



## SCHEDULE AT A GLANCE

| Saturday, July 14 |   |
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| 1:00pm - 5:00pm   | Pivot Point Hands-on Workshop<br>Sponsored by <b>PIVOT POINT</b> .  |
| 1:00pm - 5:00pm   | Wella Professional Classroom<br>Presented by <b>Sonya Dove</b> and <b>the Coty Digital Education Team</b> . Sponsored by <b>WELLA</b> .   |
| 4:00pm - 4:45pm   | Partner Meeting & Training - Maximizing Your Face Time<br>Presented by <b>Kathy &amp; Frank Cacciato of Katherine Frank Creative</b> .  |
| 5:00pm - 7:30pm   | Helluva Welcome Party & Exhibitor Showcase Grand Opening  |
| Sunday, July 15   |   |
| 7:00am - 8:00am   | Registration & Continental Breakfast  |
| 8:00am - 8:45am   | Welcome & Opening Session   |
| 8:45am - 10:15am  | Embrace your Strengths, Fulfill your Potential<br>Presented by Keynote Speaker <b>Mary Proctor Trane of Vérité Inc</b> . Sponsored by <b>PIVOT POINT</b> .  |
| 10:15am - 10:45am | Pay It Forward Educator Contest Winner Announced<br>Sponsored by <b>WELLA</b> .   |
| 10:45am - 12:45pm | Exhibitor Showcase - Interactive Demos & App Scavenger Hunt / Lunch Served (11:45am - 12:45pm)  |
| 12:50pm - 1:50pm  | Brow Design Basics: Setting Students Up for Success in the Brow Design Business<br>Presented by <b>Crickett Enos of The Wax Chick</b> .   |
| 12:50pm - 1:50pm  | Admission to Career Services...and Everything in Between<br>Presented by <b>Wendi Pendleton of Wendi-i.com</b> .  |
| 12:50pm - 1:50pm  | It Ain't Easy Being an Educator - But It's Worth It<br>Presented by <b>Paul Digrigoli of Digrigoli School of Cosmetology</b> . Sponsored by <b>GREAT CLIPS</b> .  |
| 12:50pm - 1:50pm  | Men's Cutting and Styling<br>Presented by <b>Anna Perkins of Farouk Systems, Inc</b> . Sponsored by <b>FAROUK SYSTEMS, INC</b> .  |
| 2:00pm - 2:40pm   | N.F. Cimaglia Educator of the Year Award Announcement<br>Sponsored by <b>MILADY</b> .   |
| 2:45pm - 4:00pm   | Your Yearly Events Calendar: Start to Finish<br>Presented by <b>Christina Jacks of Eric Fisher Academy</b> and <b>Jessica Beck of Prosper U</b>   |
| 2:45pm - 4:00pm   | Rejuvenate & "Firm the Skin"<br>How to Incorporate the Latest Skin Care Technologies and Treatments in Your Students' School Journey<br>Presented by <b>Diana Flores and Maria Romo of The Brow Shaping Queen</b> . |
| 2:45pm - 5:45pm   | Milady's Master Educator Session - Mission Possible: Light the Fuse<br>Presented by <b>Lisha Barnes</b> . Sponsored by <b>MILADY</b> .  |
| 4:00pm - 4:15pm   | Networking Break  |
| 4:15pm - 5:30pm   | Rejuvenating Your School's Spa Menu With Microneedling<br>Presented by <b>Melyssa Tucker of Aesthetics Plus of Utah</b> .   |
| 4:15pm - 5:30pm   | How to Create a World Class Admissions Team Using Project Management Best Practices<br>Presented by <b>Tom King of Enrollment Resources</b> .   |
| 5:45pm - 7:30pm   | Exhibitor Reception - Exhibitor Showcase Interactive Demos & App Scavenger Hunt   |
| 7:30pm - 9:30pm   | CND ART-RAGEOUS Hands-on Workshop<br>Sponsored by <b>CND</b> .  |
| 7:30pm - 9:30pm   | Andis Clipper Cutting Class<br>Sponsored by <b>ANDIS</b> .  |

