COOL & CARING: SERIOUS BUSINESS 2008

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

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

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

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

Also featuring... in the breakouts

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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  What's The Secret?  Grand Ballroom C-5th Floor
        Michael Baker  5X5: The Stage  (for students)  Gallery-1st Floor
        Heath Smith  Systematizing Communications  Bayside ABC-4th Floor
        Wendy Watkins  The Joy Factor  Grand Ballroom AB-5th Floor
8pm  HUH Benefit Hair Show  Grand Ballroom
monday, june 23

8am       Exhibitor Area Open

9am-10:30am  Breakout Sessions
Mark Wuttke  
Green to Gold  Grand Ballroom C-5th Floor
Scott Buchanan  
Growing Transactions  Bayside ABC-4th Floor
Jeanine O'Neill-Blackwell  
The Creative Process  Grand Ballroom AB-5th floor

10:30am-11am  Exhibitor Area Open / Networking Break

11am-12:30pm  Breakout Sessions
Judah Schiller  
Sustainability  Grand Ballroom C-5th floor
Modern Salon and Spa Group  
Organizational Systems  Bayside ABC-4th floor
Michael Baker  
5X5: The Stage  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

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.