

# NES14

NATIONAL EDUCATIONAL SYMPOSIUM 2014  
HAMPTON ROADS CONVENTION CENTER • HAMPTON, VIRGINIA



**PUSH THROUGH THE EXTREMES**

MAY 18TH, 19TH, 20TH, 2014

## FEES & DEADLINES/

### EARLY BIRD

DEADLINE: APRIL 19, 2014

You must have all monies paid in full by April 19, 2014 to take advantage of Early Bird pricing for NES2014. See rates below.

### LAST CHANCE

DEADLINE: MAY 10, 2014

After the Early Bird rates expire, an additional \$150.00 will be added to each rate. You must have all monies paid in full by May 10, 2014 in order to attend. See rates below.

PLEASE NOTE: NO MONEY WILL BE TAKEN AT THE DOOR. PRE-REGISTRATION IS REQUIRED FOR EVERY ATTENDEE.

## SCHEDULE/

### SATURDAY, MAY 17

MEET & GREET: 6:30PM - 9:00PM

### SUNDAY, MAY 18

REGISTRATION: 6:30AM - 8AM

KICK OFF: 8AM - 9AM

CLASS I: 9:15AM - 11AM

LUNCH (ON YOUR OWN): 11AM - 12:30PM

CLASS II: 12:45PM - 2:30PM

CLASS III: 2:45PM - 4:30PM

DINNER (ON YOUR OWN)

ALL BLACK AFFAIR: 7PM - 10PM

AFTER PARTY: 10PM - UNTIL

### MONDAY, MAY 19

CLASS IV: 8AM - 9:45AM

CLASS V: 10AM - 11:45AM

LUNCH (ON YOUR OWN): 12PM - 1:30PM

CLASS VI: 1:45PM - 2:30PM

CLOSING SESSION: 2:45PM - 4:30PM

### TUESDAY, MAY 20

HANDS-ON SERIES: 8AM - 6PM

## PACKAGES & PRICING/ PAID IN FULL (NO REFUNDS)

### (3) LOOK-AND-LEARN CLASSES

EARLY BIRD: \$90.00

LAST CHANCE: \$240.00

OFFERED SUNDAY OR MONDAY.  
INCLUDES ALL BLACK AFFAIR TICKET.

### (6) LOOK-AND-LEARN CLASSES

EARLY BIRD: \$150.00

LAST CHANCE: \$300.00

OFFERED SUNDAY AND MONDAY.  
INCLUDES ALL BLACK AFFAIR TICKET.

### (1) HANDS-ON BUSINESS SERIES

EARLY BIRD: \$129.95

LAST CHANCE: \$279.95

OFFERED TUESDAY. INCLUDES ALL BLACK AFFAIR TICKET.

### (1) HANDS-ON CUTTING SERIES

EARLY BIRD: \$249.95

LAST CHANCE: \$399.95

OFFERED TUESDAY. INCLUDES ALL BLACK AFFAIR TICKET.

### (1) HANDS-ON HAIR REPLACEMENT SERIES

EARLY BIRD: \$299.95

LAST CHANCE: \$449.95

OFFERED TUESDAY. INCLUDES ALL BLACK AFFAIR TICKET.

## LOOK-AND-LEARN CLASSES/

### FOUNDATIONS OF CUTTING

+BASIC PRINCIPLES OF CUTTING  
+ CORRECT USAGE OF TOOLS +BODY POSITIONING

Experience the soul of hair cutting and discover the foundations for combining and creating cuts your clients will love. Learn the hows and whys, blending, and angling and degrees. Take this class and leave inspired by confidence and excited about your future.

### ADVANCED CUTTING

+LEARN HOW TO APPLY MULTIPLE TECHNIQUES  
+EXTERIOR AND OUTER PERIMETER

Are you ready to be the next top artistic designer? In this class you will learn how to be creative and expand your perspective on hair cutting. We will explore the possibilities of your originality, creativity, and imagination as you learn hair theory where depth, dimension, and design become one. You will develop the skills for building a financially rewarding future.

