

the salon association



conversations

symposium 8

jan. 10 -13, 2004

wyndham palace resort & spa
orlando, florida





Ever feel like
all eyes

are on

you?

They are.



As a
salon/spa owner
people are
always looking
to **you**.

It can get
a little **lonely**
in that **fishbowl**.



the salon association



conversations
symposium 8
jan. 10 - 13, 2004

Jump out of your bowl

and into an educational event dedicated to the joys and challenges of salon/spa ownership.

This year's theme, **conversations**, focuses on the important role of communication in a successful business. So add your voice! Symposium 8 promises fierce conversations that will help you:

- Expand your understanding
- Redefine your goals
- Network with your peers
- Rediscover your passion
- Find your place in this community
- Inspire your staff
- Discover your capabilities
- Find your center
- Get rejuvenated

Reserve your spot for Symposium 8, TSA's "school" of like-minded salon/spa owners and managers. See you in Orlando in January!

TSA Board of Directors



Schedule of Events

2004

wyndham palace resort & spa orlando, florida

Saturday January 10

8:00am - 11:00am	Charitable Outreach* Habitat for Humanity
9:00am - 5:30pm	Beacon Registration
9:00am - 6:30pm	Registration
10:00am - 12:00pm	Charitable Outreach* Florida Children's Hospital
12:00pm - 3:00pm	Charitable Outreach* Habitat for Humanity
1:30pm - 3:30pm	Charitable Outreach* Florida Children's Hospital
6:00pm - 6:30pm	Beacon Kickoff
6:30pm - 7:30pm	Welcome Reception
7:30pm - 9:30pm	TSA Fundraising Dinner

Sunday January 11

7:00am - 5:00pm	Registration
8:30am - 8:45am	TSA Welcome
8:45am - 10:15am	Keynote Susan Scott
9:30am - 5:30pm	Business Expo
10:15am - 11:00am	Networking Break
11:00am - 12:30pm	Keynote Disney Institute
12:30pm - 1:30pm	Networking Lunch
1:30pm - 3:00pm	Breakout One
3:00pm - 4:00pm	Networking Break
4:00pm - 5:30pm	Breakout Two
7:30pm - 10:30pm	VIP Suites
10:30pm - 12:30pm	Disney's Pleasure Island Park

*Shuttles pick up at the hotel one hour prior to the event.

The Salon Association's **2,100 member companies**

represent more than **5,000 successful salons and spas** across the United States and Canada.

Our membership base happily employs over **45,000 salon professionals**

that enthusiastically welcome over **62,000,000 clients** each year.

the salon association



conversations

symposium 8

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Monday January 12

6:00am - 7:00am	Yoga
7:00am - 5:00pm	Registration
8:00am - 9:30am	Breakout Three
8:00am - 6:00pm	Business Expo
9:30 am - 9:45am	Networking Break
9:45am - 11:15am	Breakout Four
11:15am - 11:30am	Networking Break
11:30pm - 1:00pm	Breakout Five
1:00pm - 2:00pm	Networking Lunch
2:00pm - 3:00pm	Welcome To Our World General Session/Keynote
3:00pm - 3:45pm	Networking Break
3:45pm - 5:45pm	Keynote Roger Nierenberg
5:45pm - 6:00pm	Final Session

Tuesday January 13

8:00am - 10:00am	Registration
9:00am - 12:00pm	Disney Workshop Pluto's Pursuit
9:00am - 12:00pm	Disney Workshop Innovation in Action
9:00am - 12:00pm	Disney Workshop Disney By Design
9:00am - 3:00pm	Workshop Rhonda Abrams "The Leap II"

Schedule subject to change

Keynote Speakers

This year's theme, Conversations, addresses the importance of communication. Conversations are the lifeblood of business. Good conversations secure seed money, retain clients, encourage employee loyalty and further your business goals. Bad communication, on the other hand, can close you off from opportunities and prevent your business from reaching its full potential. Learn to harness the critical conversations in your life with insights from these keynote speakers.

Susan
Scott



Fierce Conversations

Susan Scott helps organizations such as AT&T Wireless, Xerox, Microsoft and New York Life achieve results by transforming the conversations central to their success. Practicing "fierce conversations" company-wide sets a framework for alignment, collaboration and partnership at all levels within the organization and promotes healthier financial performance.

Susan's best-selling book, *Fierce Conversations, Achieving Success at Work & in Life – One Conversation at a Time*, has been on the *Wall Street Journal* and UPI bestseller lists and was one of *USA Today's* top 40 business books of 2002.

