

WELCOME TO THE PENNSYLVANIA BEAUTY PRO'S EXPO CLASS SCHEDULES

Sponsored by: Salontraining.com

THE PENNSYLVANIA BEAUTY PRO'S EXPO

2025

PRESENTED BY: SALONTRAINING.COM

SUNDAY - MONDAY
MAY 18 & 19, 2025

SEVEN SPRINGS MOUNTAIN RESORT
777 Waterwheel Dr. Champion, PA



NEW TO 2025 PRO'S DISCOUNT CENTER

- SALON OWNERS SUCCESS SESSION
- LIVE COMPETITIONS
- 100+ CLASSES
- MAIN STAGE
- VENDOR SALES FLOOR
- EVENING BEAUTY PRO'S EVENT

TRANSFORM YOUR CAREER

REGISTER NOW!

Tickets Available on
www.Salontraining.com

For more information TEXT 814-248-8928

Sunday May 18 & Monday May 19, 2025

Seven Springs Mountain Resort

**777 Waterwheel Drive
Champion, PA 15622**

Photography: Nohemi Cappelli

Make up: Ashley Klepisch

Hair: Cherry Petenbrink, Liza Espinoza, Bryce
Adams

Salon
TRAINING.COM

Your All In One Beauty Industry Directory

Class Schedule

Day 1 Sunday - May 18, 2025

Day 2 Monday - May 19, 2025

8:00am	Registration Opens
8:30am	Vendor Floor Opens
9:00am-1:00pm	Classes Throughout the Expo and Main Stages
1:00pm - 3:00pm	Lunch/Shopping/Star Awards Color Competition
3:00pm - 5:30pm	Classes and Main Stage Continue
6:00pm - 6:30pm	Sunday Closing Gathering/Prizes
6:30pm	Vendor Floor Closes
6:30pm - 8:00pm	Dinner
8:00pm - 10:00pm	Evening Party - DJ and Networking

8:00am	Registration Opens
8:30am	Vendor Floor Opens
9:00am - 4:00pm	Classes Throughout the Expo and Main Stages
4:00pm	Classes End
4:15pm - 4:30pm	Vendor Hall Prize Giveaways - Be there!

TICKETS ARE AVAIABLE ON
SALONTRAINING.COM



FOR MORE INFO -TEXT TRACEY NAPOTNIK
AT (814) 248-8928
(NO EMAILS OR PHONE CALLS PLEASE)

VIP SUNDAY LUNCH BUFFET
COMING SOON

FOOD CHOICES OFFERED BY
SEVEN SPRINGS MOUNTAIN RESORT
COMING SOON

WHERE TO STAY:

Lodging Group Code: B7SHAI25

For group rates for lodging call 855-947-0438. This is a reservation line dedicated to making reservations for group guests. Guests can call every day from 6:00am-3:00pm.

Group Lodging Block Cutoff Date: 4/15/2025. Room Rates: Queen Lodge \$149.00

TRAVELING IN:

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

Pittsburgh Airport: <https://flypittsburgh.com> - 1 hour and 20 min.

Johnstown Airport: <https://flyjst.com/> - 1 hour

Sunday 2:00 - 3:00 pm

Salontraining.com

**STAR AWARDS LIVE AT SHOW
COMPETITION - COLOR**



Details to come

**THE PENNSYLVANIA BEAUTY PRO'S EXPO
STAR AWARDS**

HAIR COLOR

REGISTRATION AND SUBMISSION
FEB. 12 - MAR. 7, 2025

VOTING
MAR. 8 - MAR. 14, 2025

LIVE COMPETITION
MAY 19, 2025

5 Contestants will be chosen - 3 from website votes & 2 from our judges

REGISTER NOW!
TEXT for additional information 814-248-8928

ENTER FOR A CHANCE TO BE CHOSEN AS THE **TOP 5** TO COMPETE

"Shine your light."

FEB. 12 - MAR. 14, 2025

All Live Competition's will be held at the PA Beauty Pro's Expo May 18 - May 19, 2025

Sunday 2:00 - 3:00 pm

Salontraining.com

**STAR AWARDS COMPETITION -
NAILS. ANNOUNCE WINNER
LIVE AT SHOW**



Details to come

**THE PENNSYLVANIA BEAUTY PRO'S EXPO
STAR AWARDS**

NAIL ART

REGISTRATION AND SUBMISSION
APRIL 7 - 16, 2025

VOTING
APRIL 17 - APRIL 25, 2025

LIVE COMPETITION
MAY 19, 2025

Competition Entries & more info are available on www.Salontraining.com

REGISTER NOW!
TEXT for additional information 814-248-8928

ENTER FOR A CHANCE TO BE CHOSEN AS THE **TOP 5** TO COMPETE

"Shine your light."

All Live Competition's will be held at the PA Beauty Pro's Expo May 18 - May 19, 2025

Sunday 12:00 - 1:00 pm

Salontraining.com

STAR AWARDS AND COMPETITION - CUTTING



Details to come.

**THE PENNSYLVANIA BEAUTY PRO'S EXPO
STAR AWARDS**

HAIR CUTTING & BARBER

REGISTRATION AND SUBMISSION
MAR. 17 - MAR. 28, 2025

VOTING
MAR. 29 - APRIL 4, 2025

LIVE CUTTING COMPETITION
MAY 18, 2025

Competition Entries & more info are available on www.Salontraining.com

REGISTER NOW!
TEXT for additional information 814-248-8928

ENTER FOR A CHANCE TO BE CHOSEN AS THE **TOP 5** TO COMPETE

"Shine your light."

All Live Competition's will be held at the PA Beauty Pro's Expo May 18 - May 19, 2025

Prizes donated by the following companies.
Will be listed soon...

SUNDAY MAIN STAGE-VENDOR HALL



Sunday 9:00 - 10:00 am

Rob Burgio - Amplify the Stylist

Get Banged - Fringe & Face Shapes

Join Goldwell National Artist Rob Burgio, as we dive into an exciting, in-depth, haircutting class focused on fringe and face shapes.

Fringe can be a chic and stylish way to complement your face shape. Learn the "HOW" & WHY" to choose a particular fringe over another & how to create the chosen fringe on your client.

What you will take away:

- * Exploring face shapes
- * FACE FRAME
- * CURTAIN FRINGE
- * Elongated Side FRINGE
- * Textured Piecey fringe
- * Blunt Square Fringe
- * Proportions & partings
- * Technique to create any desired fringe



Sunday 2:30 - 3:30 pm

Nick Arrojo

Razor fundamentals

Discover the true technique of precision based Razor cutting. Learn the 4 methods of razor cutting in this dynamic presentation on how to understand, use and craft shapes with this modern tool.

Watch, learn and listen as I share the why, the when and the how to create modern fluid styles with the Razor.

This class will leave you inspired and excited to learn more about the art of Razor cutting

ARROJO



Sunday 10:30 - 11:30 am

John Paul Mitchell Systems - Heather Walter

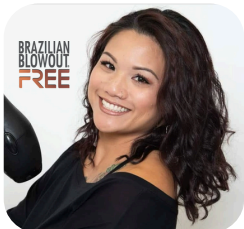
2025 Hair Color Trends: Balayage, Dimension & More!

Join John Paul Mitchell Systems Artistic Ambassador, Heather Walter for insider secrets on perfecting balayage, foil work, and everything in between.

What You'll Learn:

- The top color trends and placement for 2025
- Advanced color formulation techniques to create flawless results.
- How to break down a inspo picture and recreate.
- Tips from color expert Heather Walter on blonding behind the chair.

JOHN PAUL MITCHELL SYSTEMS



Sunday 12:00 - 1:00 pm

Kyra Creech & Rachel Margo - Brazilian Blowout

Brazilian Blowout FREE certification

Join Brazilian Professionals Artistry team for an introduction to Brazilian Blowout FREE, the industry's first patent pending 12 week smoothing treatment formulated without formaldehyde.

This groundbreaking formula is a game-changer for a total transformation and hair smoothness.

Stylists, get ready to elevate your services! Learn how to customize results, improve your revenue and give clients hair of a lifetime.

BRAZILIAN BLOWOUT FREE



Sunday 4:00 - 5:00 pm ***

Samantha Sharpless

Mastering Aqualyna Extensions - Transform Your Business

Elevate your styling expertise to the next level with our in-depth Aqualyna Extensions workshop! This class is designed to equip stylists with the skills and confidence to master the art of Aqualyna extensions while maximizing salon profitability.

What you'll learn:

- Perfect the application of Aqualyna's 3 signature systems: Aura, Clip-In, and Ponytail extensions.
- Learn expert upstyling tips and tricks tailored to working with Aqualyna extensions.
- Discover the secrets to creating residual income through Aqualyna's unique offerings.
- Master the essentials of retailing Aqualyna extensions to enhance your clients' experience and grow your business.
- Hone your skills in cutting and blending Aqualyna extensions seamlessly for a natural look.
- Become a pro at color matching, ensuring flawless integration with your clients' natural hair.

