!
3. If you are a TRAINER or have a PRODUCT to sale and wanting to GAIN MORE CLIENTS who fall in love with you (well not LOVE LOVE like a marriage proposal) but ones that will not want to go anywhere else.

Classroom: Fox Den - 11
Time: 12:00 - 1:00 pm

Mary Ellon Ballance

To The Free Edge & Beyond

So much of what we do as nail techs is situational.

This class will demonstrate how to decide what to use on your client and how to achieve the look your client is wanting; from how to sculpt to whether or not you should.

There is so much to consider when determining how to protect the integrity of the natural nail while building structure and support for any length enhancement.

In this class, we will go over the importance of not only knowing, but also understanding how the pliability of the natural nail can help determine the correct viscosity gel that you use to build your clients nail To The Free Edge & Beyond.

Classroom: Wintergreen - 1
Time: 1:30 - 2:30 pm

Missy Peterson

Hair Loss for the everyday stylist

We all have clients that have had or are going through some for of hair loss at some point in our career. Let's face it though, as an industry, we are not well-equipped or educated on how to actually help. Which means we are not comfortable or confident when talking to our guests about hair loss. This class will change that for you.

We will talk about the three main causes of hair loss. How to approach each type and possible treatments we can offer in the salon.

I will give you tips on how to know when to refer your client to a medical professional and how to work alongside that professional to give your client the best results.

Classroom: Seasons 1 & 2 - 2
Time: 1:30 - 2:30 pm

Leslie Sander and Brittany Doerr French - Jack Winn Pro

Modern Toning and Foundational Blonding : VIVIDS

We will go through the secrets behind achieving stunning caramels & brunettes to the pinnacle of perfection in platinum blondes. Beyond the surface, we'll delve into the core fundamentals of hair structure, emphasizing the preservation of hair integrity throughout the coloring process.

Our aim is to instill confidence in your formulation skills, ensuring that every client walks away with exceptional and breathtaking results.

But the journey doesn't stop there. We will also explore the art of creating the perfect color palette within lightning services, particularly when working with direct dyes.

Whether you're a pro at traditional foiling, an advocate for the free-spirited balayage technique, or captivated by the vibrant world of vivid/fashion colors, this course is tailored to elevate your expertise.

Immerse yourself in the world of formulation, understand the chemistry of color, and leave the class with more than just skills - leave with a newfound sense of empowerment, confidence, and excitement for the limitless possibilities that formulation can offer.

Classroom: Seasons 3 - 3
Time: 1:30 - 2:30 pm

Camilla Rorstrand - Color Me True Corp

The Real Secrets Behind Grey Coverage

Do you ever struggle with achieving COMPLETE gray coverage on some clients?

Have you tried everything, yet still see white strands peeking through?
It can be frustrating, right?

I have the proven strategies to tackle those stubborn white and grey hairs!

I'll give you the information to be able to handle full grey coverage in an easier way, that's a lot more fun.

It doesn't matter what color line you use, these professional tips will work for you!

Classroom: Seasons 4 - 4
Time: 1:30 - 2:30 pm

Vanessa Rose

Turn up Your Magic

Turn Up Your Magic is key to an effective energy protection practice. This class delves into the enchanting realm of energy manipulation, empowering you to tap into your magic within. It will also illuminate the magic in those you touch. Learn how to gracefully navigate tricky situations behind the chair and elevate your awareness to transform energy, turning challenges into opportunities for growth and positive impact.

Join us in mastering the art of energetic hygiene, self-care, and the establishment of physical, emotional, mental, and spiritual boundaries. It's time to turn up your magic and create a transformative space for yourself and others.

Classroom: Snowflake - 5
Time: 1:30 - 2:30 pm

Bethany Keith - Gloss Salon Delaware

Bridal Styling

In this class, we will share the top 5 Bridal Styles of the Season and do a step by step demonstration of one style.

You will receive our list of recommended tools and products. We will discuss how to use each product and some tips and tricks to save time and create a long-lasting style.

