

Beauty Execs make human connections at PBA Summit

If you attended the **Professional Beauty Association's Sixth Annual Executive Summit**, have you noticed the word “human” more in communications with your colleagues? Are you making more authentic connections?

Beauty Industry Report was delighted to join 300 beauty industry thought leaders to explore the disruptive forces affecting business models and profitability at the annual gathering at the OMNI Montelucia in Scottsdale for this premier event.

Mitch Joel, technology and innovation expert and best-selling author; **Erica Keswin**, best-selling author and speaker; **Kate Ancketill**, founder and CEO of **GDR Creative Intelligence**; and **Steve Sleeper**, PBA's executive director, sparked dialogue and change through insights on managing disruption, creating human connections and leveraging new technology.

Five must-have takeaways included:

1. Human connection matters now more than ever. According to Erica, it's crucial to bring human connections into the workplace to create real and dynamic relationships that matter. With technology and social media dominating our lives, integrating a realness that resonates, honoring relationships with a purpose and presence, and putting the human



from left: Salon Innovations' Margaret Stone, Joico's Sara Jones and the Professional Beauty Association's Executive Director Steve Sleeper.

touch first, drives our professional and personal lives.

2. Disruption starts on the inside. Erica shared that true change starts from the top down. Leaders do that by creating corporate values that help “bring your human to work” by being easily activated and understood. Human leaders also reinforce mindful meetings and well-being at work, create a space that builds connections and ideation, empower those around them through human touch, initiate give-back moments and show consistent gratitude.

3. Voice is the future. Mitch shared his

insights on how voice recognition is taking over our lives on many levels.

Integrating voice-activated technology—with a human touch—into corporate programming both for culture and experience is the new given. Identifying those opportunities in a way that's seamless for your company can lead to innovation that resonates.

4. Technology as inspiration.

Other industries, other countries and other perspectives give great inspiration for small change here at home—whatever the business

might be, according to Kate. Using inspiration from unexpected places and being open to new and different ideas—then applying it to the business you're working on can create incredible bottom-line success.

5. Rituals work. With companies integrating health and wellness into corporate culture now more than ever, creating rituals that bring those ideations to life can, according to Erica, transform everyday routines into something magical, which in turn, can lead to disruption and innovation in ways you never thought possible.

Attendees at the PBA Summit represented



left from left: MoroccanOil's Jay Elarar with speaker Mitch Joel. center: Bangstyle's Ashlee Levitch with Reuzel's Marta Rubenstein-Harmon. right from left: Gene Juarez Salons and Spas' Scott Missad, who is also president of the International SalonSpa Business Network, with Minerva Beauty's Jeff Grissler.



PBA Board members at the Summit included from left: MoroccanOil's Jay Elarar; Minerva Beauty's Jeff Grissler; The Kirschner Group's Harlan Kirschner; Davex Labs' David Berglass; PBA Chair Beth Hickey from Macadamia Beauty, Oliver's Hair Salon's Oliver Steinnagel; Zotos' Liz Kenny, Beauty Solutions LLC's Wes Brown; Sam Villa Company's Beth Carson; Sweis, Inc.'s Karl Sweis; Living Proof's Zach Rieken and Salon Services' Sydney Berry.

professional beauty companies ranging from giant public firms to entrepreneurial innovators, from manufacturers' rep firms and distributors, to independent salons, multi-unit salons, salon franchisors and salon suite companies and from tech and ecommerce companies to cosmetology education leaders to media companies and service providers. Executives represented **Amika, Beauty Solutions, Coty, Davines, Drybar, ECRU New York, Gene Juarez Salons & Spas, Goldwell of New York, Henkel, John Paul Mitchell**

Systems, Katherine Frank Creative, Kevin.Murphy, L'anza, Living Proof, L'Oréal, Kao, Macadamia, Milady, Minerva, MoroccanOil, Pivot Point, Revlon, Robanda, SalonCentric, SalonInnovations, Salon Services, Sola Salon Studios, The Kirschner Group, Wahl, Ulta, Zotos and more.

About the PBA: The Professional Beauty Association is the largest and most inclusive trade organization representing the entire beauty industry. PBA exists to elevate, unite and serve the beauty industry and the

professionals who improve people's lives. Members include manufacturers, distributors, salons, spas, schools, independent practitioners, students and industry suppliers. PBA is dedicated to advocating and fighting for the rights of the beauty industry, enhancing professionalism, and committed to the long-term success of the stylist and the businesses that employ and support them.

For more information on PBA membership levels, benefits and dues, visit probeauty.org/join.



left from left: Beauty Changes Lives' Lynelle Lynch, Coty Inc.'s Sennen Pamich and SalonCentrics' Bertrand Fontaine. right from left: Sola Salon Studios' Christina Russell, Ben Jones and Jennie Wolff.

