

Ladies and Gentlemen, Brothers and Sisters, it is my honor to welcome you to Intercoiffure Fall 2015 Atelier, NYC.

Our theme this year is “Honoring the Past & Embracing the Future.” You know it’s always important to understand and appreciate where we came from and in today’s rapidly changing Beauty climate, it’s even more important for us to understand where we are going!

There is a definite shift in our industry, and it’s the responsibility of this administration to be at the forefront of that change. We take this responsibility very seriously, and when in doubt of any direction or decision, the question that I will always ask is “Does this serve our membership in a way that will allow them to go home and run their business better, smarter and more profitable?”

It is these guiding principles that I believe are paramount to be the **value** of Intercoiffure membership. So please understand there will be a shift in thinking, as status quo has never been my strong suit. It will take some risk, and with risk you sometimes get ruffled feathers. I realize that, and know that we, INTERCOIFFURE, must be the change. We must leave this industry better than we found it. I ask for your support. I can make only one promise, for electing me your President, “I will give my all for Intercoiffure America/Canada”.

Thank you and may your weekend be extraordinary!



Frank Gambuzza
ICA President

A SPECIAL THANKS TO OUR SPONSORS.

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SUNDAY NIGHT GALA SPONSOR:



MONDAY PRESS LUNCHEON SPONSOR:



ATELIER SPONSORS:

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SAVE THE DATE: SPRING ATELIER

April 16 (evening only), 17, and 18, 2016
Boca Raton, FL



honoring the **past** embracing the **future**

2015 FALL ATELIER



intercoiffure.com | (800) 442-3007

Hair: The Van Michael Team. Photo: Babak

SUNDAY, OCTOBER 25

JADE ROOM

- 7:30 - 8:30am A-Member Meeting
8:35 - 8:55am A-Member Breakfast
– *Sponsored by Spornette*
9 - 10:30am Motivation Starts Here –
Paul Digrigoli

ASTOR ROOM

- 9 - 10:30am 2 Classes in 1
Deregulation Within Our
Industry – Oliver Steinnagel
History & Economics of the
Beauty Business 101 –
Jerry Gordon

JADE ROOM

- 10:45 - 12:15pm Keratin Complex International
Showcase – Deb Gavin &
Woody Michleb – *Sponsored by*
Keratin Complex

ASTOR ROOM

- 10:45 - 12:15pm 2 Classes in 1
Revive: Winning the Losing Battle
– *Sponsored by easihair pro*
Really Understanding the Color
Customer – Steve Reiss
– *Sponsored by Modern Salon*

- 12:30 - 1:25pm Lunch on your own

MAIN BALLROOM

- 1:30 - 5pm ICA Main Stage Presentations:
- Defining Luxury & The Luxury Customer – *Kérastase*
 - Split Decision – John Donato and Donato Salon & Spa Team – *Wella*
 - Really Understanding the Color Customer – Steve Reiss – *Modern Salon*
 - Socialized –
Sasha Mascolo-Tarback – *Label M*

MAIN BALLROOM – CONTINUED

1:30 - 5pm

ICA Main Stage Presentations:

- Think beautiful thoughts in search of the classic muse –
David Kinigson – *The Beecher Group/Artego*
- Welcome to the NEW Creative World of Revlon Professional!!! Hair . Nails . Fashion . Beauty!! –
Jan Arnold – *Creative Nail Design & Revlon Professional*
- Timeless Glamour – Oscar Blandi –
Suretint
- “Laugh. Cry. Buy.” How to Build Unmatched Brand Identity and Engagement Through Emotion –
Mary Rector – *Behind The Chair*
- The Talent Who Have Led Industry Trends – Past Intercoiffure America/Canada Artistic Directors –
Revitalash

JADE ROOM

7 - 8pm

Cocktail Hour

MAIN BALLROOM

8 pm until

Sunday Night Gala – *WELLA Professionals presents* – Colour by Sonya Dove & Belinda Gambuzza for the ICA Color Council – and also, *DIY CUBANA COUTURE* by Richard Calcosola and Team Maximus – *sponsored by Wella.*

Creative Black Tie Dress Code
(additional ticket required)

Choreographer: Sasha for Ballroom Legacy – Sea Cuff, NY. Women’s Wardrobe: Aleksandra Ola Kozłowska. Men’s Stylist: Angelina Vivace, NYC

MONDAY, OCTOBER 26

MAIN BALLROOM

8:30 - Noon

ICA Main Stage Presentations:

- Pinning of New Members, Introduction of Partners & Election Results
- Service is Key! – Ted Gibson and Jason Backe – *L’Oréal Professional*
- Refugee – Intercoiffure America/Canada Nouveau Team – *Wella*
- Regenisis by Revitalash presents Illusions – Christopher Dove & John Simpson – *Revitalash*
- Find Lost Cash! – Discover ways to find lost or hidden cash in your business. – *Inspiring Champions*
- WELLA presents...The Sympatico Collection by PR at Partners – Reg Laws – *Wella*
- Olaplex & The Power of Social Media – Guy Tang & Tracey Cunningham – *Olaplex*

FOYER

Noon - 12:50pm Browse VIA Tables

JADE ROOM

Noon - 12:50pm Browse MSM Tables

MAIN BALLROOM

12:55 - 3pm

Monday Press Luncheon:
Love & Compassion –
Intercoiffure America/Canada
Artistic Director Van Council
and the Van Michael Team –
Sponsored by Aveda
(additional ticket required)



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or Androids at intercoiffure.com