A Q U A

H A I R E X T E N S I O N S

Classroom 1 - Wintergreen **Hatori Hanzo Shears**

Coming Soon



HatoriHanzo Shears

Classroom 2 - Seasons 1 & 2 **Maria Bonacci - Joico** **Elysian Salon and Spa**

Harmony: Cohesive Cut & Color

This class teaches stylists to seamlessly integrate cutting and coloring techniques, creating balanced, harmonious styles. Participants will learn color placement that enhances a cut's shape and ways to use color to accentuate texture and layers.

The focus is on achieving polished, cohesive results where cut and color work beautifully together. Perfect for those looking to elevate their artistry, this course equips stylists with the skills to craft styles that flow effortlessly.

Classroom 3 - Seasons 3 **Sarah Gitchell - Mirror Mirror Beauty sponsored by Joico**

The Power of Ingredients: Understanding Cosmetic Chemistry for Hairdressers

What sets drugstore products apart from professional-grade, and why do we recommend the latter?

The answer lies beyond the hype and fancy packaging—it starts with understanding the “what.” What ingredients are used, how are they sourced and created, and what effects do they have on hair? By diving into these details, you gain a deeper understanding of the products you use, which allows you to confidently explain the “why.”

This knowledge not only helps you deliver better service but also ensures longer-lasting results for your clients. Educating your clients on the benefits of professional-grade products enhances their trust and transforms their overall experience. Ultimately, understanding the difference empowers you to elevate your expertise and create new opportunities to boost your income.

Classroom 4 - Seasons 4 **Lou DeCola - DeCola Salon**

Leadership and Salon Culture

Join Lou DeCola, a seasoned salon owner with over four decades of experience, for an engaging workshop designed to enhance your leadership skills and foster a positive salon environment.

This class delves into the critical aspects of employee retention, emphasizing the importance of nurturing relationships and boosting staff happiness over the costly process of hiring new talent.

Classroom 5 - Snowflake **Kell Grace - KellGrace**

The Magic of Updos with KellGrace

Join Kell as she shares her updo secrets in this exciting, fast-paced session!

Known for creating 4 updos in just 4 minutes, Kell has spent over 20 years building a thriving updo and salon business.

Now, she's bringing her time-saving, money-making techniques to shows to help stylists and salon owners elevate their skills and boost their business.

Classroom 6 - Sunburst **Prerna Khemka - hairsmart inc**

Realize explosive growth with latest advancement in Hair Loss Treatment!

Realize Explosive growth with the latest in Non-surgical, Drug-free non-invasive hair loss -protocols

- The latest plant-based advancement in Hair - Science of Ayurveda
- Create strategic, stackable drug-free hair wellness packages to upsell/cross sell to your current salon or hair loss clients
- Automate & GROW your recurring income from \$99 to \$349 a month per client!
- Cover all your bases - comprehensive diagnosis and comprehensive protocol, something for everyone

Classroom 7 - Hemlock Nina Cerezo

The ADHD Hairstylist

Welcome to "The ADHD Hairdresser," a dynamic and engaging class designed specifically for hairstylists and salon professionals who want to embrace their neuro-spicy traits as strengths in their creative careers. Discover practical techniques to improve focus, manage time effectively, and reduce overwhelm during busy salon days. Harness your creative thinking to overcome challenges and enhance client satisfaction.

Explore ways to create a salon environment that supports your unique working style and encourages collaboration with clients and colleagues. Develop routines that promote mental and physical well-being, ensuring you maintain your passion and energy in the salon.

Join us for an interactive and empowering session that celebrates the creativity and innovation that ADHD brings to the hairdressing world. Equip yourself with the skills to thrive in your profession while embracing your authentic self.

Classroom 8 - Chestnut Alan Silverio - Shear Glory Sharpening & Sales

Understand Your Shears: Maintain your Shears and Selecting the Right Shear for the Right Cut

In the course taught by Alan Silverio from Shear Glory Sharpening & Sales, you will learn essential techniques for maintaining and selecting shears for the perfect cut.

The course is designed to equip stylists with the knowledge and skills needed to properly care for their shears ensuring longevity and optimal performance. We will cover various topics such as shear cleaning, lubrication, and adjustment, allowing stylists to keep their shears in excellent condition.

Furthermore, the course delves into the art of selecting the right shears for different cutting techniques. Alan Silverio provides insights on shear types, blade designs and handle ergonomics, enabling stylists to choose the most suitable shears for their specific needs.

Through hands-on demonstrations and practical exercises, stylists will gain confidence in their ability to maintain and select shears, ultimately enhancing their hairstyling skills. By attending this course, stylists can ensure the longevity of their shears while achieving precise and professional haircuts.

Classroom 9 - Evergreen Dezaree' Lusk - Divine Beauty Bar, LLC

Non-Surgical Hair Replacement: An introduction to Accepting Insurance & Working with the Federal Government

Reduce stress with the general public and Make the Insurance and Government Your #1 Client for Wigs! This introductory course will introduce students to Non-Surgical Hair Replacement and how stylists can accept insurance and veteran benefits for wigs.

Students will learn types of hair loss, what is a cranial prosthesis, what is needed to service an alopecia client (consultation/kit), required documentation and potential income. Most importantly, students will be introduced to accepting Health Insurance and Government Contracting.

Classroom 10 - Laurel Joy Klohonatz - Promptings, the Gratitude Company

APPRECIATION will APPRECIATE your Business & Life

Your #1 asset in any business is PEOPLE. Because without PEOPLE you have no business. You must be the one to respect and honor them, so they never leave you or your service. And the #1 way to respect and honor PEOPLE is letting them know how much you genuinely APPRECIATE them.

Implementing more GRATITUDE, with what I know, will no doubt bring about positive changes at all levels.

I will share my top three proven strategies for gaining and retaining clients and team members while building strong relationships with all other people in your life.

I am incredibly grateful for the opportunity to share my knowledge and expertise in this interactive class. My wish is for you to walk away with the skills to surpass your clients' expectations, nurture ongoing relationships, and transform them into long-term ambassadors who cannot stop speaking positive words about you, your salon, products, and services.

Classroom 10 - Fox Den Rachel McMillan - Jack Winn Pro

Retail Revolution

Join Jack Winn Pro National Educator Rachel McMillan for insightful education designed to transform the way you approach retail behind the chair. As a stylist and salon owner who personally generates over \$30K in retail sales annually, Rachel understands how to create consistent, long-term profitability without adding more hours to your schedule.

In this class, she will share the proven system that has helped her achieve retail success and show you how to implement it in your own business. You'll learn practical strategies to increase sales effortlessly, build client trust, and create a seamless experience that keeps retail a natural part of your services. Rachel will also walk you through the retail options available exclusively for licensed professionals, ensuring you have the tools and knowledge to maximize your earning potential. If you're looking to take your business to the next level, this class will give you the insight, structure, and confidence to make it happen.

Classroom 1 - Wintergreen

David Kinigson - Authentic Cutting Education

Power Up! Wet & Dry FUSION Haircutting Workspace

THREE THINGS TO KNOW ABOUT WET & DRY FUSION HAIRCUTTING

1. Fusion Haircutting is a harmonious blend of Wet (precision) Haircutting and Dry (movement) Cutting... because there are benefits to both. Rather than being limited by one approach or the other, your haircutting choices are expanded when you embrace the practical application of both Wet & Dry Cutting. David K believes that excellent "haircutting is a series of choices"... the better the information the better our haircutting choices.
2. So much of today's haircutting education is Virtual Education... on Social, watching Reels, YouTube, shortcuts and other brief content lacking the theory behind those tips. With Fusion Haircutting you will gain a greater understanding and application when viewing virtual education.
3. Fusion Haircutting is an opportunity to Power Up your haircutting game, upgrade your skill set, elevating your theory set, gain confidence and raise your prices. This Fusion Workspace is for all haircutters... those just starting out, as well as, the seasoned professional who wants to bring a new perspective to their haircutting.

To optimize participant learning each Custom WorkSpace includes a Mindset In Action Exercise.

Classroom 2 - Seasons 1 & 2

Jessee Skittrall - Atarashii Apprentice Program/Board of Certified Haircolorists

Correcting Haircolor Disasters

This class goes beyond traditional corrective hair color education. You'll gain the skills to handle even the most challenging hair color disasters, from consultation to formulation.

Together, we'll explore key questions: Where has your client's hair been? Where does the client want to go? And how will you get her there?

Above all, you'll master the art of managing porosity—an essential factor in every corrective situation.

