

Fast Track

Beauty on the Beach

Sponsored by Durocher Enterprises, **The Business of Beauty on the Beach** event, held in sunny South Beach, FL, February 24–25, 2008, celebrates metamorphosis, growth, knowledge and creativity with a compelling program designed to inspire and entertain. "This is a unique opportunity for beauty professionals to network, share, recharge and re-energize in a beautiful and intimate setting," says President Bryan Durocher. "Our goal is to create a program that provides each person with the tools to be their best, professionally and personally."

Day one features **Annett King**, director of training for the International Dermal Institute, who will talk about the future of retailing. You'll also join internationally acclaimed and award-winning hairstylist **John Donato** for an informative, fun and enlightening discussion geared toward helping you effectively market your salon or spa. From the hit show *What Not to Wear*, **Nick Arrojo** presents "Five Core Elements that Make Your Business Boom." As the owner of a busy and successful salon in New York's SoHo, he knows a thing or two about success.

Day Two is all about personal journeys and professional energy. Join **Mary Blackmon**, CEO/Founder of *Spa-Addicts.com*, who will share results from the *2006 Harris Interactive/Spa-Addicts.com Survey* and reveal consumer trend reports and truths, as well as a few opinions from the industry expert on the pulse of spa-goers everywhere. **Bryan Durocher** will also show you how to beat bad manners and win at work. "There's a deadly virus circulating in business and society these days, and it's killing off common courtesy," says Durocher. "As a result, your customers are subjected to rude and careless treatment whenever they pick up the phone or walk through the door of a service business. Here's your opportunity to distinguish yourself and your business in these rude times." The World Health Organization has announced that stress is now a worldwide epidemic. Stress is the inability to cope with a threat, real or imagined, to our well-being, which results in a series of responses and adaptations by our minds and bodies. It is said that more than 80 percent of doctor's visits are attributable to stress. **Mary Beth Janssen**, founder of Janssen Source, will address this issue. Join her as she shows you specific techniques and strategies for achieving overall wellness and balance in your life.

The Business of Beauty on the Beach will begin each morning with an energizing yoga class, led by **I Love Yoga's** Tamara Aruj. Group lunches, breaks and a cocktail party will give attendees plenty of time to network with speakers, colleagues and sponsors. For more information, call 877/596-0243 or visit durocherenterprises.com. —M.D.



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