### RAZOR SHARP

+TEXTURIZING +PROPER USAGE OF RAZORS  
+BLENDING

In this class prepare to boost your confidence with this razor sharp experience. You will learn soft blending, feathering, improper and proper razor angling and much more.

### AGAINST THE GRAIN

+UNDERSTANDING PRINCIPLES  
+CREATING STYLE VARIATIONS  
+DEVELOPING PRACTICAL SKILLS

Discover the latest in barbering techniques and unisex creations by using clippers, outliners and blades. Be prepared to learn how to develop practical skills in fading, blending and texturing.

## LOOK-AND-LEARN CLASSES/

### MASTER BARBERING

+BLURRED LINES +FRAMING +TAPERING  
+RAZORS VS. CLIPPERS

This class will offer professionals advance skills and knowledge in barbering techniques such as framing, tapering, comb-over-clipper method, and facial hair services. Learn the latest trends, and how to be effective and efficient with your time and maximizing your chair profit.

### BACK TO THE LAB: TRICHOLOGY II

+WARNING SIGNS OF THYROID DISEASE  
+COMMON HAIR LOSS PROBLEMS & SOLUTIONS  
+THERAPEUTIC LIGHTS FOR HAIR LOSS TREATMENT

Advance your study on hair and scalp conditions and how the pH level of your body can affect it, in addition to, ways to analyze and treat hair loss by the use of the electromagnetic spectrum and therapeutic lights.

### BACK TO THE LAB: TRICHOLOGY I

+HAIR GROWTH AND DEVELOPMENT  
+DISEASES & DISORDERS +HAIR & SCALP COMPOSITION  
+DIFFERENT TYPES OF ALOPECIA

Study the cause, effect, & treatments for common hair and scalp conditions. Learn how to view structurally damaged hair, establish the rate of hair loss, confirm the presence of fungus or lice and identify genetic influences through a microscope.

### UNDERSTANDING INFLUENCE

+COMPLETE PRODUCT KNOWLEDGE  
+PROPER FULL CONSULTATION  
+ESTABLISHING CUSTOMER LOYALTY +RETAILING

Prepare to increase your bottom line in this exciting and informative class by learning how to use the complete Influence product line with confidence. Get ready to decrease your expenses and increase profits.



# LOOK-AND-LEARN CLASSES/

## FANTASTIC FINISHES

+ESTABLISHING A FOUNDATION  
+BASIC DESIGN ELEMENTS +POLISHED FINISHES

This class will empower you to create and design works of art. Learn to keep your styles proportioned, balanced, and signature. Your clients will leave with a fantastic finish every time.

## IN LIVING COLORS

+COLOR SAFETY +MULTI DIMENSIONAL COLOR  
+FOILING TECHNIQUE

This class is essential for learning creative techniques of color placement, design, and illusional framework of fast and effective outcomes by the use of lightener and semi permanent colors.

## COLOR GONE BAD

+COLOR CORRECTION METHODS  
+REMOVING UNWANTED COLOR

You've taken the plunge and gone with a permanent color or strong semi permanent color, but it's not what you pictured. If the color is too light, too dark, or an unwanted cast is present, don't panic! In this class you will learn how to fix hair color disasters. Change a Bad Color Creation into a perfected masterpiece.

## ADVANCED COLOR TECHNIQUES

+OMBRE +TWILIGHTING +CLOCKTECHNIQUE

Develop, Formulate, and Execute Color. Learn the latest trend techniques, such as the cupcake technique, the zipper method, color melting and so much more. Allow yourself to go above and beyond the box coloring techniques.

## INTRODUCTION TO WEAVE

+CLIENT CONSULTATION +PROPER HAIR TEXTURES  
+BRAID PATTERNS

This class covers the fundamentals of hair additions. You will learn how to determine who is a good candidate, how hair will fall the most natural way, and take the guess work out of the application patterns. You will leave the class with the confidence that you have mastered the basics of weaving.