During the step by step demo, you can follow along with a written description of each step. We will answer all of your bridal styling and wedding business questions.

You will leave with helpful information from what we have learned in our over 15 years of bridal styling experience.

Classroom: Sunburst - 6
Time: 1:30 - 2:30 pm

David Kinigson - Authentic Cutting Education

The Power of Three - Principles of Fusion Cutting

Fusion Cutting bridges the gap between Wet (precision) and Dry (movement) Cutting. In The Power of Three, David K shares three core principles of Wet Haircutting and introduces you to three cool Dry Cutting techniques that blend seamlessly into your current approach to haircutting.

The Power of Three - Principles of Fusion Haircutting is for professionals at all levels who want to POWER UP... 1. their technical skill set; 2. design individual couture haircuts; and, 3. overcome their fears associated with haircutting.

The Power of Wet & Dry Fusion Cutting because there are benefits to both. Your clients and guests will notice the difference.

Classroom: Hemlock - 7
Time: 1:30 - 2:30 pm

Donna Roggio

Financial Foundations

Welcome to the exciting and engaging world of "Financial Foundations: Building a Stronger Future Through Financial Organization"! In this interactive session, Donna takes a unique and fun approach to discussing the importance of financial organization. By sharing stories and experiences, she will enlighten you on all the essential processes around your money and why they're crucial for building a strong financial future. You'll learn about setting financial goals, understanding personal and business finances, distinguishing between wants and needs, streamlining bill payments, and reducing debt. But don't worry, we won't be delivering a dry and boring lecture on finances. We'll use humor and storytelling to make sure you're engaged and entertained throughout the session.

And that's not all - we have a bonus surprise gift for all the attendees! By the end of the session, you'll have a wealth of information to take control of your finances and build a stronger financial foundation for your future. So whether you're a business owner or someone looking to improve your financial organization, join us for an enlightening and entertaining journey to financial freedom.

Classroom: Chestnut - 8
Time: 1:30 - 2:30 pm

The Empowered Salon Leaders - Nuala Guildea, Christine Zilinski, Tina Black

From Hiring to Thriving: A Salon Owner's Guide to Exceptional Staffing"

Join us for 'From Hiring to Thriving: A Salon Owner's Guide to Exceptional Staffing,' an immersive one-hour class that delves into the intricacies of building and managing a stellar team for your salon. Throughout this session, we will guide you through three essential hiring areas, providing you with the skills and insights needed for success.

The first segment, 'Training and Developing Your Team,' unveils the art of nurturing talent. Discover proven strategies for fostering growth, honing skills, and creating an environment that encourages continuous improvement among your staff. Next, in 'Managing Hiring Through Systems,' we will empower you with the tools to streamline and enhance your hiring processes. From crafting compelling job descriptions to implementing efficient recruitment systems, uncover the secrets to assembling a team that seamlessly aligns with your salon's unique vision.

In the final segment, 'Scaling with New Team Members and Elevating Your Business,' gain invaluable guidance on navigating growth challenges. Explore effective scaling strategies and uncover the keys to elevating your business through strategic team expansion.

This class is a must-attend for salon owners seeking to transform their hiring practices, ensuring not only the right fit for their team but also the long-term success and growth of their business. Don't miss this opportunity to learn from industry experts and elevate your salon staffing!

Classroom: Evergreen - 9
Time: 1:30 - 2:30 pm

Diana Pickett - Joico Educator

The Art of the Consultation and Client Experience

-Would you like to stand out as a beauty professional to your clients?

-Would you like to retain your clients through a lifetime of milestones?

-Would you like for your clients to make referring new clients to you a weekly thing?

The consultation portion of your service is as important as the first guideline you cut or the color formula you weigh out!! Please come to listen and participate in this interactive session with Diana Pickett, a proud 50-year veteran in the salon industry. She has a practical and time tested approach to developing your consultation skills.

Your clients, established and new, will see the difference in your confidence level immediately.

