

SeriousBUSINESS® 2008

June 22-23, New Orleans June 24, SalonBiz® Conference

COOL & CARING

see photos from the event.

- presenter handouts and bios
- hotels & accomodations
- neillcorp. SalonBiz®
- hairstressers unlocking hope benefit hair show
- aganda

Serious Business is a Carbon Neutral Event.

It's not just a business conference.
It's a lifestyle.

The essences of cool and caring can, and should, coexist. Hear from the industry's best how to live this lifestyle and watch your business thrive.



Vidal Sassoon

Featuring keynote speaker Vidal Sassoon, the legend who embodies the lifestyle.

ALSO FEATURING... IN THE BREAKOUTS



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agenda

saturday, june 21

5pm-7pm Early Registration/ Exhibitor Area Open

sunday, june 22

7am Registration Open

8am Exhibitor Area Opens

9am Morning General Session: John DiJulius,
Nick Arrojo and Judah Schiller

12pm-1:30pm Lunch

1:30pm Afternoon General Session featuring Matt Mason

3pm Exhibitor Area Open / Networking Break

3:30pm Breakout Sessions

John DiJulius Grand Ballroom C-5th Floor
What's The Secret?

Michael Baker Gallery-1st Floor
5X5: The Stage (for students)

Heath Smith Bayside ABC-4th Floor
Systematizing Communications

Wendy Watkins Grand Ballroom AB-5th Floor
The Joy Factor

8pm HUH Benefit Hair Show Grand Ballroom

monday, june 23

8am	Exhibitor Area Open	
9am-10:30am	Breakout Sessions	
	Mark Wuttke <i>Green to Gold</i>	Grand Ballroom C-5th Floor
	Scott Buchanan <i>Growing Transactions</i>	Bayside ABC-4th Floor
	Jeanine O'Neill-Blackwell <i>The Creative Process</i>	Grand Ballroom AB-5th floor
10:30am-11am	Exhibitor Area Open / Networking Break	
11am-12:30pm	Breakout Sessions	
	Judah Schiller <i>Sustainability</i>	Grand Ballroom C-5th floor
	Modern Salon and Spa Group <i>Organizational Systems</i>	Bayside ABC-4th floor
	Michael Baker <i>5X5: The Stage</i>	Grand Ballroom AB-5th floor
12:30pm-2pm	Lunch	
2pm	General Session featuring Noah Kerner, Mary Rector-Gable and Vidal Sassoon	
4:30pm	Closing	





Mark Wuttke

www.wuttkegroup.com

View Mark Wuttke's Electronic Handouts.

Why he's cool:

For bringing the emerging eco-chic and organic luxury markets to the forefront of the industry, and making them a cool and profitable venture for everyone.

Why he's caring:

His contributions to the field of drug-free health care solutions earned him an Outstanding Young Achiever Award of Excellence by the Nutritional Foods Association of Australia.

Mark Wuttke heads the Wuttke Group, LLC, a business development team with a focus on sustainable luxury, spa, boutique retail, organic luxury and the emerging category of eco-chic.

Born and raised in the Barossa Valley, the heart of South Australia's old-growth vineyard region, Mark has long understood the importance of sustainable agriculture and that has strengthened the Wuttke Group's commitment to plant-based medicines, plant-based skin care, and the emerging category of Organic Luxury. The Wuttke Group counts among its resources top academics and wellness marketing specialists as well as noted biochemists, scientists, naturopaths, and homeopaths.

Active in the international luxury spa market, Mark is a regular speaker at Cornell University's School of Hotel Administration and on the founding editorial advisory board of Organic Spa Magazine. Mark is a founding board member of the Global Spa Summit, board member of the Green Spa Network, and works closely with the International Spa Association, LOHAS, Natural Beauty Summit, and the New York Spa Promotion Alliance. He has worked with spas ranging from Arizona to the Middle East, and the Pacific Rim, including Australasia.

Global in outlook, Mark's experience includes 14 years as President/CEO in the USA and Australia within the wellness industry and over 20 years strategic and tactical management experience in operations, marketing, and sales. Mark has been associated with luxury spas and high end boutique retail, specializing in organic/biodynamic skin care and natural medicines.

Developing business internationally, his clients are in the UK, France, Germany, Italy, New Zealand, Canada, UAE and Hong Kong in addition to the USA and Australia. He has served over 12 years on numerous boards in green industries. He is a noted speaker on such topics as: profitable sustainability, how to drive sales through a spa/retail financial model, how to minimize multi-channel distribution conflict, how to create a culture of simplicity, authenticity, continuity, and integrity through brand development.

Most recently Mark launched the organic skin care collection, Jurlique, in the US. Recognizing the potential for an Organic Luxury niche, Mark opened 15 retail and spa locations ranging from Beverly Hills to New York's Madison Avenue. Other locations include Santa Monica, Soho, San Francisco and La Jolla.

Experienced in marketing without money and in driving sophisticated media campaigns, under Mark's direction, Jurlique's arrival in the US was chronicled by the Sunday Styles Section of The New York Times, Vogue, Conde Nast's House & Garden magazine, In Style, and The Wall Street Journal.

Recognized for his contributions to the field of drug-free health care solutions, Mark was awarded 1993 Outstanding Young Achiever Award of Excellence by the Nutritional Foods Association of Australia (NFAA) now known as the Complementary Health Care Council. He was actively involved with the NFAA from 1990-1997 and has held various positions including Vice President of the National Executive Council, National Convener of Marketing, Vice President of South Australia's state chapter and Diffusion Coordinator for the National Strategic Planning Group. He has also been a member of the Therapeutic Goods Advertising Committee, Chairman of the Technical and Standards Committee and Special Interest Group on Homeopathy. He is a member of The Royal Association of Justices of South Australia and a Fellow of the Australian Institute of Company Directors.

Mark currently lives in Atlanta, Georgia, with his wife, Terese, their son, Jacob and daughter, Ella Pearl.

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