## NATURAL BY NATURE

+MAKING THE TRANSITION +CONTROLLING TEXTURES  
+POPULAR STYLING TECHNIQUES

Explore the trending kinky, curly takeover. Examine and understand the different types, textures and misconceptions of natural hair. Increase your knowledge on controlling hair textures with the correct product usage and styles.

## INTRODUCTION TO PERMANENT COLOR

+PRINCIPLES OF COLOR THEORY  
+HAIR LEVELS SYSTEM +COLOR FORMULATION

Enhance your knowledge on the effects of color, lightener, and developer on hair. Prepare to take a journey from level 1 to 10 to your permanent color destination. Create, Construct, and Deliver!

## ADVANCED WEAVING TECHNIQUES

+CLIENT CONSULTATION +PRICING & SCHEDULING  
+MAINTAINING THE INTEGRITY OF CLIENTS' HAIR

Enhance existing hair and learn unique hair replacement methods using synthetic and natural hair extensions to create spectacular illusions. These techniques have been used by some of the world's best hair extension specialists. The multiple techniques you'll learn will enhance your ability to add fullness and length to hair while battling issues of thinning and baldness. Leave with a boost of assurance that you will have the ability to revitalize your client's confidence.

## LOOK GOOD, FEEL GOOD

+PROPER APPLICATION + PROPER BONDING SOLUTION  
+HOW TO FILE INSURANCE CLAIMS

Transform and renew the image of your clients with glamorous and medical hair replacements. Learn how to integrate hair replacements into your daily salon operations.

## IRA: INVEST RETAIN ADVANCE

+ANALYZE YOUR CASH +WAYS TO SAVE FOR RETIREMENT  
+TAX STRATEGIES TO INCREASE YOUR BOTTOM LINE

Develop financial knowledge of how to become and remain profitable. This new knowledge will motivate you to have the retirement strategy you've always dreamed of.

# LOOK-AND-LEARN CLASSES/

## GPS TO SUCCESS

+BREAK EVEN ANALYSIS  
+CHARACTERISTICS OF ENTREPRENEURS

This informative class is designed for the licensed cosmetologists/ barbers seeking direction to establish a solid foundation in their business. Whether you are just getting started in the industry, or you are looking for a fresh start, this class is designed for you.

## BLUEPRINT

+ORGANIZE YOUR BUSINESS PLAN  
+VARIOUS MARKETING TECHNIQUES  
+ESTABLISHING TEAM ROLES

This class will assist the entrepreneurial leader in taking their business to the next level, once the foundation has been established. Be prepared to be empowered and learn skills such as tracking and measuring, risk and reward, and analyzing/ adjusting your business plan. Plan, Act and Succeed.

## ACCOUNTING 101: BOOTH RENTERS

+DEBITS AND CREDITS +ASSETS AND LIABILITIES  
+YEAR-END STATEMENTS

Booth Renters, learn the basics of bookkeeping or recording daily transactions. Leave this class with the ability to manage and analyze all of your incomes and expenses.

## ACCOUNTING 102: SALON OWNERS

+DEBITS AND CREDITS +ASSETS AND LIABILITIES  
+YEAR-END STATEMENTS

Salon Owners, learn the basics of bookkeeping or recording daily transactions. Leave this class with the ability to manage and analyze all of your incomes and expenses.

## YOU'RE APPROVED

+IMPROVING YOUR CREDIT SCORE +GETTING APPROVED  
+READING YOUR CREDIT REPORT

Learn the importance of good credit and prepare yourself to travel the road to success. Put yourself in the driver's seat of your business by being in the position of ownership. Bringing your credit report is optional, but be prepared to be enlightened and regain your financial freedom.

## SALON SOFTWARE

+TRACKING AND MEASURING INVENTORY/SALES  
+APPOINTMENT CONFIRMATION  
+ANALYZING YOUR BUSINESS

Be prepared to organize your business with ease. This online management systems service provider will help businesses manage appointments, class schedules, point of sale, merchant accounts, web development, online advertising, marketing, and much more. Get control of your business today.

