

## SPRING GATHERING 2024 AGENDA

Sunday, May 5, 2024

**7:30 AM** Breakfast/Coffee

**8:35 AM** Welcome: Sheila Wilson and ICA Board

### **Beauty and Beyond**

*Learn the tools to accept and embrace uncertainty*

*Recognize that change is inevitable*

Dr. Pepper Pastor

*Develop flexibility for yourself and your business*

*Create a strategy focused on awareness and preparation*

### **Profit First**

*The power of adopting a numbers money mindset.*

Ronit Enos

### **The Knowledge You Need to 5X Your Business in 5 Years or Less**

Stef Fox

### **Tomorrow Has Never Been Closer**

*Artificial Intelligence & the salon*

*Be ahead of or at least somewhat aligned with what might be coming.*

Gordon Miller

### **Impact**

*The effect of influence of one person, thing or action.*

*Hairdressers, Celebrity stylist, possible movie star, champion of making the world better, global beauty leaders*

Sam Brocato  
Frederic Fekkai  
Rodger Azadganian  
Greg Starkman

### **Pivotal Trends in Marketing You Must Know**

Kathleen Turpel

## LUNCH

12:30 - 1:30 PM

**1:35 PM** **Money Matters**

Terry McKee  
Dawn Graeter  
Ronit Enos

### **Anna Pacitto - ICA Artistic Director**

### **Under the Cut**

*Navigate, relate and respond to client behaviors, salon stressors, and career anxiety.*

Denese Marshall

### **SACO - Richard Ashforth & Aldo Furfaro**

**Andrew Ly**

**4:45 PM** **Closing**

**6:00 PM - 7:00 PM** **Cocktails at PURE SALON**

PURE SALON

**7:30 PM - 9:30 PM** **Evening Theme: ROUGE et BLANC**  
*Food, entertainment and presentation in lobby below PURE SALON*

Monday, May 6, 2024

7:30 AM Breakfast/Coffee

9:00 AM **A Member Meeting**  
*By Invitation Only*

Nordheimer Ballroom

**BRUNCH**  
10:05 - 11:15

11:20 AM Welcome

**R U Ready?**

*Making sure you have all the tools needed for the changes.*

Glenn Millett

**Aligning with Schools**

*Part of the equation*

Georgina Davis

**Green Community Group**

*What does sustainability mean?*

Daniel Johnson  
Joanne Starkman  
Robert Passage

**Legislative Update**

Leslie Roste  
Peggy Sue Schmoltd  
Kathleen Turpel  
Sam Brocato

**Retail Science Reset**

*Shop Locally, Shop Sustainably*

Angie Hofelich

**Bringing it all together**

Karen Gordon  
Dayna Cakebread  
Georgina Davis  
Stef Fox

**A Picture is Worth a Thousand Words**

*A look at making a collection and what does it mean?*

Anna Pacitto  
Lisa Vann

**Closing**

2:30 PM *Join us in the lobby for refreshments and social gathering*

**SAVE THE DATE:**  
**New York Fall Atelier**  
**September 29 & 30**