Following the one-hour keynote address, Susan will lead an intensive, interactive session that will put the lessons into practice with multiple mock "fierce conversations."

Sunday, January 11, 8:45am - 10:15am



Management, Disney Style

Discover how the Walt Disney World® Resort utilizes culture as a key people management tool that enables the organization to reach its goals.

Culture – Learn the key elements of a successful culture.

Selection – Discover how the Company hires talent that fits its culture as well as the job.

Training – Experience how the training process reinforces elements of Disney's culture.

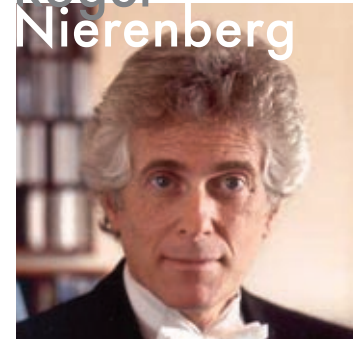
Communication – Gain insight into how the Company communicates its goals to 50,000 Cast Members.

Care – Learn how Disney recognizes successes in order to create a culture of success.

Fascinating business insights come to life as a member of the Walt Disney World® management team delivers an engaging overview of the successful model Disney uses.

Sunday, January 11, 11:00am – 12:30pm

Roger
Nierenberg



The Music Paradigm

An accomplished symphony conductor, Roger Nierenberg revolutionizes executive training with the Music Paradigm, an experiential learning event that uses an orchestra as a metaphor for any dynamic organization.

This creative framework for rethinking leadership style, philosophies and effectiveness has met with great success for companies ranging from Bristol-Meyers Squibb and Dow Corning to Pacific Bell Yellow Pages and Sears, Roebuck & Co.

A dynamic figure on the podium, Nierenberg is well known as an orchestra builder. He has been Music Director of the Stamford Symphony since 1980 and is Conductor Laureate of the Jacksonville Symphony Orchestra.

Monday, January 12, 3:45pm – 5:45pm



Breakout Sessions

Symposium 8 offers salon/spa owners inspiring business education on **marketing**, **operations** and **leadership**. Attendees choose four breakout sessions, plus one Business Expo visit, from the wide selection of experienced educators. These sessions feature two distinctive educational styles:

lecture or **interactive**

and address different levels:

intermediate or **advanced**

This allows attendees choices and customization of their Symposium experience.

When registering, you will need to indicate the codes for your selected breakout sessions. For a complete list of codes, please consult page 26.

Marketing

Beauty Isn't Everything

Join internationally acclaimed and award-winning hairstylist and beauty expert John Donato for an informative, fun and enlightening discussion geared towards helping you effectively market your salon/spa. John's presentation will touch on all aspects of salon and spa marketing, including how to create a brand, develop a marketing plan/budget, and leverage Web marketing and public relations.

Sunday, January 11

Breakout 01 - 1:30pm - 3:00pm

Breakout 09 - 4:00pm - 5:30pm

advanced
interactive



John Donato
Donato Salon • Spa

What's the Secret?

John DiJulius, author of *Secret Service: Hidden Systems that Deliver Unforgettable Customer Service*, shares how top customer-service companies consistently exceed client and staff expectations. Learn to implement these "hidden systems" that make each customer feel welcome, comfortable, important and understood and foster a great corporate culture that shows in the dedication and passion of your team.

Sunday, January 11

Breakout 02 - 1:30pm - 3:00pm

Breakout 10 - 4:00pm - 5:30pm

intermediate
lecture



John DiJulius

John Robert's Studio & Spa

Making the Emotional Connection

The number one way to succeed in business—any business—is to know your client and give them what they want and need. That's what this session is all about. Learn first how to understand the 21st century's savvy new customers and then how to create an emotional bond with them. This course explores simple strategies that will help salon/spa owners and staff to connect with clients and keep them coming back.

Monday, January 12

Breakout 17 - 8:00am - 9:30am

Breakout 24 - 9:45am - 11:15am

advanced
lecture



Dee DeLuca-Mattos

Depasquale Companies

Operations

The Evolution of Security Solutions

If you have concerns about security in your salon/spa, be sure to sign up for this session. You'll learn that security products are no longer just about loss prevention and employee protection but can also reduce liability and increase productivity and profitability. Don't wait until you have a crisis to put a plan in place for your business.

