



Tapestry of Beauty Agenda

Saturday, 10/3

TIME	PROGRAMS
4:00–7:00 PM	Registration Open Guest arrival, registration and credential pickup
5:00–7:00 PM	Welcome Cocktail Reception Compliments of Phorest

Sunday, 10/4

TIME	PROGRAMS
7:00–6:00 PM	Registration Open Guest arrival, registration and credential pickup
7:30–9:00 AM	Community Breakfast
8:00–6:00 PM	Community Room: Meet our supporters.
9:00	Main Stage Opening Welcome Scott Buchanan, Intercoiffure America Canada President
	Hair as Art. Beauty as a Voice. Laetitia Ky • Artist, Actress & Author • Brought to ICA by Aveda
	HairToStay & ICA Visionary Award
	The Threads of Growth: From Manual to Autopilot Ameet Kallarackal • Co-founder & CEO, Glammatic
	The Eye Is Sharper Than the Blade: Vision. Craft. Individuality. The Future of the Salon. The House of Bumble Collective • Bumble and bumble.
	The Missing Thread: What Premium Salons Are Overlooking About Retention Sinead Norman • Director of Customer Success, North America, Phorest
	Woven to Prosper: The Sustainable Salon Shane Price • Founder & CEO, Green Circle Salons
	Adolf Biecker Award

	IMAGINE: What Could Your Salon Become? Tabatha Coffey & Adriano Di Giulio • Founder and CEO, AURA 300
12:30–1:45 PM	Community Lunch
	Welcome Back to Main Stage Scott Buchanan, Intercoiffure America Canada President
	Honor the Teacher & Tapestry of Texture Student Contest Supported by Wella Professionals • & President's Award
	Leo Passage Award In partnership with Pivot Point International
	Color the Future Steven Picciano & Kylie Bussing, National Artists • Goldwell + Oribe
	ICA New Members Recognition & Pinning
	Evolving the Professional Landscape: A Fireside Chat on Clean Beauty and Client Trust Greg Starkman • Founder, CEO & Formulator, Innersense with Stef Fox
	Built to Belong: How Culture Weaves Extraordinary Teams Together Maggie Dame • Salon Owner, Stylist & Daymaker • Purefessor, Aveda
	The Intelligence Behind Intentional Growth John Harms • Founder and Chairman, Meevo
	KIM Report Update: Salon Data Demystified Alain Audet • Salon Interactive/KIM Report
	The Rhythm of Hair — Weaving Together Music, Fashion and Creativity Sonya Dove • Artistic Director, Intercoiffure America Canada; Global Ambassador, Wella Professionals
5:10–5:15 PM	Closing Remarks Scott Buchanan, ICA President

Sunday Evening: Dinner and Show, 7:00–10:00 PM

THE MYSTERY AND WONDER OF BEAUTY — An Evening Woven with Imagination, Artistry, and Surprise. Dinner, Show and Dancing. Hilton Midtown, Main Ballroom. Admission included in Atelier registration. RSVP REQUIRED. Entertainment sponsored by SalonCentric.

Monday, 10/5

TIME	PROGRAMS
7:00–10:00 AM	Registration Open Guest arrival, registration and credential pickup
7:30–9:30 AM	Community Breakfast

TIME	PROGRAMS
8:00 - 12:00 PM	Community Room: Meet our supporters.
8:00-9:15 AM	Class A Members & Partners Meeting Note: Meeting takes place during breakfast.
9:45 AM	Main Stage Opening Welcome Scott Buchanan, Intercoiffure America Canada President
	Following the Threads: How AI Finds the Money Your Salon Is Quietly Losing Shikha Guwalani • GM Salon/Spa, Zenoti
	Master Artist Stage Presentation and Award Sponsored by Iles Formula • Featuring Wendy Iles
	The Business of Beautiful: Beyond the Chair, Beyond the Craft, Beyond Today. Lance Courtney • Vice President, easihaar pro
	Weaving the Future of Beauty: Leadership, Community & Connection Guillaume Cantelou • Senior Vice President / General Manager, Pro Hair Division, North America, Wella Professionals
	PBA's NAHA Live at the Atelier: A Retrospective by Past Winners Featuring George Alderete, Keune; Breanne Gershon, PBA; Derek Robinson, Aveda; & Ruth Roche, Bumble and bumble.
	Patterns of Performance: What Beauty's Data Reveals Shanalie Wijesinghe • Content Strategy Director, Boulevard + Panelists
	Nouveau Contest Presentation and Award Sponsored by Wella Professionals; Gina O'Shea Award
1:00-2:00 PM	Community Lunch

Monday Concurrent Breakouts

TIME	PROGRAMS (Admission included in Atelier registration. Pre-registration required.)
2:00-4:00 PM	Imagine a Salon That Books Itself: To Give Your Team More Time To Do What Only Pros Can Do. Tabatha Coffey, Allison Hurley & Adriano Di Giulio, CEO & Founder, AURA 300
2:00-4:00 PM	THE SALON, ELEVATED: Driving Profits Through Craft, Culture, and Business Acumen Featuring Jason Everett, Founder of High Performance Salon Academy • Brought to you by Bumble and bumble.
2:00-4:00 PM	Out of the Office, Into the Business: The \$77,634 Delegation Shift Every Salon Owner Needs Featuring Heather Harris & Lucy Randall • Spark Pro Global
2:00-4:00 PM	NEXT Salon Leaders Program (private session) Sponsored by KAO (Goldwell & Oribe)

Monday Evening Reception (Optional)

TIME	PROGRAMS
5:00-7:00 PM	ICA Member Exclusive: L'Oréal Academy Cocktail Reception & Tour