Classroom: Laurel - 10
Time: 1:30 - 2:30 pm

Chris Peden - Peden Accounting Services

Why Use An Accountant And What Can They Do For You

Most people think about their accountant only when they have to do their taxes. However, there are numerous things that an accountant can do to help the beauty professional in their business.

They can help them plan out their year so they pay less in taxes. They can help them set up a budget.

They can help them forecast their financials so they can make decisions about how to grow their business.

They can help a business owner make decisions about their business when the owner gets stuck and needs some guidance when things are going as planned.

This class will provide beauty pro's with guidance on what a CPA can do to help grow their business and be a trusted strategic partner to help them create the business they dreamed of.

Classroom: Fox Den - 11
Time: 1:30 - 2:30 pm

Lauren Long - The Nail Academy

Intro into Acrylic Nails

The Nail Academy is a unique learning experience designed to provide an educational environment for nail stylists to expand their knowledge, skills and techniques. We are dedicated to your growth within the industry & provide a variety of classes designed to take you to the next level in your career!

The most important quality in a long-lasting set of acrylic nails is foundation! A solid foundation entails proper prepping, application, and shaping. In this beginners class, you will learn the ins & outs of the fundamentals of artificial acrylic nails. If you are new to the nail industry or need to freshen up on your skills, this class is for you! Be prepared to take notes & apply this crash course to the beginning of your business in beauty!

Classroom: Wintergreen - 1
Time: 3:00 - 4:00 pm

VISH - Tim Howard & Milena Morris

3 Rules of Color Management

Ready to increase your salon service revenue by 10-15% in just three months?

Join VISH CIO Timothy Howard for the 3 Rules of Color Management.

In this class chock-full of key industry insights, you'll learn how to:

Implement Responsive Pricing for Profit
Focus on Margins
Unlock New Revenue
Double Your Color Profit

Classroom: Seasons 1 & 2 - 2
Time: 3:00 - 4:00 pm

Brooke LeMasters

Surface Illumination Technique

This unique color technique utilizes a tool that we as stylists AND barbers have readily available to us.

They may be common tools for use behind the chair, but they are definitely not the "norm" when it comes to color techniques.

This efficient and versatile technique creates modern dimension and can be used on even tight clipper cuts!

This class is sure to increase your creativity and bottom line, whether you're Barber or Hairstylist!

Classroom: Seasons 3 - 3
Time: 3:00 - 4:00 pm

Elisabeth Dansak - Synergy Bridal

Breaking Down Bridal

Although intimidating, bridal hair does not have to scare you! In this class, we will break down all the parts of a bridal updo, half-up do or down style to create simplicity for you, your bridal team and your brides!

We will be demonstrating a few techniques to help you create beautiful styles in less time and with less fuss. You will learn what products and tools we use to work smarter, not harder when it comes to achieving any requested look from a bride or bridal party.

We will also go over ways to help create a contract for weddings and make a seamless booking process for both in salon and on location weddings, as well as tips for getting your team prepared to put out their best work!

The more you are prepared before going on location or having a bridal party come to your salon, the better your results will be and less stressed you feel before, during and after!

Classroom: Seasons 4 - 4
Time: 3:00 - 4:00 pm

The Empowered Salon Leaders - Nuala Guildea, Christine Zilinski, & Tina Black

Leading Difficult Conversations Leads to Better Relationships

Are you ready to level up your salon leadership game?

Step into a world where the science of communication meets the art of connection. Your business and life are waiting for the transformation!

It's not enough just to work hard. It's not enough to do a great job. To be successful, you need to learn how to communicate with others. If the thought of having a difficult conversation at work fills you or your team leaders with stress and dread, you are not alone.

Unleash the power of the four fundamental principles: harmony, unity, alignment, and caring. This is not just a class; it's a communication revolution! Be prepared to be entertained, enlightened, and equipped with skills to make you the salon leader everyone wants to follow!

No more misunderstood messages don't let communication be a mystery; let's decode it together!

Classroom: Snowflake - 5
Time: 3:00 - 4:00 pm

Rowena Yeager

For The Art Of Curl - Silhouette Shape Cutting

Unleash your creativity and redefine the possibilities of confidently cutting curly hair. This class is a must for anyone looking to expand their clientele base and dive into the curly texture market.