Sunday, January 11
Breakout 03 – 1:30pm - 3:00pm
Breakout 11 – 4:00pm - 5:30pm

intermediate
lecture



Joe Mac McConnell
ADT

The Balance Between Business & Artistry

If you create a balance between business and artistry for each member of your staff, it will ensure success not only for the individual but for the salon/spa as a whole. This session will help you create a culture of education that stimulates the stylists and technicians throughout their career with your salon. It will also help you find the key areas to focus on in order to make your business successful and profitable. Featuring Leslie Elliott, Lenore Gibson and Debbie Webster.

Sunday, January 11
Breakout 04 – 1:30pm - 3:00pm
Breakout 12 – 4:00pm - 5:30pm

advanced
lecture



Toni & Guy Team
Toni & Guy Salons

The Front Desk Connection

If your front desk is not generating at least 5% of your sales, you should attend this session. Discover how to turn the front desk into a profit center that generates enough money to pay front desk salaries. Get advice on who to hire, what to pay, how many people are needed and how to reward the front desk support team. Develop your salon into a focused team that delivers service beyond your guests' expectations.

Sunday, January 11
Breakout 05 – 1:30pm - 3:00pm
Breakout 13 – 4:00pm - 5:30pm

intermediate
lecture



Kitty Victor
KRS Consulting Group

How to Build a Superstar Salon

A superstar salon is a business with true value that delivers predictable results. In this session, you'll learn why it is systems not people that produce exponential growth. You'll discover how to delegate without abdicating and how to work "on your business instead of in" it. Free yourself from the daily routine, reconnect with your vision and build a salon/spa that works hard for you—rather than the other way around.

Monday, January 12
Breakout 18 – 8:00am - 9:30am
Breakout 30 – 11:30am - 1:00pm

intermediate
lecture



Andrew Finkelstein
Beauty Matters

Leadership

A.C.T. – The Visionary Path

Focused on attitudes (A), communication skills (C) and technical knowledge (T), this session explores how to build team communication and leadership skills. Discover what attitudes and beliefs are holding you back and how new thinking can lead to success. Find out how to communicate with confidence and connect with others. Learn fun ways to build technical expertise. Then put what you've learned into A.C.T.-ion!

Sunday, January 11

Breakout 06 – 1:30pm - 3:00pm

Breakout 14 – 4:00pm - 5:30pm

Monday, January 12

Breakout 20 – 8:00am - 9:30am

Breakout 26 – 9:45am - 11:15am

How to Do It

Have you ever wondered how people and companies find the time, the ideas, the right team and the vision to...“just do it”? This session will show you how. Whether you are just creating your business or are reinventing an existing company and team, Cona will inspire fresh thinking to help guide your salon team to a new beginning.

Sunday, January 11

Breakout 07 – 1:30pm - 3:00pm

Breakout 15 – 4:00pm - 5:30pm

Monday, January 12

Breakout 19 – 8:00am - 9:30am

Breakout 25 – 9:45am - 11:15am

intermediate
Interactive



Susan Papageorgio
Inspired Learning

intermediate
Interactive



Marcy Cona
MC Hair Consultants

Planning Your Successful Business

A successful business requires a successful business plan. This session de-mystifies the business planning process. Abrams walks you through the essential ingredients of good planning, including setting long- and short-term goals, making decisions, increasing focus, enhancing operations, clarifying your target market and choosing marketing strategies. You can't just drift to success. You have to actively plan for it!

Monday, January 12

Breakout 21 - 8:00am - 9:30am

Breakout 27 - 9:45am - 11:15am

intermediate

interactive



Rhonda Abrams
The Planning Shop

Life Isn't Fair...You Get What You Negotiate

Difficult conversations are a part of daily life. Are you able to communicate effectively to get what you want when it counts most? This session will arm you and your employees with the skills and tools required to become effective negotiators. Practice these skills consistently and you'll arrive at positive solutions. Remember, life is a negotiation. Get engaged in the conversation!

Monday, January 12

Breakout 28 - 9:45am - 11:15am

Breakout 31 - 11:30am - 1:00pm

advanced

lecture



Paul Joseph Marzioli
Negotiation Lab

Leadership

cont'd

Management Wisdom for the Salon Circus

Under the "big top," jugglers have to keep plates twirling in the air. At the salon, you're juggling a potentially lethal combination of scissors, egos and expectations! This session will show you how to set firm boundaries while supporting your employees, communicate expectations so that staff embraces them, take time before reacting to stressful situations and become a decisive and nurturing manager.

Monday, January 12

Breakout 22 - 8:00am - 9:30am

Breakout 32 - 11:30am - 1:00pm

intermediate
interactive



Dr. Teena Cahill

Business Expo

Symposium's Business Expo introduces TSA members to companies—from technology vendors to business consultants—that support independent salon/spa owners. A professional, business-focused atmosphere sets this expo apart from other shows you may attend during the year. By request, attendees will now have a breakout session dedicated to exploring the expo floor.

