

## SPA CONFERENCES

## THIS CONFERENCE HAS STRENGTHENED THE SPA CONNECTIONS

the headaches and the financial burden of the larger venues, people are able to enjoy the experience," Treadaway continued. "Because so many exhibitors and attendees return every year, we're able to call many of them by name, and we take pleasure in helping them become better at what they do.

We want to inspire people to feel renewed and enthusiastic about their ever-changing profession.

"Many industries move at a snail's pace, so I love the fact that the body-health industry is always changing, always growing and always seeking to be better," Treadaway said. "And, doing a show for people in a service-based industry is gratifying for me and for my staff because people in the service business have an appreciation for the hard work and dedication it takes to provide them with a quality product.

Our conference is a wonderful venue for anyone looking to increase business in the Southern states and, at each of our events, attendees have gone out of their way to thank us for the opportunities we have made more assessable to them.

And, every compliment makes us more committed to producing the best regional conference in the country."

Bryan Durocher, who speaks at most major spa and salon shows in North America, believes the Southern Spa & Salon Conference is unique because of its intimate, hands-on approach.

"All of the professionals who coordinate this show truly care," he said. "They give a 110% commitment to the success of the event."

A returning presenter at the Hickory conference, Durocher is president of Durocher Enterprises Inc., which provides coaching, consulting and public relations for spa and salon professionals internationally.

A strong proponent of education, Durocher believes business owners who seek out educational opportunities set a benchmark for their employees to follow.

"Knowledge is a powerful asset when running a business," said Durocher. "One of the hardest challenges business owners face is not having consistent structures to guide their team.

Another is coming up against something they don't know and not having a plan for being proactive with it. When you open yourself to education, you increase your opportunities for achieving success. CEUs, for example, ensure continued learning and act as an incentive for people to expand the opportunities for growth in their profession."

Durocher is one of the Southern Spa & Salon Conference's most popular presenters, offering classes on how to make spas pleasant, productive and profitable.

This year, for example, he is one of five presenters at the show's new Conference After Hours, which starts at 7 p.m. on Sunday, November 6. His topic, "How to Get Clients Running Through Your Door," will reveal ways in which a business can communicate its message and image to all its publics.

For an additional fee, participants can attend the smaller, more intimate Conference After Hours