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left from left: Princess Beauty Supply's Amir Kamel and Salon Services' Sydney Berry. right from left: The Kirschner Group's Harlan Kirschner, Davines' Anthony Molet and Pier Paolo Brandolini, and The Kirschner Group's Paolo Rezzara.



left from left: Milady's and Salon HQ's Anthony Civitano with Sport Clips' Gordon Logan. center from left: Oliver's Hair Salon's Oliver Steinnagel and Cezanne Professional's Brian Bennett.



left from left: Obliqua Professional's Dalal Moussa with Sweis Inc.'s Karl Sweis and Angela Virissimo. right from left: The Evoke Agency's Gregg McConnell, John Paul Mitchell Systems' Tania Kingsrud and hairbrained's Gordon Miller.



left from left: Taylor & Pond's Jacquie Johnson and PinkPro Beauty Supply's Donna Federici. center from left: Hairbrained's Gerard Scarpaci, Neill Corporation's Edwin Neill and Qnity Inc.'s Tom Kuhn. right from left: Patty Schmucker and Goldwell of New York's Steve Neumaier.



left from left: Salon Services' Stacy Kurtz and Tiffany Harwell. center from left: PBA's Betty Sharpe, Myra Reddy and Erin Walter. right: Salon Services' George Learned and Neuma Research's Jeffery Orrell.



left from left: Salon Innovations' Tracy Gieser and SoDiCo USA's Susanna DiSotto. center: The Kirschner Group's Scott Viola with PBI Group's Lou Georgelos. right from left: LAKME USA's Steven DeCola with ECRU New York's Dee Deluca-Mattos.

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left from left: Saloncloudplus' Dilan Desilva, PBA's Bob Myers and Iron Armour's Kevin Hoye. right from left: Prive Products' Shay Hoelscher, Neuma's Greg Garcia and Number 4 Hair Care's Toni Wells.



left from left: Acquire and Grow's William Ludwig, Salon Innovations' Nick Karan, Acquire and Grow's Dawn Clarke and Fromm International's William Kelly. right from left: SalonInteractive's Steve Reiss and Beauty Solutions LLC's Wes Brown.



left from left: Living Proof's Michael Shaun Corby and Dyson's Chloe Forbes. center from left: CosmoProf/DBE's April McCoy with Bosley Pro's Martin Flaherty. right from left: The Sam Villa Company's Tom King and Beth Carson.



left from left: Brand Sales Inc.'s David Flahive with Beauty Craft's Ian and Adam Wexler. right from left: Wahl Clipper Corporation's Andrew Papoccia, Anne Marie Kollias, Aaron Flick and Debbie Gassman.



left from left: Scott Hagstrom, Zotos'/Henkel's Lisa Huber, Fromm International's Kevin Barrett and Zotos' Stephanie Lawler. right from left: Reuzel Pomade's RJ Hveem, Moroccan Gold's Mary Hamilton Clark and Reuzel Pomade's Karrie Fonte.



left from left: Revlon's Brian Ahrens and Wahl Clipper Corporation's Andrew Papoccia. right from left: Qnity's Tom Kuhn, Kenra Professional's Dana Ranniger and Ryan Brown, and Qnity's Erin Kuhn.

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left from left: Qnity's Erin and Tom Kuhn with BlueCo Brands' Alan Murphy. right from left: Katherine Frank Creative's Marisa Hohner and Kathy Cacciato and Salon Innovations' Margaret Stone.



left from left: Green Circle Salons' William Simpson and Boulevard's Allison Rivera, Matt Danna and Priya Patel. right from left: PBA's Shiloh Valeriano, Audra Jones and Nina Daily.



left from left: The Kirschner Group's Jay Halaby and Harlan Kirschner with JD Beauty's Cheryl Kidwell. right from left: Beauty writer Jackie Summers, Zotos' Liz Kenny and Coty Inc.'s Mary Atherton.

Upcoming PBA Events

- April 2-3, 2020—PBA's Distributor Executive Conference, Hauppauge, NY
- June 28-30, 2020—Cosmoprof North America, Las Vegas
- November 18-19, 2020—PBA Executive Summit, Scottsdale, AZ
- January 30—February 1, 2021—International Salon and Spa Expo, Long Beach, CA
- January 30, 2021—North American Hairstyling Awards, Long Beach, CA

Learn more at probeauty.org.



from left: Neuma's Greg Garcia, Princess Beauty Supply's Amir and Gabriela Kamel, and Neuma's Jeffery Orrell.



left from left: Living Proof's Michelle Brett and Michael Shaun Corby. center: from left: Mazur Group's Frances Mazur, and Number 4 Hair Care's Cynthia Baker and Toni Wells. right from left: European Beauty Concepts' Linda Perez.



left from left: PBA's Steve Sleeper with Kevin Palmquist of Product Club/Burmax. center from left: Marlo Beauty's Ingmar Korstanje with iBeAuthentic's Dave Anttila. right from left: Green Circle Salons' Bill Deliman and Pivot Point International's Kevin Cameron.