# HANDS-ON SERIES/

## HAIR REPLACEMENTS

+ADVANCED INSTALLATION METHODS  
+MAINTENANCE

Expand and master your approaches to hair additions. This knowledge will result in undetectable and custom styles for your clients that feel and look luxurious. Soak in the knowledge of micro links, Brazilian knots, seamless tracks and lock stitching and walk away ready to enhance your services.

## CUTTING TO THE CHASE

+DEFINING TREND CUTTING +SELECTING PROPER TOOLS  
+UNDERSTANDING DESIGN PRINCIPLES  
+THE IMPORTANCE OF A GOOD CUT

Whether you lack the confidence or are simply looking for new cutting techniques, this class is highly recommended. Get ready to learn different techniques using your shears, and razor to achieve the latest hair designs that will allow you to expand your cutting skills and increase your bottom line.

## STRICTLY BUSINESS

+BUSINESS 101 +IMPORTANCE OF SALON COORDINATOR  
+COMPETING WITH MAINSTREAM SALONS

This class will assist the entrepreneurial leader in taking their business to the next level, once the foundation has been established. Learn how to Analyze and adjust your business plan, Utilize various marketing techniques, Establish team roles and much more!

## GET SOCIAL/

NES IS BACK AND BETTER THAN EVER. IN ADDITION TO A VALUABLE EDUCATIONAL EXPERIENCE WE WANT YOU TO ENJOY YOURSELF.

### MEET & GREET | SATURDAY, MAY 17TH @ 6:30PM

Join us for the official welcome reception kicking off a stellar weekend with Influence Hair Care. Get a sneak peek at our new venue as you enjoy drinks on the terrace with a live band and fantastic views.

### ALL BLACK AFFAIR | SUNDAY, MAY 18TH @ 7PM

In honor of our recent brand launch, help us celebrate in your flyest all black attire. Join us for an action-packed evening featuring cash bar, salon skits, comedic performance, live music, and a DJ. Plus, a powerful address from the CEO, Rudolph Artis. This is the launch party you will not want to miss!

### AFTER PARTY | SUNDAY, MAY 18TH @ 10PM

As the official after party for NES2014, we'll see you at Cinebistro to unwind and network with fellow stylists. Cinebistro is a premium movie theater offering a unique dining experience, upscale bar and bowling lanes. Enjoy!

## 4 WAYS TO REGISTER/

### REGISTRATION INFORMATION

01: CONTACT YOUR INFLUENCE SALES CONSULTANT

02: CALL US AT 1.888.455.8989

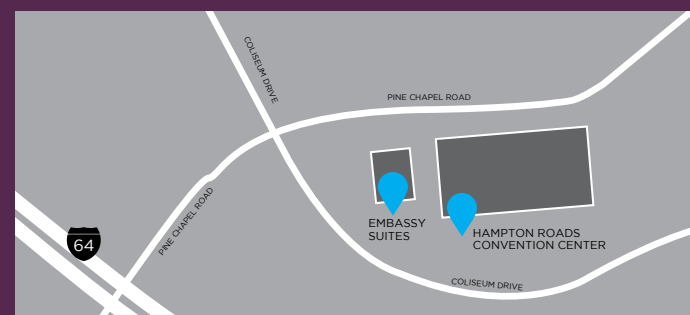
03: FAX YOUR FORM TO 757.455.8987

04: VISIT WWW.INFLUENCENES.COM

**REFUND POLICY:** Due to special pricing, there are absolutely NO REFUNDS or EXCHANGES. NO EXCEPTIONS.

## LOCATION & ACCOMMODATIONS/

**HAMPTON ROADS CONVENTION CENTER**  
1610 COLISEUM DRIVE, HAMPTON, VA 23666



## NEARBY ATTRACTIONS/

### PENINSULA TOWN CENTER

Outdoor shopping center with a mix of over 70 specialty stores and restaurants. (4 minutes away)

