

A Sizzling Educational Event

Durocher Enterprises Hosts The Business of Beauty on the Beach

Just when you thought Miami couldn't get any hotter, Durocher Enterprises is hosting a sizzling educational and inspirational event there on **February 24-25** called **The Business of Beauty on the Beach**. For salon and spa professionals who want to take their business to a new level, it promises to be a dynamic and wholly worthwhile program—and the lineup of industry vanguards and trendsetters proves it.

For one, award-winning hairstylist and beauty expert John Donato will present a seminar on marketing called "Beauty Isn't Everything." Donato is the owner and creative mind behind two Donato Salon + Spa locations in Toronto, Canada. His work has appeared in many ad campaigns and magazines, and his client list includes such bigwigs as Mick Jagger and Molly Sims.

The International Dermal Institute's director of training Annet King knows a lot about skincare, but she's also a whiz when it comes to retailing. You will be too after sitting in on her seminar, "The Future of Retailing." You're sure to go away with solid, easy to implement strategies for driving your retail business.

Mary Blackmon, CEO of *Spa-Addicts.com* will present "To Spa or Not to Spa—The Consumer's Number One Question." Blackmon, a spa junkie turned expert, is now a trusted advisor for spa consumers around the country. She'll talk about what keeps spa goers coming back, how your Web site can help you understand your customers and what you can do to attract new customers.

Don't miss these three presenters, or the many others on the program. Check out durocherenterprises.com for more information. —C.W.



JOHN DONATO



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tinsel town [#2121] with glitter flecks