Join us to elevate your expertise and confidently tackle even the toughest hair color challenges.

Classroom 3 - Seasons 3

Stacey Prescott - BYS Education

Becoming a Curl Whisperer

Unlock the secrets to mastering natural curls in this transformative class, where you'll dive into the latest science, products, and techniques that have revolutionized the natural curl industry. Learn how these innovations contributed to a 125% increase in my salon income within a year and have sustained a trend of over 100% growth each quarter.

This class will IGNITE your mind, empowering you to elevate your professional environment and clientele experience. Gain the confidence to become a sought-after curl specialist and transform your salon business. Plus, enjoy the opportunity to win giveaways from several top brands as you discover how to harness the power of curls and achieve unparalleled success.

Classroom 4 - Seasons 4

Rowena Yeager - Studio Wish Inc

Uncover Your RockStar Brand - Ignite Your Identity

"Uncover Your RockStar Brand: Ignite Your Identity" is not just a class—it's a game-changing experience designed to revolutionize how you market your brand. This course will take you on a transformative journey, showing you how to create magnetic content that bridges timeless marketing principles with cutting-edge innovation. Perfect for marketers, entrepreneurs, and business leaders, you'll gain insider knowledge on attracting your ideal clients and team members.

Learn to decode consumer behavior and design personalized campaigns that speak directly to your audience's heart. With the power of AI-driven insights, you'll optimize every move, maximizing your brand's impact and ROI. Ready to lead the charge in this era of tech-driven marketing? Walk away with the tools to rewrite your brand's story and elevate it to a level that stands out, shines, and thrives.

Classroom 5 - Snowflake

Kellie Thompson - Successful Looks

The Art Of The Pixie Wave

This class will guide stylists through mastering the technique of creating beautiful, soft waves on short pixie cuts. We will cover essential cutting and styling methods, product recommendations, and how to customize the wave pattern to suit various hair textures.

Attendees will gain confidence in achieving a modern, polished look with ease, making this style a go-to for clients seeking chic, low-maintenance hair. Perfect for stylists looking to expand their skill set in short hair design.

Classroom 6 - Sunburst Geno Stampora - Stampora Consulting Inc

4 Keys to Salon Success

Geno will share exactly what works for salon success. From marketing to retail to building your book, and much more delivered in a fun fast paced and highly inspiring fashion.

Classroom 7 - Hemlock 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 or 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 imaging yourself fully present in your zone. Having support of a coach to guide you there!!

Classroom 8 - Chestnut Krystine Sherwood - The BeautyPro Coach

TIME MANAGEMENT FOR BEAUTY & BARBER PROS

Are you tired of running around but not getting anything done? You jump from one thing to another hoping you'll make progress? You want to do ALL THE THINGS but feel like you just don't have the time to get it done?

Join internationally certified life & business coach, Krystine Sherwood, as she gives you the tried & true tools used by Forbes' ranking companies for you, your salon & team.

Don't miss it! In this class, you'll learn:

- Mental Health Behind the Chair and it's effects on our professional lives
- Salon & Spa Systems
- Delegation Rules
- 5 Principles Of Top Forbes' List Companies to Follow
- & more

Classroom 9 - Evergreen Kim Russell

Trauma & Charging Your Worth

In this presentation, we'll dive into the deep-rooted feelings that often lead to emotional discounting. Together, we'll explore the popular phrase "Charge your worth" and how it connects with your past experiences, current mindset, and self-worth.

We'll discuss how your personal story, trauma, and beliefs about money and finances can directly impact your business, your leadership, and your life path.

Our goal is to bring awareness and clarity to the struggles around emotional discounting, while offering guidance to help you build the confidence needed to break the cycle and grow your business.

Classroom 10 - Laurel Mary Ellon Balance - Creative Balance

Gel Sculpting 101

Let's start with the basics. What's the difference between gel and acrylic, hard gel and soft gel.

The world of gel nails is changing rapidly and it's important that you understand the differences, for you and your client.



Classroom 11 - Fox Den Sara Gallagher & Kristina Metzroth - The Space Cat Project

CUT your boredom OUT!

ANIME and PLAY with BOLD shapes inspired by Anime and androgyny. Soft + strong textures, DROP OUTS and max movement.

Let's BANG it out and discuss fringe options, tool choices and face shape analysis. Layer UP and level UP!

Classroom 1 - Wintergreen ****

Phillip Wilson - Wilson Educational Productions Inc.

Exploring The Wilson Method Haircutting

Take a deep dive into how to cut hair using the Wilson Method, for speed, accuracy, creativity and FUN!

Demo will including how to cut the perfect single line long haircutting perimeter, add soft layers and face framing layers on long hair, plus several lengths and shapes of BOBS.

Classroom 2 - Seasons 1 & 2

Lacie Wehrle - Trionics

Balayage Mastery: Basics to Beyond

Unlock the full potential of balayage in this comprehensive class designed for stylists at every level.

Whether you're new to the technique or looking to refine and elevate your skills, this class will guide you from foundational balayage concepts to advanced, creative applications.

We will cover everything from product selections, mixing ratios, sectioning strategies, brush techniques etc. to achieve seamless blends and tackle client-specific challenges.

Classroom 3 - Seasons 3

Diana Pickett - Beauty VIP Education JOICO Brand Educator

The MAGIC of the Modern Perming

- Adds
- Add
- Solves
- Makes

Too Flat...Too Frizzy...Too Limp...etc. Perming in this century provides a solution to the styling problems that people encounter.

Modern PERMING...

adds another service to your menu
add \$\$\$ to your paycheck
solves styling problems for your client
makes a VERY happy client

Classroom 4 - Seasons 4

Culture Curators Coaching

How to Attract, Hire, and Retain Gen Z

Are you currently experiencing challenges in attracting and retaining top talent from Generation Z, and do you feel your recruitment strategies are effectively aligned with their unique values and expectations?

How confident are you that your company's workplace culture and career development opportunities are meeting the needs of Gen Z employees to ensure long-term engagement and satisfaction?

Unlock the secrets to engaging and retaining the most dynamic workforce yet: Generation Z, with strategies tailored to their unique values and digital fluency. Transform your talent acquisition process by learning how to resonate with Gen Z's desire for purpose, growth, and innovation, setting your company apart from the competition.

Discover cutting-edge techniques to create an irresistible workplace culture that appeals to Gen Z's aspirations and work styles, driving long-term loyalty and productivity. Gain actionable insights from industry experts on leveraging technology and social media to attract top Gen Z talent and keep them motivated and committed. Equip yourself with practical tools and strategies to seamlessly integrate Gen Z into your team, fostering a vibrant and forward-thinking organizational culture.

Classroom 5 - Snowflake

Jessica Selders

Clipper Cutting 101 - A Hands On Approach

Come ready to tune up your clipper skills! This class is for students and professionals alike.

In this class YOU will have an opportunity to come up and try some techniques! You can gain a better understanding your of clippers, guards, fading techniques as well as, incorporating shears into the haircut. You will learn how to be more confident in men's cutting, and zero in on your skills!

Classroom 6 - Sunburst

Camilla Rörstrand - Colo Me True Corp

Become A Better Colorist

This class will simplify the chemistry of color, making it clear, enjoyable, and easy to understand. Whether you've been in the industry for years or are just starting out, you'll be able to take something valuable from this class.

If you want to reclaim and own the knowledge of how color and hair truly work, regardless of color system and supplier, and be able to work outside the box, this is the training you need to attend.

Knowledge is transient-what was true in the past is not true today, and what is true today will not be true in the future. In this class, 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 7 - Hemlock

Kevin Gatto

Salon Mastery: Mindset, Money, and Success Principles

In "Salon Mastery: Mindset, Money, and Success Principles," salon owners and managers, led by Kevin Gatto, will learn how to build a thriving business by applying Jack Canfield's Success Principles. Participants will gain practical tools to cultivate a positive salon culture, enhance their leadership skills, and foster a growth mindset. Kevin will discuss the importance of setting clear, actionable goals and committing to continuous improvement for personal and professional growth.

A key focus will be on budgeting and financial management, teaching owners how to track revenue, manage expenses, and allocate funds effectively. Financial discipline will be explored, emphasizing investment in team development, marketing, and client experience. The session will also cover strategies for expanding services and scaling a salon while maintaining a positive work culture. By the end, attendees will have actionable insights to grow their salons into sustainable, profitable businesses with a strong mindset and financial clarity.

Classroom 8 - Chestnut

Vanessa Rose - The Joyful Chair

I AM the Light

Step into Embracing Beauty Magic, a transformative ceremony for beauty professionals to protect their energy and nourish their spirit. In this class, you'll learn to cultivate energetic protection practices through intention, ritual, and ceremony, helping you shield your light and sustain your inner magic.

