

Take a load off pardner.



business education for owners & their staff



Monday April 14

Austin Lounge



Everything is big in Texas! Including the bang for your buck you'll receive at the Austin Learning Lounge. Speaking of bucks, dollars that is, isn't it all about how to make more of them? To make more, you need more customers. To attract more customers, you need killer customer service. Join your TSA Board of Directors to spend a day analyzing the art of making money, the science of winning and keeping customers and the importance of good intentions and belief systems in a business environment.

held at Intercontinental Stephen F. Austin • 701 Congress Avenue • Austin, TX
your committee



Co-Chair
LuLu Benavidez
LuLu's The Salon, Inc.
Galveston, TX



Co-Chair
Roy Fredericks
Avant Salon & Spa
Austin, TX



Chris Freddi
Avida Salon & Spa
El Paso, TX



Barbara Perez
Barbara's Family
Hair Care
Galveston, TX



Kathryn Young
Solace the Salon
Plano, TX



Steven LeJeune
Etienne's Hair Studio &
Natural Day Spa
Houston, TX





The Austin Learning Lounge at the Intercontinental Stephen F. Austin

701 Congress Avenue
Austin, TX

Monday April 14

For hotel reservations call:
512.457.8800



a day in the lounge...



Kate Troc
20/20 Foresight



Robert Cromeans
A Robert Cromeans Salon



Melissa Yamaguchi
Yamaguchi Salon and Dayspa
TSA President



TSA Board of Directors

Monday April 14

9am -5pm

- Winning & Keeping Customers/ Kate Troc
- The Art of Making Money/ Robert Cromeans
- Networking Lunch
- *Owner-Manager Breakout:*
Developing a Customer Driven Business/ Kate Troc
- *Staff-Student Breakout:*
Pure Intentions: Guiding Ideas for Customer Service/ Melissa Yamaguchi
- *Owner-Manager Breakout:*
Best Practices Panel/ TSA Board of Directors
- *Staff-Student Breakout:*
Belief System/ Robert Cromeans
- You Say You Want a Revolution?/ Melissa Yamaguchi



Education Partners



Austin Learning Lounge Tuition

TSA Member tuition is \$189US for owners and managers. Preferred price of \$99US for staff and students. \$289US and \$199US for nonmembers. Lunch included. See registration form.

Registration is easy!

Use the enclosed registration form, call 800.211.4TSA (480.281.0429) or visit www.salons.org/learninglounge.



TSA's Austin Learning Lounge

Monday April 14



Member Number.....
 Salon/Spa Owner.....
 Salon/Spa.....
 Address.....
 City.....State.....Zip.....
 Phone.....
 Fax.....
 Email.....

Member Owner/Manager

1..... ..Owner ..Manager @ \$189US =
 2..... ..Owner ..Manager @ \$189US =
 3..... ..Owner ..Manager @ \$189US =

Member Staff/Student

1..... ..Staff ..Student @ \$99US =
 2..... ..Staff ..Student @ \$99US =
 3..... ..Staff ..Student @ \$99US =
 4..... ..Staff ..Student @ \$99US =
 5..... ..Staff ..Student @ \$99US =

Nonmember Owner/Manager

1..... ..Owner ..Manager @ \$289US =
 2..... ..Owner ..Manager @ \$289US =

Nonmember Staff/Student

1..... ..Staff ..Student @ \$199US =
 2..... ..Staff ..Student @ \$199US =

Distributors, Sales Consultants # @ \$395US =

I'm joining TSA! @ \$155US =

Total Attendees..... Total \$US

Do you have special needs that TSA can accommodate?YesNo

PaymentCheck/Money Order (payable to TSA)
VisaMasterCardAmerican Express

Name on Card.....

Card Number.....Expiration Date.....

Signature.....

Member Pricing Policy: To receive member tuition pricing, your 2003 TSA dues must be paid in full. Your commitment is important. Please respect our commitments and cancel no later than 14 days prior to the event to receive a refund. Sorry, no refunds within 14 days of event date.

Mail or fax this registration form to:

The Salon Association · 15825 N. 71st St. · Suite 100 · Scottsdale, AZ 85254 · Fax 480.905.0708

To register by phone or if you have questions call 800.211.4TSA (480.281.0429).