



Fall Atelier Agenda:

Saturday, September 27 2025

2:00 - 4:00 P.M.

Pre Registration

Foyer 3rd Floor

6:00 - 8:00 P.M.

Opening Party
Hosted by: Aveda Arts and Science Institute

Address:
Aveda Arts & Sciences Institutes 21
Pearl Street Dumbo, Brooklyn

Sunday, September 28 2025

7:30 - 8:45 A.M.

Registration

Foyer 3rd Floor

7:00 - 8:45 A.M.

Breakfast and Connection

3rd Floor
Americas Hall 1

9:00 A.M.

Setting the Day

Grand Ballroom

Wellness and Art Connection

Deb Penzone
Base One

From Paris to the Intercoiffure Stage: A Front Row Experience with Wendy
Fresh from the front row at Paris Fashion Week, Wendy is bringing that same energy and vision straight to the Intercoiffure stage. Step into the “front row” with her as she shares her journey to becoming one of the most influential women in our industry. Hear her story, her insights, and her secrets to success, in her own words.

Wendy Iles
*President - Founder
Iles Formula*

Redefining Men's Grooming

Bringing the edge your salon needs, to stand out, drive revenue, and create an experience. Modern men can't resist.

Louis Hayes-Davies
*Managing Director
Daimon Barber*

Real ROI from the Salon Floor to the Front Desk

See how your personal Co-CEO, app development, and Notebook LM unlock the true AI advantage in beauty.

Sam Brocato

Hands Before Clicks, Sustaining the Craft of Beauty

This presentation explores the irreplaceable value of human craftsmanship in the beauty industry. In an era increasingly shaped by technology and AI, it emphasizes the power of skilled hands, empathy, and authentic connection to create meaningful, lasting transformations for clients — experiences no machine can replicate.

Nadia Halaufia
Organethic Pure Care
Technical Educator-
North America

Oribe x Goldwell

A celebration of artistry across every texture

Stacey Ciceron
Oribe Ambassador
Zachary Jarid Goldwell
National Artist

12:30 P.M.

Community Connection

Scott Buchanan
President

12:45 - 1:55 P.M.

LUNCH

Americas Hall 1

1:55 P.M.

Intercoiffure Connections

Scott Buchanan
President
Stef Fox
Founder
Talent Match

Unlock New Revenue Streams Through Styling & Makeup

Expand your salon's that drive revenue, deepen client loyalty, and set you apart as the go-to destination for special occasion beauty. Gain strategies to build profitability while meeting today's growing demand.

Angela Cattaneo
Founder
Beyond the Ponytail

Showcasing the Intercoiffure x Pivot Point Student Contest Winner

Scott Buchanan
President
Robert Passage
CEO
Pivot Point
Sheila Wilson
Vice President

Empowering Salons with Vish

Where Precision Meets Profit

Tim Howard
CIO
Vish

The Yume Head Spa Experience: Redefining Shampoo Services

Step into the world of Yume Head Spa, where traditional Japanese scalp therapy meets modern innovation. This presentation will showcase how a simple shampoo service can be transformed into an unforgettable sensory journey that soothes the soul, captivates clients, and elevates your salon's service value. Discover how this revolutionary treatment not only enhances beauty from within but also creates new opportunities to set your business apart.

Deirdre Paley
Northeast Sales Manager
Takara Belmont

Growth on Autopilot: More Guests with Less Effort

Want a steady stream of new, high-quality clients without adding to your to-do list? Ameet Kallarackal, CEO of Glammatic, will reveal how top salons are using AI and smart automations to create client-attraction systems that run in the background - freeing up time to focus on service, experience, and retention. You'll walk away with practical, plug-and-play ideas you can implement right away to grow your business effortlessly.

Ameet Kallarackal
Co-Founder - CEO
Glammatic

Redken Inspiration

Where Passion Meets Innovation

Salon Centric

The AI Advantage: Winning Clients, Growing Revenue

Learn how artificial intelligence is transforming the way salons attract new clients, fill chairs, and grow more revenue per visit. Witness a bold vision for where AI is headed and the practical, proven ways salons are using it today - from smarter marketing and personalized guest journeys to AI-powered service recommendations - and even phone lines.

Sudheer Koneru
Co-Founder - CEO
Zenoti

Where Vision Meets Craft

Sonya Dove takes the stage in New York to unveil her first collection as Intercoiffure America Canada's Artistic Director. With her signature vision and artistry, Sonya invites you into an immersive journey of inspiration, creativity, and storytelling, presenting a collection created exclusively for ICA.

Sonya Dove
Artistic Director

5:15 P.M.

Looking Ahead

Scott Buchanan
President

6:30 - 8:00 P.M.

The Business of Head Spa
Hosted By: Takara Belmont
Revenue Growth, Food, Drinks, and Community

Address:
17 W 56th St.
New York, NY
10019



Fall Atelier Agenda:

Monday, September 29 2025

7:15 - 9:15 A.M.

Breakfast and Connection

Community Room
Foyer 3rd Floor

8:00 - 9:15 A.M.

A Member and Class A Partner Meeting

Grand Ballroom

9:30 A.M.

Setting the Day

Grand Ballroom

ICA Hair Jam 2025

Angie Bullman
Diane Cole-Stevens
Rowena Yeager
Lisa Vann

Honor the Teacher

Donna Gentile
Tracey Gobla
Sheila Wilson

Precision Meets Expression

Join France Viler, as he showcases the excellence, artistry, and international prestige that defines our craft.

France Viler

Salons turning AI into ROI

Join Gordon for an update on all the latest AI news that matters to salons plus a look at how 3 leading ICA members are utilizing AI to coach team members, more effectively market to and engage clients, as well as analyze and utilize data to up their game financially.

Gordon Miller
CEO
Beauty Cast
Network

House of Wella - Make it YOU!

Guillaume Cantelou
Senior VP
Wella Company

"I Love Rock N' Roll - Nouveau

Perry Monge
Deb Penzone

12:25 P.M.

What's Next!

Scott Buchanan
President

12:45 - 2:00 P.M.

LUNCH

Americas 1 Hall

2:00 - 4:00 P.M.

Look and Learn Experiences

Located in the Bryant and Madison rooms 2nd Floor. Each presentation is one hour, so you'll get to experience both!

Angela Cattaneo
France Viler

2:00 - 4:00 P.M.

The Does and Don'ts of top Revenue Drivers
Rhineland, 2nd Floor

IM Marketing

6:00 - 10:00 P.M.

Future-Proof Your Salon
Growth Strategies, Trend Forecasts, and Community.
Hosted by: Salon Centric
Dress Code - Cocktail Casual

Address:
Moonrise
707 7th Ave New
York, NY 10036