Past exhibitors include:

Action Bag & Display
American Express
Aveda
Belvedere
Dermanew
Ecru
Etopa
Goldwell USA
Graham Webb
Harms Software
John Paul Mitchell Systems
Kenra
Keune
L'Oreal Professionnel
Matrix
Nioxin
OPI Products, Inc.
Paychex, Inc.
SalonBiz
Salon Today
Sebastian International
Takara Belmont USA
TIGI Linea
Wella Corporation
Your Name Professional Brands



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GOLDWELL ■
PROFESSIONAL HAIRCARE

KENRA®

PRIVÉ
formule aux herbes

SEBASTIAN®



CLAIROL
PROFESSIONAL®

L'ORÉAL
PROFESSIONNEL

† Millennium 2004

REDKEN
8TH AVENUE NYC

PAUL MITCHELL.

salon today



Tuesday Workshops

Stay an extra day for in-depth workshops that expand your Symposium experience. These limited attendance classes go in depth to address issues that interest you. This year we are bringing back Rhonda Abrams, whose class on taking your business to the next level proved so popular at Symposium last year. In addition, we're taking advantage of our Orlando location to get behind the scenes with the folks at Disney. Three workshops give you access to the secrets behind the success of this billion-dollar brand. Please note that additional tuition is required for all Tuesday Workshops.



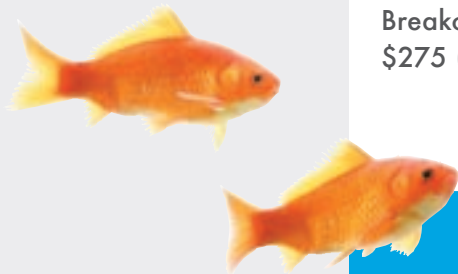
Rhonda Abrams

The Planning Shop

The Leap II: Taking Your Business to the Next Level

Back by popular demand! Explore ways to transform your salon from a business that brings you *income* to a business that brings you *wealth* (lasting value beyond your own involvement). This is a hands-on, interactive workshop. By the end of the session, you will have a working draft of an actionable business plan on how to break through to new levels of growth!

Tuesday, January 13
Breakout 34 - 9:00am - 3:00pm
\$275 (includes lunch)





Pluto's Pursuit: Disney's Team-Building Legacy

Participate in a team scavenger hunt through the unique Disney environment! This program, which started as a team-building experience for "cast members," encourages groups to focus on critical team success factors such as collaboration, leadership and trust. Expect a few surprises and a bonus or two along the way.

Tuesday, January 13

Breakout 36 – 9:00am - 12:00pm

\$199

Innovation in Action

From the first "talking" cartoon in 1928 to his bold vision of an Experimental Prototype Community of Tomorrow, Walt Disney always pushed the limits of technology. This workshop highlights Walt's many accomplishments during a 3-hour, behind-the-scenes adventure. You'll visit the hidden support systems that allow Disney to "make magic!"

Tuesday, January 13

Breakout 35 – 9:00am - 12:00pm

\$199

Disney by Design

Discover the "tricks of the trade" used by Disney artists, designers and landscapers to turn resorts, theme parks and office buildings into masterpieces of illusion. This three-hour adventure takes you across the Disney property for a close-up look at "architheming." Learn how the design and décor of buildings help convey corporate culture.

Tuesday, January 13

Breakout 37 – 9:00am - 12:00pm

\$199



a student source for insight & inspiration



beacon

Through Beacon, cosmetology students are given an opportunity to explore the business side of the salon/spa world during Symposium. TSA members gain a sneak peek into the future of the industry and an instant recruiting environment.

Beacon Breakouts

In addition to the general session events, students will attend five breakout sessions:

Winn Claybaugh

Masters icon Winn Claybaugh joins us again as host of Beacon. A passionate educator and lifelong student of the industry, Winn's perspective will expand your understanding of our unique community.

Sam Brocato

Sam Brocato explains how his entrepreneurial spirit helped him to become an industry leader with four salons, two academies and a progressive hair product line to his credit.

John DiJulius

The author of *Secret Service*, John DiJulius explains how top customer-service companies consistently exceed client and staff expectations.

Beacon attendees join TSA members during the general session and in specially selected Symposium breakout sessions. Students also participate in Beacon-only breakouts with industry luminaries including Winn Claybaugh and Sam Brocato.