As beauty professionals, we often absorb the emotions of those we care for, making it essential to honor our own energy and stay grounded.

Together, we'll craft daily rituals to bring intention into your salon practice and create a sacred, protective space. You'll explore boundary-setting techniques that foster strong, compassionate connections with your guests and team while preventing burnout.

A sacred ceremony with Reiki healing will help you release what no longer serves you and recharge your spirit. This experience is for empaths and beauty professionals ready to embrace self-care, energetic hygiene, and deeper connections behind the chair.

Classroom 9 - Evergreen

Kim Becker - HELLO GORGEOUS!

Philanthropy as a business builder

I have found that individuals in the beauty industry have the biggest hearts. We are 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 10 - Laurel

Sonia Tompkins

Cupping with a Purpose

Learn the basics in static (dry) cupping along with face cupping & learn unique points to common ailments your client might experience.

We incorporate Cbd into our cupping & will explain how mixing both will improve your clients experience.

Class is geared towards massage therapist and Estheticians.

Classroom 11 - Fox Den

Bernard Ory - OnStage Hair Extensions

FREE Certification Opportunity!

Join OnStage Hair Extensions for a hands-on learning experience in O-Tips & Beaded Ultra Wefts!

Earn your certificate to order and install our Beaded Weft, Beaded Ultra Weft, and O-Tip strands.

Already certified? Join us for a refresher and to learn about our latest products and services. Don't miss out-and visit us in the classroom!

Classroom 1 - Wintergreen **Brooke LeMasters - YOOR**

YOOR ColorVerse - Mastering Formulation & Color Correction

Take Control of Your Color Results with Confidence

Great color isn't luck—it's strategy. This class will shift the way you think about formulation, reflection, and color correction, giving you the tools to create predictable, consistent results every time.

- ✓ How to stop guessing and start predicting every color outcome.
- ✓ The biggest mistakes in formulation—and how to avoid them.
- ✓ Smart correction strategies that make fixing color easier, not harder.

If you've ever mixed a formula and been surprised by the result, this class will show you why—and how to take back control.

Classroom 2 - Seasons 1 & 2 **Heather Walter -John Paul Mitchell Systems**

Corrective Color with Heather Walter

Are you ready to master the art of corrective color? This intensive class is designed for stylists who are passionate about perfecting their craft and delivering flawless results every time. Whether you're looking to fix a color mishap, tackle stubborn tones, or transform your client's hair with confidence, this class has you covered. This class includes color corrective swatching learning centers.

Why You Should Join:

- **Boost Your Confidence:** Gain the tools and techniques to tackle any color correction with confidence.
- **Increased Client Satisfaction:** Learn how to fix color mistakes and give your clients the beautiful results they crave, every time.
- **Expand Your Skill Set:** Make yourself the go-to expert for corrective color in your salon, growing both your client base and reputation.

Classroom 3 - Seasons 3 **Lawanna Gray - Perfect Match Luxe**

"When The Flat Irons Fail"

Join our transformative class, "When the Flat Irons Fail," and elevate your styling skills with the mastery of Marcel irons! Discover why these tools are essential when flat irons fall short, as you learn to work with natural textures, relaxed hair, and extensions. In this look and learn, you'll grasp the fundamentals of Marcel iron techniques, from setting optimal temperatures to achieving long-lasting curls.

Explore how to create customized curls, waves, and volume that traditional flat irons can't match, while mastering heat control for smooth, shiny styles. The unique thermal heat of Marcel irons offers unparalleled bounce, shine, and curl retention. Whether you're a beginner or an experienced stylist, this class will refine your technique and enable you to craft stunning, head-turning looks for your clients. Don't miss the chance to unlock the full potential of thermal styling!

Classroom 4 - Seasons 4 **Christine Zilinski, Tina Black, Nuala Guildea** **- Empowered Salon Leaders**

Hiring to Thriving A Salon Owner's Guide to Exceptional Staffing

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.

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 take your salon staffing to new heights!"

Classroom 5 - Snowflake **Ashley Hikert-Diehl - JOICO**

Joico: Coloring for Impact

Join Joico Brand Educator Ashley Hilkert-Diehl as she explores the Boldness of Joico Color Intensity. In this class, Ashley will focus on the art of bold placement to create striking impact and depth. She will demonstrate effective sectioning and application techniques to ensure optimal results.

Ashley's application styles are designed to WOW and amaze. This class will help you master the skills needed for stunning color results. Learn tips and tricks for precise placement that enhance your coloring techniques. Don't miss the chance to elevate your coloring abilities with Joico Color Intensity.

Classroom 6 - Sunburst **Geno Stampora - Stampora Consulting Inc**

How to stay motivated, prevent burnout and boredom and be reenergized with new inspiration

How to stay motivated, prevent burnout and boredom and be reenergized with new inspiration

Classroom 7 - Hemlock

Shanna Moll - StudioYou Education

Scalp Health to Hair Loss Solutions

Exciting News for Salon Owners and Hairdressers. Ready to elevate your services? Learn cutting-edge Scalp Health and Hair Loss Solutions and bring the ultimate confidence boost to your clients!

Become a Hair Loss Hero and set your salon apart! Let's make hair magic happen together!

Classroom 8 - Chestnut

Kimberly Loomis - Free Your Mind Education

Building Your Brand: Define Your Voice and Connect with Your Ideal Client

Building Your Brand: Define Your Voice and Connect with Your Ideal Client

In this hands-on course, you'll dive deep into understanding and building your brand from the ground up. Gain clarity on your brand voice and learn who your ideal clients are, along with strategies to connect with them effectively.

Key Takeaways:

- Develop and refine your brand in class
- Gain a clear understanding of your unique brand voice
- Identify your ideal clients and learn how to engage with them authentically

This course is designed to help you build a brand that resonates with your target audience and stands out in the marketplace.

Classroom 9 - Evergreen

Donna Hogg

The Damage Dilemma – Mastering the Art of Hair Repair Part 1

Unlock the secrets of hair science in this essential, in-depth class designed for the passionate hair artist. Participants will dive deep into understanding hair structure and discover how various salon services impact the integrity of each strand. You'll gain the expertise to accurately diagnose damage and determine whether protein, bonders, or moisture are needed to restore hair to its healthiest state.

This 2-part class will empower you to elevate your craft, ensuring every client leaves your chair with strong, beautiful hair. Don't miss this opportunity to become a true master of hair repair and restoration! Part 1 will be focused on the various types of damage and how to analyze the condition accurately.

Classroom 10 - Laurel

Paula Davies - All That Glitters

Nail Art is your Super Power

Unlock the secrets of professional nail art!

Learn exclusive techniques usually only taught in expensive classes and discover insider product knowledge that will save you time and money.

Find out what really works and elevate your skills without breaking the bank.

Classroom 11 - Fox Den

Kim Russell

Trauma & People Pleasing - "Why we say yes, when our gut says no"

This presentation invites you to explore the challenges of setting, enforcing, and maintaining healthy boundaries.

Together, we'll dig into the "why" behind the difficulty of establishing and maintaining boundaries, both personally and professionally.

You will learn more about yourself and how your past, your story, and your environment can shape these behaviors across all areas of your life.

Our goal is for you to leave with a clearer, deeper understanding of yourself and gain practical strategies for creating healthier boundaries ultimately building confidence to make positive changes that will enhance both your business and your life.

Classroom 1 - Wintergreen

Francesca Rivetti - Francesca Rivetti RESET

RESET - Begin Anew!

Do you struggle with haircutting? Does the finish result not come out as you thought? Would you like to learn how this class can help you?

What happens when a device or tool shuts down - we press the. RESET button.

This class will enlighten you on the calls to action to take to help with creating stronger haircuts with precision and is for all levels of experience. "learn the rules like, a pro so you can break them like an artist"

Don't get stuck in replay, RESET.

Classroom 2 - Seasons 1 &

Rachelle Yarnell - Donald Scott NYC

The art of razor cutting

Rachelle will showcase the use of the Donald Scott razor tools.

Showcase the newest collection of haircuts.

This class will be useful for new and experienced hair stylists.

Classroom 3 - Seasons 3

Elisabeth Dansak and Emma Dobrinick - Synergy Bridal

Building A Bridal Team

In this class we will talk about everything that you need to know when starting a bridal team either independently or in an already established salon! We will go over the best ways to get your employees excited about doing weddings and how to educate them properly so that they, and you, are confident each time you or your team goes on location for a wedding.

Along with learning the protocols and expectations that Synergy Bridal uses for its team members, you will also gain access to all of our documents and contracts for both team members and for brides and bridal parties.

We will talk about the importance of having a contract and what all is needing to be in it. You don't want to miss this opportunity to see if a bridal team is the best addition to your salon that you could make!

Classroom 4 - Season 4

Jessee Skittrall - Atarashii Apprentice Program/Board of Certified Haircolorists

Mastering direct entry apprenticeship and growing your team.