In this visual learning course, attendees will explore the fascinating realm of dry shape design, a technique that emphasizes the sculpting creativity while dry shaping curly hair. This innovative approach to shape and design not only preserves the natural texture of the hair but also encourages individual expression with artistic flair.

Discover how to eliminate your fear around working with textured hair while gaining new confidence for you and your client. Learn the secret to creating the perfect cast and how to teach your client to recreate it at home over and over again.

Develop the skills to communicate effectively with clients about their desired curl goals and deliver the results they've been wishing for. A happy curly client is a client for life.

Classroom: Sunburst - 6
Time: 3:00 - 4:00 pm

Leaf + Flower Cutting + Styling - Larena Ghosh & Thomas Duffy

Leaf + Flower Cutting + Styling

This class will go through the technologies of the Leaf + Flower line, while showing an on-trend haircut and finishing with a styled in volume treatment.

We will walk through how to upsell add on services to your guests, as well as how any of our 3 in salon treatments and hybrid stylers can be a simple addition to any service.

Lasting for multiple washes and giving your guests the hair of a lifetime, while also boosting your revenue.

Classroom: Hemlock - 7
Time: 3:00 - 4:00 pm

Geno Stampora

Geno Unplugged

Geno will share solutions to your salon challenges and issues and problems based on your questions.

You will learn what is needed for success in beauty, both personally and professionally.

He will show you how to keep your passion and enthusiasm and grow a profitable career!!!

Classroom: Chestnut - 8
Time: 3:00 - 4:00 pm

Michael Yost - Strategies

THE one system to drive Prebook and Retail: Hello Happiness

Happy team, happy clients, happy company.

When we focus on prebook and retail, the two critical systems that build productivity and financial growth, happiness is the outcome for everyone. In other words, happiness is not just an emotion, it's a system!

Join Michael Yost as he walks you through the steps and actions to take directly back to your company to impact these key areas. The key to the system is that it is personalized to fit your business and not just a robotic process resulting in frustration for all involved.

We will also identify where the most common failures lie in getting engagement and results in the areas of prebook and retail.

The end result will produce consistency in actions and results for team members and the company.

Join us as we unlock the Happiness System for your business!

Classroom: Evergreen - 9
Time: 3:00 - 4:00 pm

LeeAnn Miley - The Sovereign Stylist

Brush Away the Silence on Domestic and Sexual Violence

LeeAnn Miley's journey from veteran cosmetologist to the founder and executive director of The Sovereign Stylist is truly inspiring. Her personal experience with domestic abuse has transformed her into a dedicated warrior against domestic/sexual violence, empowering stylists to recognize their crucial role in helping victims.

LeeAnn's resilience, courage, and dedication make her a beacon of hope for survivors and a force for change within the beauty industry. Her tireless efforts to educate and empower stylists are not only transforming individual lives but also reshaping the culture of the industry as a whole, ensuring that every stylist is equipped to be a compassionate ally in the fight against domestic/sexual violence.

In this training you will learn:
Different types of domestic/sexual violence;
How to recognize patterns of abuse in your clients;
How to create a safe space in the salon and in your chair;
How to respond appropriately when someone discloses to you;
How to build community partnerships;
Self-care for beauty professionals; and
Where to find additional continuing education and other resources.

By addressing these topics, beauty professionals can not only become more informed about domestic/sexual violence but also feel empowered to play a role in supporting and advocating for their clients' well-being.

Classroom: Laurel - 10
Time: 3:00 - 4:00 pm

Bubba Fatula

Active Shooter - Having A Plan

Learning how to RUN/HIDE/FIGHT.

Would you know what to do in the event an active shooter came to your salon?

Would you know how to protect yourself, your clients, and your coworkers? This happens all around the world in all types of businesses. Your family wants and needs you to come home!