Beacon accepts just 100 cosmetology students a year. For entry information, visit www.salons.org/beacon or call 800.211.4TSA ext. 127 (480.281.0429).

Marcy Cona

A veteran salon owner with 23 years of experience, Marcy Cona helps you focus your vision and uncover the resources that will enable you to succeed in your dreams.

Open Mic

You never know who will show up to share their wisdom during the final Beacon session! In years past, salon superstars such as Robert Lobetta, David Wagner and Robert Cromeans dropped by.



Claybaugh



Brocato



DiJulius



Cona



Government Affairs *New in 2004!* Fundraising Dinner & Auction

No uptight,
black-tie balls for TSA.

Saturday, January 10, 2004

7:30pm - 9:30pm

\$213.30 per person

Indicate your support on your registration form.

This fundraiser is casual and full of fun, games and dancing. Best of all, our fundraising efforts directly support the industry you love.

The \$213.30 ticket price mirrors the Cosmetology Tax Fairness & Compliance Act bill number: HR 2133. All money raised goes toward passage of this important legislation, which will introduce over \$600 million back into the industry in the form of a tax credit. TSA's annual honors—the Government Outreach Award, Charitable Outreach Award and the Spirit of TSA Award—will be handed out at the dinner. In addition, attendees will have final access to all items up for bid in the Noisy Auction. Watch for your invitation in the mail.

Charity

At Symposium, TSA members generously donate their time for charitable outreach in the local community. This year, there are two volunteer projects taking place on Saturday, January 10.



Habitat for Humanity builds homes for families that would otherwise be unable to secure home ownership. TSA volunteers will lend a hand at one of Habitat's home construction sites. Be prepared to do just about anything, from digging ditches to driving in nails. There will be two sessions: 8:00am - 11:00am
12:00pm - 3:00pm



TSA volunteers will also have the opportunity to visit
Florida Children's Hospital.

There will be two sessions 10:00am - 12:00pm
1:30pm - 3:30pm

Volunteers will style hair, polish nails or just read to kids. Please bring brushes, polish/remover, hair clips—just a few tools for a very basic makeover. No scissors, please.

Space is limited for both volunteer projects. Be sure to indicate your interest on the registration form at the back of this packet.

Please note that shuttles pick up at the hotel one hour prior to the session start time.

Kick-off

Welcome old friends and new members, Beacon students and first-time Symposium attendees as we kick off the most important event on our TSA calendar.



Noisy Auction

Shopping with a conscience! Noisy Auction is your opportunity to bid on fabulous prizes and help raise money for the Cosmetology Tax Fairness & Compliance Act.

Interested in donating an item for the auction? TSA is looking for one-of-a-kind artwork, generous gift baskets, educational opportunities, dream vacations and other intriguing offerings. Call 800.211.4TSA to learn more.

**noisy
auction**

VIP Suites

Don't miss this opportunity to unwind after a long day in a series of suites hosted by five of the industry's leading companies. An extremely valuable networking experience.

AVEDA

PAUL MITCHELL

GOLDWELL
PROFESSIONAL HAIRCARE

L'ORÉAL
PROFESSIONNEL

WELLA

After the VIP Suites head on over to Disney's Pleasure Island! See page 24 for more details.

Yoga



Experience the power of flowing movement also known as asana. This practice integrates the physical, psychological and spiritual aspects of yoga. It originated in India but is relevant in today's modern lifestyle because the goal remains the same: liberation of the body, mind and soul. Join **Sasha Rash**, TSA's own

Vice President-Communication. This will be an introductory practice and everyone is welcome. Towels will be provided or you can bring your own yoga mat.

Members Benefit

From a video montage of **Congressional makeovers** at Welcome to Our World to a message from the Small Business Administration, this not-to-be missed session will demonstrate some of TSA's membership benefits in action.

And for those of you interested in salon trends and industry benchmarks, get ready for an interactive session in which audience members will answer questions on **electronic keyboards** and results will tally and display immediately on screen.

Bookstore

Once you've heard from the speakers in person, take home their bestsellers, such as keynote speaker Susan Scott's book, *Fierce Conversations, Achieving Success at Work & in Life – One Conversation at a Time*.



In addition to its great selection of business-building books, the bookstore will sell valuable TSA tools, including TSA's **Tip Reporting Kit** and **Compensation Manual**. And new this year, you'll be able to demonstrate your TSA pride with styling TSA t-shirts and bags.

Planning on wrapping a little vacation around Symposium? Why not make it a family affair!