Unlock the potential of your business by embracing direct entry apprenticeship programs. This comprehensive guide equips salon, shop, and spa owners with the tools and insights needed to implement and manage apprenticeships effectively.

Learn how to attract top talent, create a structured training pathway, and cultivate a team of skilled professionals who align with your brand's vision.

Whether you're looking to streamline your hiring process or invest in the growth of your existing team, this resource will help you build a sustainable, innovative workforce that thrives in today's competitive beauty and grooming industry.

Classroom 5 - Snowflake

David Reinhold - All Star Grooming

Hair Cutting, Beard, Shaving, Facials

Do Not Fear The Beard, The Steamer Is Here! A Guide To Increasing Revenue With Add-On Steamer Services.

Classroom 6 - Sunburst

Terri Cowan - Terri and Steve 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 7 - Hemlock

Kellie Thompson - Successful Looks

Social Media: How to make money on the Meta Verse

This class explores how salon professionals can leverage social media and the emerging metaverse to create new revenue streams.

We will cover practical tips for building a strong online presence, engaging with clients in virtual spaces, and monetizing content through platforms like Instagram, Facebook, and virtual reality experiences.

Attendees will leave with actionable strategies to grow their digital footprint and maximize profits in the evolving digital landscape.

Classroom 8 - Chestnut

Amanda Jenkins - Creatives Counter Balance

The Sustainable Stylist

Your body is your most valuable tool—treat it like you treat your scissors. We all cringe when our tools are damaged, knowing it can throw off our entire day. This class teaches simple movements and behind-the-chair techniques to protect your body from joint overuse and burnout.

Improve your posture, strengthen key muscles, and adjust your movements to prevent strain. Prioritizing your health can boost creativity, energy, and client retention. This is not just a wellness class; it's about performing at your best and staying injury-free. Leave with practical tips to stay strong, energized, and ready to tackle your day. Protect your most valuable tool—yourself.

Classroom 9 - Evergreen

Michele Benson

Stylist in Motion - Back Saver

The Stylist in Motion Back Saver Class is tailored to target the common postural imbalances and repetitive stress injuries that hairstylists face.

It focuses on restorative movement, core strengthening, and simple exercises that fit into your daily routine—whether you're in the salon or at home.

This program is all about giving you the tools to support your back health so you can feel your best and keep doing what you love without pain holding you back.

I'm here to help you take care of your body, protect your back, and create a long, successful career—pain-free and full of energy. Because you deserve to thrive behind the chair and beyond.

Classroom 11 - Fox Den

Lauren Long - The Nail Academy

Look & Learn Acrylic Nails

The Nail Academy is your gateway to mastering the art of Acrylic Nails! Our unique learning experience is designed to provide an educational environment where nail stylists can expand their knowledge, skills, and techniques.

One of the most crucial aspects of creating long-lasting acrylic nails is establishing a solid foundation. This means mastering the essentials: proper prepping, precise application, and meticulous shaping. In our beginners' class, you'll delve into the fundamentals of artificial acrylic nails, learning the critical techniques that form the basis of every great nail set.

Whether you're new to the nail industry or looking to refresh your skills, this class is perfect for you! Come prepared to take notes and apply this comprehensive crash course to kickstart or elevate your journey in the beauty business!

Classroom 11 - Fox Den

David Kinigson - Authentic Cutting Education

Power Up! Wet & Dry FUSION Haircutting Workspace

THREE THINGS TO KNOW ABOUT WET & DRY FUSION HAIRCUTTING

1. Fusion Haircutting is a harmonious blend of Wet (precision) Haircutting and Dry (movement) Cutting... because there are benefits to both. Rather than being limited by one approach or the other, your haircutting choices are expanded when you embrace the practical application of both Wet & Dry Cutting. David K believes that excellent "haircutting is a series of choices"... the better the information the better our haircutting choices.
2. So much of today's haircutting education is Virtual Education... on Social, watching Reels, YouTube, shortcuts and other brief content lacking the theory behind those tips. With Fusion Haircutting you will gain a greater understanding and application when viewing virtual education.
3. Fusion Haircutting is an opportunity to Power Up your haircutting game, upgrade your skill set, elevating your theory set, gain confidence and raise your prices. This Fusion Workspace is for all haircutters... those just starting out, as well as, the seasoned professional who wants to bring a new perspective to their haircutting.

To optimize participant learning each Custom WorkSpace includes a Mindset In Action Exercise.

MONDAY MAIN STAGE-VENDOR HALL



Monday 9:00 - 10:00 am

David Rienhold - All Star Grooming

The All Star Haircut: How to perform a great men's haircut every time.



The All Star Haircut: how to perform a great men's haircut every time.

Great haircuts don't happen by accident. Learn the step-by-step process for achieving great men's haircuts every time.

From the consultation to the finishing details and everything in between, including a shampoo service that will keep your male guests coming back for more.



Monday 12:00 - 1:00 pm

Bernard Ory - OnStage Hair Extensions

FREE Certification Opportunity!



Join OnStage Hair Extensions for a hands-on learning experience in O-Tips & Beaded Ultra Wefts!

Earn your certificate to order and install our Beaded Weft, Beaded Ultra Weft, and O-Tip strands.

Already certified? Join us for a refresher and to learn about our latest products and services. Don't miss out-and visit us in the classroom!



Monday 10:30 - 11:30 am

Lacie Wehrle - Trionics

High-Lift Mastery: Speed and Precision Blonding with Trionics



This dynamic presentation focuses on elevating your skills with high-lift techniques, optimizing speed without compromising esthetic, and mastering strategic placement for stunning customized results.

We'll cover the tools, lightener and enzyme developer choices, mixing ratios, application, technique with foils or hand-painting and more, so you walk away a more confident, creative stylist!



Monday 1:30 - 2:30 pm

Rachelle Yarnell - Donald Scott NYC

Razor cutting with Donald Scott tools

THE PROFESSIONAL EDGE



The class will showcase the benefits of razor cutting. The best practices of the donald scott tools.

We will be celebrating the anniversary of the tools and the brand with a few new haircuts to our collection.



Monday 10:30 11:30 am

Rachelle Yarnell - Donald Scott NYC

5 Minutes Updos with KellGrace



Kell is renowned for creating 4 updos in just 4 minutes! With over 20 years of experience building a thriving updo and salon business, she's excited to share her time-saving, money-making techniques with stylists and salon owners at hair shows. Don't miss the chance to watch Kell in action as she demonstrates fast, high-quality updos that elevate your skills and boost your business!

Classroom 1 - Wintergreen

Sara Gallagher & Kristina Metzroth - The Space Cat Project

CUT your boredom OUT!

ANIME and PLAY with BOLD shapes inspired by Anime and androgyny. Soft + strong textures, DROP OUTS and max movement. Let's BANG it out and discuss fringe options, tool choices and face shape analysis. Layer UP and level UP!

Classroom 2 - Seasons 1 & 2

Brooke LeMasters - YOOR

YOOR ColorVerse - The Art of Placement: Structure & Flow

Master the Art of Strategic Color Placement

It's not just what you mix—it's where and how you place it. This class will teach you to see color differently, using placement to enhance movement, balance depth, and create seamless, customized results.

- ✓ The secret to Structure & Flow—placing color with purpose.
- ✓ Master placement strategies that enhance the cut and final look.
- ✓ A live model transformation that brings it all together.

If you're ready to stop second-guessing placement and start coloring with intention, this class is for you.

Classroom 3 - Seasons 3

Elisabeth Dansak and Emma Dobrinick - Synergy Bridal

Synergy Bridal - The Experience

In this class, we will be showing a bridal hair and makeup application on a live model! Along with seeing the techniques, tools and products that we use for brides and bridal parties, you will also get a first hand look at the entire process of booking, planning and scheduling that goes into an on location wedding.

You will learn the best ways that we have found to keep your weekends full with weddings and how to keep your brides feeling like they are getting the absolute most value out of their hair and makeup experience. These days, we all know that weddings are an entire event, this class will help you add value to your pre-wedding, during-wedding and post-wedding operations to keep your brides talking about you and your team for many years to come.

After all, the best bridal referrals are always word of mouth! You don't want to miss this opportunity to level up your on location wedding game!

Classroom 4 - Season 4

Christine Zilinski. Tina Black. Nuala Guildea - Empowered Salon Leaders

Mastering Communication for Effective Leadership

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

Classroom 5 - Snowflake

Francesca Rivetti - Francesca Rivetti RESET

A Hair Stylist Creative Escape - Eat. Play. Learn.

This is a reenactment of the hair collection the team created at our program that takes place annually in Florence, Italy. We showcase the unique techniques used to create the styles that can be modified for salon and bridal hair too.

