

Intercoiffure America/Canada Regional Owners Forum

Mouton's Salon • Grapevine, Texas (DFW)
Saturday – Monday, March 14–16, 2026

Hosts: Bruce and Teresa McGaha

Their Goal for ICA Members: Leaving salon leaders steadier, clearer, and more connected than when they arrived.

"If you want an intimate gathering of ICA members where you can make new friends, deepen existing friendships, and talk honestly about what it takes to lead a salon today, this is it. Come for the clarity, stay for the community, and leave steadier, more supported, and more connected than when you arrived." -Bruce & Teresa

ICA Purpose Statement

To serve as a prestigious space for salon owners to connect, collaborate, and propel the beauty industry forward.

Event Overview

This Owners Forum is designed to provide clarity, shared perspective, and meaningful connection among ICA salon owner members and leaders. The focus is on long-term leadership, stewardship, and sharing real-world experiences, creating space for reflection, dialogue, and relationship building. This is also an intimate gathering of ICA salon owners, intentionally sized so you can make new friends, deepen existing friendships, and have the kind of real conversations that don't happen in larger conference settings.

AGENDA

Saturday | 5:00–7:00 PM

Salon Open House Welcome at Mouton's

Kick off the weekend with a relaxed, warm welcome at Mouton's Salon with wine, charcuterie, and light hospitality. Tour the salon, meet fellow ICA owners, and ease into the community before Sunday's Anchor Day.

Sunday | Anchor Day | 9:00 AM–5:00 PM

(Plus breakfast before and group dinner after)

- Breakfast Connector: Start with connection: coffee, conversation, and a chance to meet owners and leaders from across ICA before we step into the day.
- Welcome: ICA President, Scott Buchanan: A grounding wellness-centered welcome to set intention for the weekend, arriving present, clear, and connected, followed by why this forum matters right now for owners, teams, and the future of our industry.

- Who Mouton's Is and What We Value: Bruce and Teresa share the culture, standards, and leadership principles that have shaped Mouton's over decades.
- Best Practices Grounded in Attention to Detail and Hospitality: Practical, real-world best practices that elevate guest experience, strengthen consistency, and build trust through every touchpoint.
- Community Involvement and Service: How purpose beyond the salon builds loyalty, leadership, and longevity, inside the business and out in the world.
- Intern Program Overview (Including Intern Voices): A look at developing talent early, shaping culture with intention, and building the next generation, plus firsthand insight from interns.
- Reflections on Challenges Over 38 Years: Honest lessons from the hard seasons, turning points, and growth moments that define long-term success.
- Why Building Ownership Matters: The benefits, risks, and responsibilities: what it means to build ownership in your business and leadership, and how it changes everything.
- Leadership During Economic Changes and Industry Shifts: Steady leadership in real conditions: staffing cycles, pricing pressure, changing consumer expectations, and the evolving industry landscape.
- Framing AI as Supportive Clarity, Preparation, and Agency, Not Replacement: a grounded conversation on how AI can support stronger systems and smarter decisions, while protecting what makes our work human.

Sunday Evening | Sit-Down Group Dinner

Informal, relational, and meaningful: continuing the day's conversations in a relaxed setting. Because this forum is intimate by design, you'll have the time and space to truly connect, build new friendships, and deepen the ones you already have.

Monday | Integration + Closing | 8:30 AM–12:00 PM

(Times may adjust based on travel schedules)

- Breakfast & Coffee Connector: One last connection moment to share key takeaways and build relationships before closing.
- Owner Roundtable: Top insights + what you're taking home: A guided conversation to surface the “one thing” that will most impact your salon in the next 90 days.
- Implementation Commitments: Clarify your next steps: Each owner outlines 2–3 actions to implement immediately (systems, leadership habits, team alignment, guest experience).
- Open Q&A / Peer Coaching: Bring your current challenge (pricing, staffing, culture, growth, retention) and get practical input from the room.
- Final 15 Minutes: Closing Remarks: ICA President, Scott Buchanan.
- Closing Circle: Gratitude + next connections.