TSA is proud to offer special savings for advance purchase of exclusive tickets for Disney properties.

Special pricing applies to Park Hopper® Convention Tickets, which include privileges to: Magic Kingdom® Park, Epcot®, Disney-MGM Studios, Disney's Animal Kingdom® Theme Park, plus one visit to Pleasure Island or Disney Quest®. Or, make the most of your free time and take advantage of Half-Day Tickets.

Call 407.566.5600 for more details. Refer to group code 2422777.






Pleasure Island



After the VIP Suites, head over to *Downtown Disney*® Pleasure Island for drinking and dancing into the wee hours. This adult theme park hosts eight clubs and is conveniently located just across the street from the Wyndham Palace. Symposium attendees receive preferred pricing of just \$15.94. Order your tickets when you register.

Travel Partners

Symposium attendees receive preferred pricing with the following companies. Call today.

American Airlines
800.433.1790
Authorization number
A4814AH

America West Airlines
800.548.7575
CAMS code 7828
www.americawest.com

Delta Air Lines
800.241.6760
Delta File Number
199283A

Avis
800.331.1600
AWD number
T529299

Hertz
800.654.2240
Convention ID number
022L0987

Hotel

TSA offers preferred travel rates for Symposium. Please be sure to support TSA by booking your hotel reservations through our established hotel room block at the Wyndham Palace Resort. This will allow TSA to continue to bring Symposium to great destinations! Additionally, sponsors will be giving away gifts each night only to guests who are staying in the Wyndham Palace Resort. Rates and availability are on a first-come, first-serve basis.

Reservations Phone: 407.827.3333
(M-F 8am-6pm EST)

Reservations Fax: 407.827.3472

Reservations Web: www.wyndhamevents.com/palace/tsa87.htm

Room Rates: \$169.00 Single/Double Occupancy
\$20.00 each additional person

**New
for
2004!**

Sign up for "Wyndham by Request" by calling 800.996.3426 or go online to www.wyndham.com and click on By Request to receive the following additional hotel amenities and VIP treatment:

- In-room gift amenity upon arrival
- 500 partner airline miles
- Free local and long-distance phone calls (continental U.S.)

You must provide your "Wyndham by Request" number when making your hotel reservation. If you have already made your hotel reservation for Symposium, call Wyndham back and give them your "Wyndham By Request" number.



WYNDHAM PALACESM RESORT & SPA

in the WALT DISNEY WORLD[®] Resort



1900 Buena Vista Drive
Lake Buena Vista, FL 32830

Enter to win!

Identify yourself as being part of "TSA Symposium" when you make your hotel reservation either on-line, by phone or fax no later than Monday, December 15, 2003. You will be automatically entered to win any of the following:

- 2 Admission Tickets to Pleasure Island
- 2 Admission Tickets to 1 Disney Theme Park

There are multiple drawings, and the winners will be notified prior to the start of Symposium.



Registration Codes

Tuition includes, four breakout sessions and one Business Expo session. Make sure to indicate at least one Expo session or your schedule will be rearranged to include one. Each breakout has a code number required on the registration form.

Use this key for easy reference:

1	Attendee Profile	Name	Melissa Yamaguchi	Em...
	Tuition	<input checked="" type="checkbox"/> \$395 Member (pre-show)	<input type="checkbox"/> \$345 Multiple member	
	Breakouts (pick five)	<input checked="" type="checkbox"/> 03 Breakout One	<input checked="" type="checkbox"/> 16 Breakout Two	<input checked="" type="checkbox"/> 19 Breakout Th...
	Tuesday Workshops	<input checked="" type="checkbox"/> (34) The Leap II \$275	<input type="checkbox"/> (35) Innovation in Action \$199	<input type="checkbox"/> (36) ...
	Are you attending?	<input checked="" type="checkbox"/> 40 Charitable Outreach	<input checked="" type="checkbox"/> Fundraising Dinner \$199	<input type="checkbox"/> ...
	<input checked="" type="checkbox"/> Owner?	<input type="checkbox"/> Manager?	<input type="checkbox"/> Other?	<input type="checkbox"/> First Time...