You will learn tips and tricks and what was used in building the shapes to add to your repertoire. This class is for all levels that want to exercise their creative muscle. You will leave inspired!

Let your creative juices flow.

Classroom 6 - Sunburst

Shanna Moll - StudioYou Education

The World of Toppers and Wigs 2

Discover the transformative power of toppers and wigs and how they can elevate your business by providing life-changing solutions for clients experiencing hair loss. This class will teach you everything from proper fit and measurement to expert cutting and blending techniques, ensuring a seamless and natural look.

Gain the skills to confidently consult with clients and offer daily wear options that restore self-assurance and beauty. Expand your expertise and become the go-to professional for alternative hair solutions!

Classroom 7 - Hemlock
Kim Becker - HELLO GORGEOUS!

Winning the Networking Game

Networking is all about meeting people and building relationships for the purpose of helping one another grow. These relationships should be mutually beneficial.

Networking is used to grow your salon business through referrals, gaining information that will help you in your business, and making contacts that will enable you to add value to your own salon 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?
- The 2 Types of Networking
- What Does your Networking Game Face Look Like?
- 7 Steps to Effective Networking

Classroom 8 - Chestnut
Sonia Tompkins

Cupping with a Purpose

Learn the basics in static (dry) cupping along with face cupping & learn unique points to common ailments your client might experience.

We incorporate Cbd into our cupping & will explain how mixing both will improve your clients experience.

Class is geared towards massage therapist and Estheticians.- The latest plant-based advancement in Hair - Science of Ayurveda

- Create strategic, stackable drug-free hair wellness packages to upsell/cross sell to your current salon or hair loss clients
- Automate & GROW your recurring income from \$99 to \$349 a month per client!
- Cover all your bases - comprehensive diagnosis and comprehensive protocol, something for everyone

Classroom 9 - Evergreen
KRYSTINE SHERWOOD - The BeautyPro Coach

MARKETING ON A BUDGET

Are you completely burnt out on how to get the word out on your services, your salon, your spa and all the amazing things you have to offer your community? Are you running out of ideas to get your ideal client?! Join internationally certified life coach and salon & spa owner with a university degree in strategic public relations and marketing as she shares with you methods on how to get more people in your salon, spa or barbershop while still maintaining your budget!

In this class, you'll learn:

- How to attract your ideal client & keep them using FREE marketing
- The importance of using kindness and professionalism to get more money
- How to collaborate in a way where EVERYONE wins
- What you need to do next to get your team involved and motivated
- What to do in a seasonal area vs an all-around steady area as far as demographics - & MORE!

Classroom 10 - Laurel
Kevin Gatto

The Six-Figure Stylist Mindset

Kevin Gatto empowers stylists to shift from a service provider mindset to a business owner mentality using principles from Jack Canfield's The Success Principles.

In this class, he teaches stylists how to take control of their growth, overcome limiting beliefs, and set clear financial goals to achieve six-figure success. With nearly three decades of industry experience, Kevin shares proven strategies for pricing, client retention, and schedule optimization to maximize earnings. Through visualization, affirmations, and daily success habits, stylists will develop a mindset for long-term success.

This session also explores how to attract high-end clients, increase pricing with confidence, and build a strong personal brand. Kevin's practical approach gives stylists the tools to turn ambition into action and results. Attendees will leave with a clear roadmap, renewed confidence, and the strategies to thrive behind the chair.

Classroom 11 - Fox Den
Kimberly Loomis - Free Your Mind Education

Understanding Your Numbers and Pricing: Master Your Finances and Pricing Strategy

Understanding Your Numbers and Pricing: Master Your Finances and Pricing Strategy

Take control of your business finances by learning how to structure your pricing with confidence. In this course, you'll gain clarity on your expenses, build a solid pricing structure for your services, and walk away with a practical cheat sheet for future price updates.

Key Takeaways:

- Create a custom pricing structure for your services
- Gain a deeper understanding of your business expenses
- Leave with a 'cheat sheet' to easily update your prices as needed

✨ And so much more!

This course is designed to help you set profitable prices that align with your business goals and ensure long-term success.

Classroom 1 - Wintergreen **Rob Burgio - Amplify the Stylist**

Rachel 2.0

The Cut- Retro Rachel 2.0 - Curved Gradient - Retro influences - the 90's are known for iconic hair. By adding a modern edgy flair, this trendy style is here to stay in 2025. This versatile style flatters a variety of face shapes.

We break down this cut using triangular graduation, disconnection & pivot point cutting techniques to create this edgy 90's throwback. It has a shaggy rock-n-roll vibe with a curved slope in the back. The top is a shorter & textured to make this cut come alive with attitude

Classroom 2 - Seasons 1 & 2 **Nick Arrojo- ARROJO**

Trend scissor and razor cutting presentation

Straight from New York learn the most modern approach to creative trend haircutting.

Explore the textures and the styling of creative contemporary styling while using all of the tools that can create these fashion forward shapes and approach to hair . Learn what's current and go back to the salon with renewed passion and the knowledge of what is trending in hair in 2025

Classroom 3 - Seasons 3 **Culture Curators Coaching**

How to Elevate the Client Experience and Gain More 5 Star Reviews

How would transforming your client experience impact your brand's reputation and drive more 5-star reviews, and do you have a clear strategy in place to achieve this?

What if you could unlock new techniques to consistently exceed client expectations and significantly increase positive feedback-how valuable would that be for your business's growth and competitive edge?

Elevate your beauty brand's reputation and client satisfaction by attending our exclusive class on transforming the client experience and driving more 5-star reviews. Learn innovative techniques to enhance every touchpoint of your service, from personalized consultations to follow-up care, ensuring clients leave delighted and eager to share their positive experiences. Discover practical strategies to exceed expectations and turn every interaction into a memorable one, setting your business apart and attracting a flood of glowing reviews. Don't miss this opportunity to refine your approach and boost your brand's credibility in the competitive beauty industry.

Classroom 4 - Season 4 **Becky Auer - No BS Marketing**

Clientele Explosion Formula

Ready to transform your salon from a best-kept secret to the hottest spot in town? In "Clientele Explosion Formula," multi-million dollar business builder Becky Auer unveils her proven system for rapidly expanding your client base.

Drawing from strategies that grew her restaurant to \$6.5 million in just one year, Becky will show you how to attract a flood of new clients while turning existing ones into raving fans. You'll discover innovative marketing techniques, customer retention secrets, and community engagement strategies that work synergistically to explode your clientele.

Leave this high-energy session armed with actionable steps to immediately boost your salon's visibility, appeal, and profitability. Don't just grow your business - explode it with the Clientele Explosion Formula!

Classroom 5 - Snowflake **Heather Walter - John Paul Mitchell Systems**

Mastering Blonding Techniques for Perfect Results with Heather Walter

Elevate your blonding skills and achieve flawless results every time? This Blonding Hair Color Class is designed to give stylists like you the tools, techniques, and confidence needed to create beautiful, natural-looking blondes while tackling complex blonding challenges. This class has hands-in swatching learning centers.

What You'll Learn:

- **Blonding Basics & Beyond:** Master the essential theory behind achieving the perfect blonde, from understanding hair levels to selecting the right lighteners and developers.
- **Formulation Mastery:** Learn how to create custom formulations based on your client's unique hair type, texture, and desired results. Say goodbye to guessing and hello to predictable, gorgeous blondes.
- **Advanced Techniques:** Discover how to perfect balayage, foil highlights, and foil-less blonding techniques that bring out radiant, multi-dimensional blonde shades.
- **Color Correction & Problem Solving:** Learn how to tackle common blonding challenges like brassy tones, uneven lift, or over-processed hair, all while maintaining hair health.
- **Effective Client Communication:** Gain tips on managing client expectations, recommending the best blonding services, and upselling to boost your salon revenue.

Classroom 6 - Sunburst **Geno Stampora - Stampora Consulting Inc**

The ultra successful beauty pro and how they do it

These are the best practices and habits of the most profitable and successful people in our industry. This seminar will propel into a new place in beauty. For all beauty professionals Discover what you need to make it big! Geno will instantly train you to see what's missing in your toolbox!!

Classroom 7 - Hemlock

Alan Silverio - Shear Glory Sharpening & Sales

Understand Your Shears: Maintain your Shears and Selecting the Right Shear for the Right Cut

In the course taught by Alan Silverio from Shear Glory Sharpening & Sales, you will learn essential techniques for maintaining and selecting shears for the perfect cut.

The course is designed to equip stylists with the knowledge and skills needed to properly care for their shears, ensuring longevity and optimal performance. We will cover various topics such as shear cleaning, lubrication, and adjustment, allowing stylists to keep their shears in excellent condition.