### VIRGINIA BEACH

Virginia Beach reveals its vibrancy, memorable dining, unique shops and a laid back beach vibe, all along beautiful beaches and boardwalks that go on for miles. (42 minutes away)

### BUSCH GARDENS

Beautiful theme park with award-winning shows, world-class thrill rides and authentic European themed restaurants. (24 minutes away)

### GREAT WOLF LODGE

Family friendly resort with its own restaurants, spa, spacious suites, and a gigantic indoor waterpark. (32 minutes away)

## OTHER INFORMATION

### SHUTTLE INFORMATION:

PLEASE NOTE: Shuttles will run exclusively from Newport News/Williamsburg International Airport (PHF) to host hotels. Please plan accordingly.

Please call (757) 455-8989 to report your flight itinerary by May 3, 2014 to ensure that the shuttle will be available to you. We cannot guarantee the shuttle service to those who have not reported their itineraries.

**TAX INFORMATION:** Tax Deduction: Expenses for continuing education to maintain and improve professional skills are tax deductible. Contact your accountant for complete details.

## HOST HOTEL

**EMBASSY SUITES**  
1700 Coliseum Drive  
Hampton, VA 23666  
757-827-8200

\$125 Single/Double (Sleeps up to 2)  
\$135 Triple/Quad (Sleeps up to 4)  
(Includes breakfast and the "manager's special")

## REGISTRATION FORM/

PLEASE PRINT OR TYPE CLEARLY

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

SALON NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ EMAIL \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_ SALES CONSULTANT \_\_\_\_\_

## 2014 NES PRICING/

CIRCLE PACKAGE OF CHOICE

LOOK-AND-LEARN CLASSES (3)

\$90.00

**EARLY BIRD**

(PAID BY 4/19/14)

\$240.00

**LAST CHANCE**

(PAID BY 5/10/14)

LOOK-AND-LEARN CLASSES (6)

\$150.00

HANDS-ON BUSINESS

\$129.95

HANDS-ON CUTTING

\$249.95

HANDS-ON HAIR REPLACEMENT

\$299.95

\$300.00

\$279.95

\$399.95

\$449.95

## LOOK-AND-LEARN CLASSES/

CIRCLE CLASSES OF CHOICE

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FANTASTIC FINISHES

LOOK GOOD, FEEL GOOD

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SALON SOFTWARE

MASTER BARBERING

COLOR GONE BAD

BLUEPRINT

BACK TO THE LAB: TRICHOLOGY I

ADVANCED COLOR TECHNIQUES

GPS TO SUCCESS

BACK TO THE LAB: TRICHOLOGY II

INTRODUCTION TO WEAVE

ACCOUNTING 101

UNDERSTANDING INFLUENCE

ADVANCED WEAVING TECHNIQUES

ACCOUNTING 102

## HANDS-ON SERIES/

CIRCLE CLASS OF CHOICE

STRICTLY BUSINESS

CUTTING TO THE CHASE

HAIR REPLACEMENTS

## PAYMENT INFORMATION/

YES, I WILL ATTEND NES. TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_  CHECK  MONEY ORDER  CREDIT CARD (FORM BELOW)

**PLEASE MAKE CHECKS AND MONEY ORDERS PAYABLE TO INFLUENCE HAIR CARE.**

CARDHOLDERS NAME \_\_\_\_\_ BILLING ADDRESS \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

AMEX  DISC  MASTERCARD  VISA EXP DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_

**REFUND POLICY:** DUE TO SPECIAL PRICES, THERE ARE ABSOLUTELY NO REFUNDS OR EXCHANGES. NO EXCEPTIONS.

**NOTE:** COMPLETING THIS REGISTRATION FORM DOES NOT RESERVE YOUR HOTEL ROOM. RESERVATIONS MUST BE MADE DIRECTLY WITH THE HOTEL.



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