Breakout One Sunday 1:30pm-3:00pm

- | | |
|-----------------------------------|-----------------------------------|
| 01 John Donato (Marketing) | 05 Kitty Victor (Operations) |
| 02 John DiJulius (Marketing) | 06 Susan Papageorgio (Leadership) |
| 03 Joe Mac McConnell (Operations) | 07 Marcy Cona (Leadership) |
| 04 Toni & Guy Team (Operations) | 08 Business Expo Session |

Breakout Two Sunday 4:00pm-5:30pm

- | | |
|-----------------------------------|-----------------------------------|
| 09 John Donato (Marketing) | 13 Kitty Victor (Operations) |
| 10 John DiJulius (Marketing) | 14 Susan Papageorgio (Leadership) |
| 11 Joe Mac McConnell (Operations) | 15 Marcy Cona (Leadership) |
| 12 Toni & Guy Team (Operations) | 16 Business Expo Session |

Breakout Three Monday 8:00am-9:30am

- | | |
|------------------------------------|----------------------------------|
| 17 Dee DeLuca-Mattos (Marketing) | 21 Rhonda Abrams (Leadership) |
| 18 Andrew Finkelstein (Operations) | 22 Dr. Teena Cahill (Leadership) |
| 19 Marcy Cona (Leadership) | 23 Business Expo Session |
| 20 Susan Papageorgio (Leadership) | |

Breakout Four Monday 9:45am-11:15am

- | | |
|-----------------------------------|--------------------------------------|
| 24 Dee DeLuca-Mattos (Marketing) | 27 Rhonda Abrams (Leadership) |
| 25 Marcy Cona (Leadership) | 28 Paul Joseph Marzioli (Leadership) |
| 26 Susan Papageorgio (Leadership) | 29 Business Expo Session |

Breakout Five Monday 11:30am-1:00pm

- | | |
|--------------------------------------|----------------------------------|
| 30 Andrew Finkelstein (Operations) | 32 Dr. Teena Cahill (Leadership) |
| 31 Paul Joseph Marzioli (Leadership) | 33 Business Expo Session |

Tuesday Workshops (See pages 18-19)

- | | |
|--|--|
| 34 Rhonda Abrams • The Leap II • \$275 | 36 Disney Institute • Pluto's Pursuit • \$199 |
| 35 Disney Institute • Innovation in Action • \$199 | 37 Disney Institute • Disney by Design • \$199 |

Charitable Outreach (See page 23)

- | | |
|-------------------------------------|--|
| 38 Habitat for Humanity • Morning | 40 Florida Children's Hospital • Morning |
| 39 Habitat for Humanity • Afternoon | 41 Florida Children's Hospital • Afternoon |

Complete this form online at www.salons.org/symposium, fax to 972.349.7715 or mail to: The Salon Association PO Box 29661 Dept. 2028 Phoenix, AZ 85038-9661

Salon/Spa Name _____

Address _____

City _____
State _____ ZIP _____
Salon Phone _____

(_____) _____
Fax _____
(_____) _____

Membership Number* _____
 pay TSA 2004 dues (\$155)

Payment
 Check (payable to The Salon Association)
 Visa Mastercard
 American Express
Card Number _____
Expiration Date _____
Cardholder _____

Signature _____

Cancellations: After 12.12.03, TSA will keep \$250. After 1.02.04, TSA will keep full tuition. Owners and employees from same salon/spa are all eligible for member tuition and multiple discounts. *Your Membership Number is the 5 digit number located on the mailing label of this invitation.

(Refer to opposite page for registration codes)

1 Attendee Profile Name _____ Email _____
Tuition \$395 Member (pre-show) \$345 Multiple member attendee (5+) \$595 Nonmember
Sessions _____Breakout One _____Breakout Two _____Breakout Three _____Breakout Four _____Expo
Tuesday Workshops (34) The Leap II \$275 (35) Innovation in Action \$199
 (36) Pluto's Pursuit \$199 (37) Disney by Design \$199
Other Events _____Charitable Outreach Fundraising Dinner \$213.30 Pleasure Island \$15.94
 Owner? Manager? Other? **Subtotal \$** _____

2 Attendee Profile Name _____ Email _____
Tuition \$395 Member (pre-show) \$345 Multiple member attendee (5+) \$595 Nonmember
Sessions _____Breakout One _____Breakout Two _____Breakout Three _____Breakout Four _____Expo
Tuesday Workshops (34) The Leap II \$275 (35) Innovation in Action \$199
 (36) Pluto's Pursuit \$199 (37) Disney by Design \$199
Other Events _____Charitable Outreach Fundraising Dinner \$213.30 Pleasure Island \$15.94
 Owner? Manager? Other? **Subtotal \$** _____