Classroom: Fox Den - 11
Time: 3:00 - 4:00 pm

Luminae Haircare - Kayvon Tavakoli

Too Hot to Be Cool - Achieving Those Icy Blondes

With the popularity of Instagram, high-definition photography, and selfies, there has been an increased demand for balayage, ombré, fantasy colors, and Platinum Grey... making "extreme lightening" one of the largest income-generating services offered in most salons.

Unfortunately, traditional lighteners and blinding techniques are unable to meet the challenge of lifting darker-haired clients to the lightest blondes necessary for today's most popular looks.

This class will teach students the difference between the caramels obtainable through balayage and the ultra-blondes achievable with our fast, fun, and profitable Luminae Foilage techniques.

HANDS-ON ADDITIONAL CLASSES

In order to attend these additional classes, it is necessary to pre-register and check out before the date specified in each class. It is essential to adhere to all instructions provided. Please note that the 2 day event ticket price does not cover the cost of these extra hands on classes.

ALL HANDS ON CLASSES SUNDAY AND MONDAY ARE LOCATED IN TIMBERSTONE.

Saturday

Date: Saturday May 18, 2024
Time: 10:00 am - 6:00 pm
Location: Hemlock - 7
Cost: \$1500

How to become your clients hero, Brilliant Bonding a no shave/no damage method of Hair Replacement HANDS ON CERTIFICATION - Shanna Moll

Join Studio YOU's transformative hands-on certification course, led by Shanna Moll. Learn Brilliant Bonding, a no shave, no damage hair replacement technique. Register by May 1st to save \$200 on the \$1500 comprehensive training program. Equip yourself with essential skills and a kit for immediate practice in your salon.

Empower your career with Studio YOU's expert guidance and join a supportive community committed to making a difference in the industry and the lives of clients. Unlock your potential and elevate your career with Studio YOU. Register today, this class is filling up quickly **email shanna_moll@studioyoueducation.com to register today!** You can also check out my website. StudioYoueducation.com



Date: Sunday May 19, 2024
Time: 10:00am - 1:00pm
Cost: \$400

Acrylic Nails Crash Course - Lauren Long

The Nail Academy is a unique learning experience designed to provide an educational environment for nail stylists to expand their knowledge, skills and techniques. We are dedicated to your growth within the industry & provide a variety of classes designed to take you to the next level in your career!

Learn to do Acrylic Nails in 3 hours! In this crash course, you're going to be learning the ins & outs of acrylic nails. Learn how to properly prep & create a solid foundation. You will practice liquid vs. powder ratio & how to make the perfect bead. You will learn to perfect acrylic application & multiple shaping techniques!

With a full kit & worksheet included, you will leave this class with the knowledge & supplies necessary to start your career in the nail industry! If you are new to the industry or need to freshen up on your skills, this class is for you! Are you ready to become a nail tech?

To register for this class:

<https://www.vagaro.com/thenailacademy/classes>

Full Kit Included:

- E-file
- Drill Bits
- Acrylic Liquid
- Acrylic Powder
- Acrylic Nail Brush
- Practice Finger
- Practice Palette
- Nail File
- Nail Buffer
- Nail Glue
- Nail Tips
- Nail Brush

Sunday

Date: Sunday May 19, 2024
Time: 12:00 - 1:00 pm
Cost: FREE NO REGISTRATION REQUIRED

Kera/RX: A Revolutionary New Hair Botox & Keratin Treatment *FREE Certification Included* - Kera/RX Haircare - Kayvon Tavakoli

Earn more \$\$\$ for yourself and your salon by offering clients the revolutionary new Keraplasty Keratin Smoothing System, a Triphasic formulation which thickens/repairs hair by replacing amino acids missing from the cortex of the hair, restructures disulfide bonds to control curl, and improves the condition of the hair by creating a protective protein layer around the hair strand to eliminate frizz, smooth the cuticle, and reduce drying time by 75% or more, all for up to 4 months!!!

Without Formaldehyde/Methylene Glycol... or those awful fumes found in other keratin lines After a brief presentation, participants will be walked step-by-step on performing the Keraplasty Keratin Smoothing System on a live model.