## Monday, July 16

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| 7:30am - 9:00am   | Continental Breakfast in the Exhibitor Showcase  |
| 9:10am - 10:40am  | Admissions Part 1 presented by <b>Norton Norris</b> .  |
| 9:10am - 12:10pm  | Pivot Point Methods Class  |
| 9:10am - 10:40pm  | Skincare - Breakout Session Part 1   |
| 10:40am - 12:10pm | Admissions Part 2 presented by <b>Norton Norris</b> .  |
| 10:40am - 12:10pm | Skincare - Breakout Session Part 2   |
| 12:15pm - 2:45pm  | Exhibitor Showcase / Lunch Served (12:15pm to 1:15pm)  |
| 2:45pm - 3:45pm   | How to Use Marketing Best Practices to Improve Retention Rates<br>Presented by <b>Tom King of Enrollment Resources</b> .   |
| 2:45pm - 3:45pm   | The Engaged Classroom - How to Enrich Your Classroom Experience by Creating an Engaged Classroom<br>Presented by <b>Andrew Carruthers of Sam Villa</b> . Sponsored by <b>MARIANNA INDUSTRIES</b> . |
| 2:45pm - 3:45pm   | StrengthsFinder - Making it Personal<br>Presented by <b>Mary Proctor Trane of Vérité Inc</b> . Sponsored by <b>PIVOT POINT</b> .   |
| 2:45pm - 3:45pm   | Enviro Smoothing<br>Presented by <b>Anna Perkins of Farouk Systems Inc</b> .   |
| 2:45pm - 3:45pm   | Journaling: The New Meditation<br>Presented by <b>Brandon Dixon of Texarkana College</b> .   |
| 3:45pm - 4:00pm   | Networking Break   |
| 4:00pm - 5:30pm   | Best Year Ever<br>Presented by <b>Paul DiGrigoli of DiGrigoli School of Cosmetology</b> . Sponsored by <b>GREAT CLIPS</b> .  |
| 6:00pm - 8:00pm   | One Class Act: Strip Sugaring in Las Vegas<br>Sponsored by <b>SALON SUGAR PRODUCTS, INC</b> .  |
| 6:00pm - 8:00pm   | Wahl The Art of Clipper Cutting Hands-on Workshop<br>Presented by <b>Tracy Nugent</b> . Sponsored by <b>WAHL</b> .   |

## Tuesday, July 17

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|-------------------|---|
| 7:45am - 8:50am   | President's Breakfast   |
| 9:00am - 10:00am  | Self Care for Educators<br>Presented by <b>Joshua Perez (Hood) of Feel Free To Grow</b> .   |
| 9:00am - 10:00am  | Be A \$100,000 Haircutter<br>Presented by <b>Ivan Zoot of The Clipper Guy</b> .   |
| 9:00am - 10:00am  | YouTube Can't Certify You!<br>Presented by <b>Malinda McHenry of Lira Clinical Skincare</b> .   |
| 9:00am - 10:00am  | Frayed Knot<br>Presented by <b>Sheila Lambert</b> .   |
| 10:00am - 10:15am | Networking Break  |
| 10:15am - 11:15am | 10 Risk Factors That Produce No Show Appointments<br>Presented by <b>Rob Thatcher of SalesComm</b> .  |
| 10:15am - 11:15am | How to Reach Them - How to Teach Them; Classroom Management for Handling Diversity, Disruptions, and Disputes<br>Presented by <b>Angie Shuler, M. ED. of Kenneth Shuler School of Cosmetology</b> . |
| 10:15am - 11:15am | Reaching Millennials Without Compromising Standards: Using Technology and Alternative Teaching Methods to Your Favor!<br>Presented by <b>Thomas James of (Mr. Stateboard)</b> .                     |
| 10:15am - 11:15am | Skincare - Breakout Session<br>Presented by <b>Dermalogica</b> .  |
| 11:30am - 1:00pm  | To Become A Master<br>Presented by <b>Geno Stampora</b> . Sponsored by <b>MCBRIDE RESEARCH LABORATORIES</b> .   |

*\*schedule subject to change without notice.*



**Career Educators Alliance:** CEA offers educational opportunities to career educators across the country in pursuit of educational excellence. A strong focus on teaching methodology provides support and professional development for career educators.

**Admissions & Marketing Professionals:** The AMP track offers marketing and sales teams unique education focused on obtaining and retaining students in your school. From design trends to digital ads, the AMP track will send you home with ideas to implement immediately.