3 Attendee Profile Name _____ Email _____
Tuition \$395 Member (pre-show) \$345 Multiple member attendee (5+) \$595 Nonmember
Sessions _____Breakout One _____Breakout Two _____Breakout Three _____Breakout Four _____Expo
Tuesday Workshops (34) The Leap II \$275 (35) Innovation in Action \$199
 (36) Pluto's Pursuit \$199 (37) Disney by Design \$199
Other Events _____Charitable Outreach Fundraising Dinner \$213.30 Pleasure Island \$15.94
 Owner? Manager? Other? **Subtotal \$** _____

4 Attendee Profile Name _____ Email _____
Tuition \$395 Member (pre-show) \$345 Multiple member attendee (5+) \$595 Nonmember
Sessions _____Breakout One _____Breakout Two _____Breakout Three _____Breakout Four _____Expo
Tuesday Workshops (34) The Leap II \$275 (35) Innovation in Action \$199
 (36) Pluto's Pursuit \$199 (37) Disney by Design \$199
Other Events _____Charitable Outreach Fundraising Dinner \$213.30 Pleasure Island \$15.94
 Owner? Manager? Other? **Subtotal \$** _____

5 Attendee Profile Name _____ Email _____
Tuition \$395 Member (pre-show) \$345 Multiple member attendee (5+) \$595 Nonmember
Sessions _____Breakout One _____Breakout Two _____Breakout Three _____Breakout Four _____Expo
Tuesday Workshops (34) The Leap II \$275 (35) Innovation in Action \$199
 (36) Pluto's Pursuit \$199 (37) Disney by Design \$199
Other Events _____Charitable Outreach Fundraising Dinner \$213.30 Pleasure Island \$15.94
 Owner? Manager? Other? **Subtotal \$** _____

Additional Pleasure Island tickets _____x \$15.94
 Additional Fundraising Dinner tickets _____x \$213.30

Grand Total \$ _____
 Sum of subtotals. If paying your 2004 dues, please add \$155.



TSA Symposium Registration Form

Register any of the following ways:

Online at
www.salons.org/symposium
(credit card only)

Call 877.557.5340
or outside US call
972.349.5858 (credit card only)

Fax registration form to
972.349.7715 (credit card only)

Mail registration form to
The Salon Association
PO Box 29661 Dept. 2028
Phoenix, AZ 85038-9661
(check or credit card)

TSA Member tuition is \$395 per attendee. The deadline for advanced registration is Jan. 2, 2004. After that date, member tuition is \$425 per attendee and must be handled on-site.

Five or more attendees from the same salon? Take advantage of the multiple attendee discount of \$345 per attendee. Please copy this form for more than five registrants.

Badge requests processed through December 8, 2003 will be mailed to you. After December 8, 2003 badges will be held at Will Call.

To attend a 2004 TSA event at the member rates, your 2004 membership dues must be paid.

The Spirit of TSA



As a member of The Salon Association, I recognize certain responsibilities that are basic to the ethical conduct of my business and accept these basic responsibilities:

Responsibility to My Clients

- I will continually strive to provide courteous, consistent and efficient service to all of my customers. Such service will never be tempered by concerns for race, color, creed or gender.
- I will strive to make a profit through reasonable and intelligent pricing, efficient cost control, superior service and product delivery. All pricing will be determined independently by myself and my representatives, based on the marketplace, available resources and individual business needs. Prices will not reflect discrimination in any form.
- Client claims for dissatisfied service will receive priority attention within a framework of courtesy, reasonableness and timeliness.

Responsibility to My Staff

- I value my staff and regard them as important, dignified individuals who will be treated accordingly.
- I will strive to provide a safe working environment, both as a moral responsibility and in keeping with the laws of this nation.
- I will train and inspire our employees to serve our clients with skill, courtesy, technical proficiency and a sense of importance.
- I will provide our staff with benefits not less than may be prescribed by law and, if possible, more.

Responsibility to My Profession

- I will work to continually upgrade the image of this profession by expanding my technical, managerial and leadership knowledge and skills through continuing education and self-improvement and then apply this knowledge to my everyday business life.
- I will be appropriately responsive to the needs of others and strive to help those needing my advice and guidance.
- I will refrain from publicly or privately causing harm to other salon owners for by doing so we create customer confusion and damage the image of the entire professional salon industry. It goes against the spirit of our professional salon community to intentionally recruit my fellow salon owners' personnel. Therefore, I will remain focused on building my business and my team.
- I will strive to keep advertising and other tools of business competition positive and self-serving, rather than using this means as a personal affront on another in this industry.

Responsibility to My Community and Nation

- As a law-abiding business person, I acknowledge my responsibility to know and follow the letter and intent of all community, state, and national laws. I acknowledge my right, however, to peacefully work to change such laws that encroach on my moral, ethical and economic standards.