This is not a hands on however does include a certification with this class.

Date: Sunday May 19, 2024
Time: 2:30 - 4:00 pm
Cost: \$95

EndureLashPRO Lash Lift and Tint LIVE DEMONSTRATION Class: Nikki Huebner, Nadia Cecil & Andrea Webb - EndureLash

Come watch a LIVE LASH LIFT AND TINT demonstration performed by EndureLash PRO Trainers, Nadia Cecil and Andrea Webb all while the founder, Nikki Huebner discusses the formula specifications and the daily revenue boost your salon will experience once you add these services to your daily routine!

You will also receive a FREE full starter kit to service up to 10 LASH LIFT clients! One kit brings up to \$900 in additional daily revenue!!!! The EndureLash Tint Kit will be available for purchase but not included in the FREE KIT promotion.

To register for this class - <https://endurebeauty.com/products/endurelash-lash-academy-private-training>

PROMO Code for taking both courses is TRAINING20

Date: Sunday May 19, 2024
Time: 4:30 - 6:00 pm
Cost: \$65



EndureLash PRO Brow Lamination LIVE DEMONSTRATION Class: Nikki Huebner, Nadia Cecil & Andrea Webb - EndureLash

Come watch a LIVE BROW LAMINATION demonstration performed by EndureLash PRO Trainers, Nadia Cecil and Andrea Webb all while the founder, Nikki Huebner discusses the formula specifications and the daily revenue boost your salon will experience once you add these services to your daily routine!

You will also receive a FREE full starter kit to service up to 10 BROW LAMINATION clients! One kit brings up to \$1500 in additional daily revenue!!!!

To register for this class - <https://endurebeauty.com/products/endurelash-lash-academy-private-training>

HANDS ON CLASSES ARE SUBJECT TO CANCELLATION DUE TO ENROLLMENT.

28 REFUNDS WILL BE ISSUED, IF CANCELED, BY THE TRAINER. HANDS ON CLASSES ARE NOT A PART OF SALON TRAINING LLC.

HANDS-ON ADDITIONAL CLASSES

In order to attend these additional classes, it is necessary to pre-register and check out before the date specified in each class. It is essential to adhere to all instructions provided. Please note that the 2 day event ticket price does not cover the cost of these extra hands on classes.

ALL HANDS ON CLASSES SUNDAY AND MONDAY ARE LOCATED IN TIMBERSTONE.

Monday

Date: Monday May 20, 2024
Time: 10:00 am - 1:00 pm
Cost: \$225

Mary & Phillip Wilson

Intro. to the Wilson Method of Haircutting workshop

Take a deep dive into how to cut hair using the Wilson Method, including how to cut the perfect single line long hair cutting perimeter, add soft layers and face framing layers with twin combs, and twin brushes, plus several lengths and several shapes of BOBS.

Wilson Method in a step-by step hands-on up-close. CLASS cost is \$225.00 per person and includes a mannequin, a set of combs and brushes as well as Don't Stress It detangling spray, valued at \$75.00.

To register for this class:
<https://wilsonhaircollective.com/events/grab-your-shears-intro-to-the-wilson-method-hands-on-workshop/>

List of Supplies Included:

- Mannequin
- 2-Combs
- 2- Brushes
- 1- 5 oz. Wilson Collective detangling spray

List of Supplies You Need to Bring:

- Shears
- Razor
- Tri-pod Mannequin stand



Date: Monday May 20, 2024
Time: 10:00 am - 1:00 pm
Cost: \$199

Taylor Jameson

CLASSIC BOHO: ROCK THE SCISSORS, RAZOR, TRIPLES

This class is for all levels beginners to advanced. Add to your repertoire of what you already know. We will show you how to wet and dry cut on same head of hair, with three different tools in one class. That is the classic Bohemian System.

Foundation Classic Shapes, with scissors, advancing on to graduation with Wilson Spin Razor, (available at booth) then advanced detailing with Triples - a pair will be available for detailing.