Furthermore, the course delves into the art of selecting the right shears for different cutting techniques. Alan Silverio provides insights on shear types, blade designs and handle ergonomics, enabling stylists to choose the most suitable shears for their specific needs.

Through hands-on demonstrations and practical exercises, stylists will gain confidence in their ability to maintain and select shears, ultimately enhancing their hairstyling skills. By attending this course, stylists can ensure the longevity of their shears while achieving precise and professional haircuts.

Classroom 8 - Chestnut

Kim Russell

Trauma & People Pleasing - "Why we say yes, when our gut says no"

This presentation invites you to explore the challenges of setting, enforcing, and maintaining healthy boundaries.

Together, we'll dig into the "why" behind the difficulty of establishing and maintaining boundaries, both personally and professionally.

You will learn more about yourself and how your past, your story, and your environment can shape these behaviors across all areas of your life.

Our goal is for you to leave with a clearer, deeper understanding of yourself and gain practical strategies for creating healthier boundaries ultimately building confidence to make positive changes that will enhance both your business and your life.

Classroom 9 - Evergreen

Dezaree' Lusk - Divine Beauty Bar, LLC

Medical Marketing for Non-Surgical Hair Replacement Specialist

Dezaree' Lusk is a Licensed Clinical Social Worker with experience as a Director of Admissions! Without patients, the hospital would have closed. Dezaree' is now a full-time entrepreneur using the same techniques and strategies as an Admission Director that took her business from 40k a year to 40k a month! "

Marketing goes far beyond social media! Learn the transformative strategies and techniques to elevate any Beauty business! Explore cutting-edge tactics, market insights, and practical tools to revolutionize your approach and unlock unparalleled success as a Stylist within the healthcare industry. It's time to put the -ology back in Cosmetology with Medical Marketing!

Classroom 10 - Laurel

Michele Benson

Stylist in Motion - Complete Program

I offer an engaging and interactive program designed specifically for hairstylists to improve posture, boost energy, incorporate stretches and movements, and relieve common aches and pains.

I teach practical ways to integrate small, effective movements throughout the day, alongside small tools, and techniques for supporting one another.

Classroom 11 - Fox Den

Prerna Khemka - hairsmart inc

Elevate your salon business with Ayurveda!

- How do you create foundational hair health programs for 100% of your clients and turn them into life-long happy clients
- The latest plant-based advancement in Hair - Science of Ayurveda
- Create strategic, stackable drug-free hair wellness packages to upsell/cross sell to your current salon or hair loss clients
- Automate & GROW your recurring income from \$99 to \$349 a month per client!
- Cover all your bases - comprehensive diagnosis and comprehensive protocol, something for everyone

Classroom 1 - Wintergreen

Taylor Jameson - Taylor Jameson Education

Make Over Monday!

A Hair cut Makeover Class, with models being picked from the audience, by holding up "Pick Me " Paddels. Taylor will do a Consultation with models right there on stage in real time.

At the end, she may even bring other audience members up to help with finished look! A Don't Miss class .

Classroom 2 - Seasons 1 & 2

Maria Bonacci - Elysian Salon and Spa

Vibrant Dimensions: Overlaying Color 2

In this class, stylists will dive into advanced overlaying techniques to create vibrant, multi-dimensional color that captivates. Learn how to layer shades for depth, richness, and extended color longevity, using strategic placement to achieve striking, long-lasting results.

We'll cover everything from selecting the right color combinations to seamlessly blending tones, ensuring each hue enhances the next for maximum vibrancy.

This overlaying approach not only keeps colors vivid over time but also adds dimension that makes every style pop. Perfect for professionals looking to elevate their color skills, this class equips you with the tools and knowledge to craft bold, eye-catching looks that truly stand out.

Classroom 3 - Seasons 3

Lou DeCola - DeCola Salon

Leadership and Salon Culture

Join Lou DeCola, a seasoned salon owner with over four decades of experience, for an engaging workshop designed to enhance your leadership skills and foster a positive salon environment.

This class delves into the critical aspects of employee retention, emphasizing the importance of nurturing relationships and boosting staff happiness over the costly process of hiring new talent.

Classroom 4 - Season 4

Jacqueline Capatolla - Jacqueline's House Of Beauty

The power of confidence on camera

The RELAUNCH

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. They find their true value of what they bring to this world.

Discover your own RE-invention. Owning and claiming your brand authenticity and brand identity.

Classroom 5 - Snowflake

Stacey Prescott - BYS Education

Unleash the Curl: Customizing Curly Cuts

Discover the art of tailoring haircuts to accentuate the unique beauty of every client's curls in this engaging look-and-learn tutorial. You'll learn how to customize cuts for a range of curl patterns, from waves to spiral curls, ensuring each client leaves feeling confident and radiant.

This class will equip you with the skills to create personalized styles that truly unleash the potential of natural curls. As a bonus, attendees will have the chance to win giveaways from several top brands.

Elevate your expertise and transform your approach to cutting curly hair with these innovative techniques.

Classroom 6 - Sunburst

Kyra Creech & Rachel Magaro - Brazilian Blowout

Brazilian Blowout FREE certification

Join Brazilian Professionals Artistry team for an introduction to Brazilian Blowout FREE, the industry's first patent pending 12 week smoothing treatment formulated without formaldehyde.

This groundbreaking formula is a game-changer for a total transformation and hair smoothness. Stylists, get ready to elevate your services! Learn how to customize results, improve your revenue and give clients hair of a lifetime.

Classroom 7 - Hemlock

Rowena Yeager - Studio Wish Inc

Behind the Chair: Mastering Your 5x5 Stage

"Behind the Chair: Mastering Your 5x5 Stage" is an immersive education experience designed to empower stylists to elevate every client interaction. In this class, you'll learn how to make your 5x5 stage—the space where you perform your craft—a reflection of your unique artistry.

Mirrors don't just show your client their reflection; they reveal who you are as a stylist. We'll dive deep into how to create a memorable experience, from consultation to the final reveal, ensuring that every client feels special and seen.

You'll explore how to align your energy, creativity, and communication with the needs of your guest, making every moment count. By the end of the session, you'll know how to make a lasting impression that keeps clients returning, craving the art you create. Your chair becomes the stage, and your mirror the canvas—are you ready to perform?

Classroom 8 - Chestnut

Joy Klohonatz - Promptings, the Gratitude Company

Using an ATTITUDE of GRATITUDE to elevate your Business.

Your #1 asset in any business is PEOPLE. Because without PEOPLE you have no business. You must be the one to respect and honor them, so they never leave you or your service. And the #1 way to respect and honor PEOPLE is letting them know how much you genuinely APPRECIATE them.

Implementing more GRATITUDE, with what I know, will no doubt bring about positive changes at all levels.

I will share my top three proven strategies for gaining and retaining clients and team members while building strong relationships with all other people in your life.

I am incredibly grateful for the opportunity to share my knowledge and expertise in this interactive class. My wish is for you to walk away with the skills to surpass your clients' expectations, nurture ongoing relationships, and transform them into long-term ambassadors who cannot stop speaking positive words about you, your salon, products, and services.

Classroom 9 - Evergreen

Donna Hogg

The Damage Dilemma – Mastering the Art of Hair Repair Part 2

Unlock the secrets of hair science in this essential, in-depth class designed for the passionate hair artist. Participants will dive deep into understanding hair structure and discover how various salon services impact the integrity of each strand. You'll gain the expertise to accurately diagnose damage and determine whether protein, bonders, or moisture are needed to restore hair to its healthiest state.

This class will empower you to elevate your craft, ensuring every client leaves your chair with strong, beautiful hair. Don't miss this opportunity to become a true master of hair repair and restoration! Part 2 will explore treatment options for dependable results, with interactive discussions on the intricacies of designing an effective treatment plan. [It is not required to have attended Part 1 on Sunday, though it is highly encouraged!]

Classroom 10 - Laurel

Lauren Long - The Nail Academy

The Business Behind the Beauty

Success in the beauty industry requires more than just skill –it's about building a brand and mastering the business behind it. In this course, you'll dive into the core principles of Branding and Business—the essential B's of the industry!

Who Are You? What Makes You Unique?

Learn how to establish a strong brand identity that resonates with your audience. Discover the secrets to marketing your brand effectively, leveraging the power of social media to elevate your presence and attract clients.

Do You Have a Clientele? How's Your Client Retention?

Gain insights into growing and maintaining a loyal clientele as you scale your business. In just 60 minutes, learn strategies to maximize your time and boost your profitability.

Classroom 11 - Fox Den

Jessica Selders

Clipper Cutting 101 - A Hands On Approach

Come ready to tune up your clipper skills! This class is for students and professionals alike.

In this class YOU will have an opportunity to come up and try some techniques!

You can gain a better understanding your of clippers, guards, fading techniques as well as, incorporating shears into the haircut. You will learn how to be more confident in mens cutting, and zero in on your skills!

