

FALL ATELIER 2024 AGENDA

Sunday, September 29, 2024

7:00 A.M.	Registration Open	Foyer 3rd Floor
7:00 A.M. - 8:30 A.M.	Breakfast/Coffee	3rd Floor
8:30 A.M.	Opening: Sheila Wilson and ICA Board	Grand Ballroom
	The Pursuit of Progress	
9:00 A.M.	<i>An important part of Success that can not be passed by.</i>	Ray Civello
9:45 A.M.	New Members/Honorees	Trish Storhoff, Membership Chair Terry MCKee, Co-Chair
10:10 A.M.	Scalp Care <i>A vital component in managing hair loss.</i>	Jodie Vanderhoof, COO, CRLAB North America Karen Harvey, National Account Director Elisabetta Benini, Trichology Team Leader & Trainer, CRLAB NA
10:35 A.M.	Color Collaboration "Color Speak" <i>Color conversation, techniques without foils, technology updates.</i>	George Alderete Lupe Voss Lisa Vann
11:20 A.M.	Collection of Texture <i>Beautiful salon work overcoming the texture challenges.</i>	Diane Stevens
11:45 A.M.	Salon Success Decoded <i>A journey of passion, data, and transformation.</i>	Stefanie Fox
LUNCH 12:30 PM - 1:30 PM		
1:35 P.M.	Special Presentation	Sheila Wilson Adam Broderick
	Wella Professionals <i>Golden Hour Glow</i> <i>GOLDEN HOUR is the time just after sunrise or just before sunset when the light is infused with red and gold tones, highly coveted by photographers referred to as the "magic hour." Join our Top Artists, to explore techniques of gradient tone melting into each other for a modern and highly personalized effect that your guests will be asking for.</i>	Anthony Cole Nicole Revish
2:00 P.M.		
2:35 P.M.	"From Scalp to Soul" with Organethic Pure Care	Andrea Candian Nadia Halaufia
3:00 P.M.	Anna Pacitto, Intercoiffure Artistic Director	Sponsored by Davines
4:00 P.M.	Student Contest Winner: The Importance of Connection for the Future	Sheila Wilson Robert Passage
4:20 P.M.	"Paradox Poetry" Nouveau	Nouveau Chair, Perry Monge
7:00 P.M. - 8:00 P.M.	Cocktails	Foyer 3rd Floor
8:00 P.M. - 10:30 P.M.	Celebration In White: Dancing, Food, Cash Bar	3rd Floor Ballroom

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Monday, September 30, 2024

7:00 A.M.	Registration Open	Foyer 3rd Floor
7:00 A.M.	Coffee and Buffet Breakfast	Foyer 3rd Floor
8:45 A.M.	Opening	Sheila Wilson Sam Brocato
9:05 A.M.	Honor the Teachers	Donna Gentile Tracey Gobla
9:30 A.M.	The Case for AI and the Salon <i>A fast-paced update of the current state of AI as a real time resource for salons and professional.</i>	Gordon Miller
10:20 A.M.	Cutting Connection <i>Showcasing women haircutters, their innovative techniques and their eye for trends, the new influencers.</i>	Lisa Houser Angie Bullman Inge Handing Kindsay Elgin
10:50 A.M.	Together We Lead <i>Where are our heroes and legends?</i>	Dayna Cakebread
11:10 A.M.	<u>IM Marketing Group</u> <i>UNLOCKING the Power of Digital Marketing</i>	Nikki Brown
11:35 A.M.	"The Man, The Legend"	Frederic Fekkai
11:55 P.M.	Sheila Wilson & Scott Buchanan	
12:00 P.M.	What's Ahead: World Congress in Hamburg, Mondial Collection, Changing of the Guard!	Sheila Wilson Anna Pacitto Scott Buchanan Peter Pfister, Intercoiffure Global President
12:45 P.M.	Champagne Lunch Connecting, Celebrating	