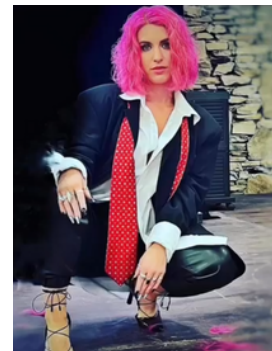
To learn more and to register:
<https://salontraining.com/taylor-jameson-class/>

List of Supplies Included:

- Mannequin
- Table attachment (for use, if you have a tripod that is preferred)
- Combs/Clips (for use)

List of Supplies You Need to Bring:

- Scissors
- Spray Bottle
- Razor (if you have them)
- Triple Scissors (if you have them)



Date: Sunday May 19, 2024
Time: 10:00 am - 1:00 pm
Cost: \$150

Brooke LeMasters

Aurora Lights Balayage: Masterclass Hand-Painted Dimension

Discover the Aurora Lights Technique in a masterclass designed for colorists ready to push boundaries.

This innovative hand-painted balayage method allows each color to stand out brilliantly while achieving a unified, multidimensional look. Elevate your skills with techniques that make hues pop with clarity and blend seamlessly. Join us for an intensive session that promises to transform your approach to color, merging individual vibrancy with cohesive harmony. Revolutionize your balayage and captivate your clients with stunning, luminous results.

To register for this class: <https://bit.ly/495f5GZ>

What's included to use:

- Mannequin
- Lightener
- Color
- Balayage wrap
- Color bowls
- 2 brushes to keep for painting

What to bring:

- 4 Crock style clips
- Tail comb
- Balayage paddle w/ handle
- Standard Color brush
- Color apron
- Gloves

VENDORS

Name	Booth Number	Name	Booth Number	Name	Booth Number
Salon Training LLC	0	EndureLash & EndureBeauty	22	Seven Bravo & David Kinigson Authentic Cutting Educaiton	42-43
Eye Kandy	0	The Nail Academy	23	Wilson Education Productions/ Wilson Collective	44
Tinsel Tinsel	0	My Salon Suite South Hill Pittsburgh and Altoona, PA	24	AQUA Hair Extension's	45-52
2Blondes Apparel	1-3	Francesca Rivetti Education Reset	25	Leaf + Flower	45-52
IUVENI	4	Jack Winn Pro	26-27	milk_Shake PRO	45-52
VISH Color Management	5	Sharp E Nuff	28	PA Beauty Supply	45-52
StudioYou Education	6-7	Bella Barrita Beauty Bar	29	Creative Balance	53-54
Dennis Bernard Inc.	8	Promptings...powered by SendOutCards	30	Allure Salon Group	55
The Craft Shears	9	Running With Scissors	31	Beauty Industry Cruises	56
D B Shears	10	All Star Grooming	32	The Sovereign Stylist	57
Cocco Hair Professional LLC	11-14	Tippy	33	Aflac	58
Strategies	15	Mystic Angel Attic	34	NudeU	59-62
Douglas Education Center	16	Moroccan Oil	35	Luminae Hair Care	59-62
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DSNYC	17	Rosy Salon Software	36	Kera/RX Hair Care	59-62
Malibu C	18	Genesis Private Label	37	Eye Defining Moments	63
HELLO GORGEOUS!!! Of Hope INC	19	Hattori Hanzo Shears	38	Elite Salon & MEDSPA	64
JNR Salon And Day Spa LLC	20	Vanessa Rose Joyful Chair	39-40	Tanning Inc.	65
Color Me True CORP	21	Glammatic Salon Marketing	41	COLLINS	66



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retro hair

retro MYCOLOR professional hair color

radiant system

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AquaLyna HAIR EXTENSIONS

OLIVIAGARDEN

Gamma+

Celeb LUXURY

B:X

JOON Persian Secrets

S|C STYLECRAFT

STYLETEK

KERA/RX

LMNÆ LUMINÆ

IZUTECH in-dis-pen-sa-ble [indi spéssab'l]

REWIND

All of these amazing brands & more are available online at:

eshop.pabeauty.com