Classroom 1 - Wintergreen

Lacie Wehrle - Trionics

Balayage Made Easy with Trionics: Anyone Can Do It!

Join me for a fun and creative class where we take the mystery out of balayage! Just like the movie, Ratatouille, where "anyone can cook," I'll show you how any stylist can master balayage using Trionics.

In this hands-on session, you'll learn my tips and techniques that make balayage not only approachable, but also enjoyable regardless of your level of experience. With Trionics, blonding and balayage becomes easy, efficient, and most importantly, fun! Let's unlock your creativity and take your balayage game to the next level!

Classroom 2 - Seasons 1 & 2

Samantha Sharpless - AQUA Hair Extensions

Elevated Extensionist—Building Your Extension Business

Elevate your extensions career to the next level with this comprehensive workshop designed for stylists ready to grow their business and transform their results. Whether you're just starting out or looking to refine your approach, this class provides the tools you need for success. Gain the knowledge, confidence, and skills needed to build a thriving extensions business and become a go-to stylist in your area!

What you'll learn:

- Start and grow your extensions business, from planning to execution.
- Conduct thorough client consultations using proper tools, to understand their needs, set expectations, and build trust.
- Competitively price your extension services to maximize profitability while attracting clients.
- Develop a complete pricing menu that's transparent and easy for clients to understand.
- Market yourself effectively to stand out in a competitive industry.
- Create engaging social media content to showcase your extension expertise and attract new clients.
- Deliver consistent, elevated results that will keep your clients coming back.

Classroom 3 - Seasons 3

Diana Pickett - Beauty VIP Educaiton JOICO Brand Educator

Increase your service ticket...by adding Affordable Luxuries

This workshop will develop some new perspectives for you to help make more money. Take a look at what you already offer, think about what means the most to your client base...time/money/me time/relaxation/???

We will discuss how you can offer Affordable Luxuries that will give back some getting ready time, provide some "me" time, maintaining the health and shine of their hair between appointments all while respecting your client's beauty budget and adding to your bottom line.

Classroom 4 - Season 4

Lawanna Gray - Perfect Match Luxe

"One Install Doesn't Fit All - Look and Learn

Join us for an engaging "Look and Learn" class, "One Install Doesn't Fit All," where you'll discover the art of creating customized hair extension installations! This interactive session focuses on hybrid techniques, showcasing how to blend various installation methods to achieve the ideal look for every client.

During this class, you'll observe expert demonstrations on different installation styles, including tape-ins, sew-ins, and micro-links, and learn how to effectively mix these methods to enhance volume, length, and overall style. We'll discuss key factors like selecting the right extensions for diverse hair types, ensuring a flawless fit, and maintaining the health of both natural hair and extensions.

With a focus on visual learning, you'll gain valuable insights into the latest trends and techniques, empowering you to elevate your skills and offer personalized solutions that cater to individual client needs. Join us to become a master of hair extension installations that truly fit!

Classroom 5 - Snowflake

Rachel McMillan - Jack Winn Pro

Retail Revolution

Retail Success Behind the Chair with Rachel McMillan Join Jack Winn Pro National Educator Rachel McMillan for an insightful one-hour class designed to transform the way you approach retail behind the chair. As a stylist and salon owner who personally generates over \$30K in retail sales annually, Rachel understands how to create consistent, long-term profitability without adding more hours to your schedule.

In this class, she will share the proven system that has helped her achieve retail success and show you how to implement it in your own business. You'll learn practical strategies to increase sales effortlessly, build client trust, and create a seamless experience that keeps retail a natural part of your services.

Rachel will also walk you through the retail options available exclusively for licensed professionals, ensuring you have the tools and knowledge to maximize your earning potential.

If you're looking to take your business to the next level, this class will give you the insight, structure, and confidence to make it happen.

Classroom 6 - Sunburst

Camilla Rörstrand - Colo Me True Corp

Master the Art of Lightening: Transform Your Skills with Highlift Coloring

Unlock your potential as a top-tier stylist by mastering the art of lightening hair with highlift colors. Say goodbye to the fear of using highlift colors instead of using traditional bleach. Embrace a healthier, more vibrant way to achieve stunning blonde results for your clients.

In this course, we'll demystify the process of highlift coloring, providing you with essential tips and tricks to confidently choose highlift coloring formulation over bleaching formulation. You'll learn the key differences between bleaching and lightening, understand how highlift colors work, and discover how to achieve beautiful, luminous shades without compromising the health of your clients' hair.

Whether you're a seasoned pro or just starting your journey, this course will give you the tools and confidence to shine in the world of lightening.

Classroom 7 - Hemlock

Sarah Gitchell - Mirror Mirror Beauty sponsored by Joico

The Art of Inclusive Client Experience: Serving the LGBTQAI+ Community in the Salon

A comprehensive training on creating a welcome, affirming, and exceptional salon, and experience for the LGBTQIA+ community.

Classroom 8 - Chestnut

Nina Cerezo -

Curl, Click, Connect

This comprehensive marketing class will equip you with the tools and knowledge to curl up your brand, click with your audience, and connect with success. Learn techniques to connect with your audience, foster relationships, and build a supportive community around your brand.

Explore strategies for partnering with your community to expand your reach and attract new clients. Create meaningful connections with your clients - gone is the age of the 'influencer' as we usher in the age of the authentic stylist who they know and trust.

Classroom 9 - Evergreen

Vanessa Rose - The Joyful Chair

Embracing Beauty Magic -A Sacred Ceremony

Step into Embracing Beauty Magic, a transformative ceremony for beauty professionals to protect their energy and nourish their spirit. In this class, you'll learn to cultivate energetic protection practices through intention, ritual, and ceremony, helping you shield your light and sustain your inner magic.

As beauty professionals, we often absorb the emotions of those we care for, making it essential to honor our own energy and stay grounded. Together, we'll craft daily rituals to bring intention into your salon practice and create a sacred, protective space.

You'll explore boundary-setting techniques that foster strong, compassionate connections with your guests and team while preventing burnout. A sacred ceremony with Reiki healing will help you release what no longer serves you and recharge your spirit.

This experience is for empaths and beauty professionals ready to embrace self-care, energetic hygiene, and deeper connections behind the chair.

Classroom 10 - Laurel

Mary Ellon Balance - Creative Balance

Simple Salon Nail Art

Great nail designs don't have to be complicated. Learn how they create, price and market Simple Salon Nail Art can be completed in 5 minutes or less.

Classroom 11 - Fox Den

1:45 pm - 4:00 pm

Becky Auer, Geno Stampora, Jill Ruone, Jesse Skitrall, Lou DeCola, Terri Cowan

Salon Owners Success Panel

Owners and managers will learn important strategies with proven results from top experts in business. This will include business leaders in the beauty industry as well as outside the industry who help businesses grow.

Owners/managers will have time to speak and ask questions about their biggest challenges such as: hiring, keeping strong teams, finances, pricing, and more. This will be a very beneficial session that owners are encouraged to attend.

We will finish this page up next week

Classroom 1 - Wintergreen **Hatori Hanzo Shears**

Classroom 8 - Chestnut **Kellie Thompson - Successful Looks**

Social Media: How to make money on the Meta Verse

This class explores how salon professionals can leverage social media and the emerging metaverse to create new revenue streams.

We will cover practical tips for building a strong online presence, engaging with clients in virtual spaces, and monetizing content through platforms like Instagram, Facebook, and virtual reality experiences.

Attendees will leave with actionable strategies to grow their digital footprint and maximize profits in the evolving digital landscape.

Classroom 9 - Evergreen **Paula Davies - All That Glitters**

Prep for success because without a client you're just a girl with glitter

Discover the keys to building a thriving clientele filled with clients you love!
This class will teach you proven strategies to attract, retain, and cultivate a loyal customer base that aligns with your style and values.
Learn how to market yourself effectively, set boundaries, and create a business that brings both success, satisfaction and continued growth.

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Classroom 10 - Laurel **Lauren Long - The Nail Academy**

New York Fashion Week

Wanna be on TOP?

Take your nail artistry to the next level by becoming one of New York Fashion Week's newest nail stylists! Imagine working backstage with top designers, beauty professionals, and media from across the country. This is your chance to build a portfolio with unparalleled experience, crafting nail looks for top models, celebrities, and actors.

As the Lead for both New York and Paris Fashion Weeks, I'm thrilled to share exclusive insights on what it takes to join our prestigious beauty team. Get ready for exciting highlights and insider tips on how you can become a part of this elite group and shine on the world's biggest fashion stages!

Classroom 11 - Fox Den **1:45 pm - 4:00 pm**

Becky Auer, Geno Stampora, Jill Ruone, Jesse Skitrall, Lou DeCola, Terri Cowan

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