

eufora.  
**VisionQuest**

NOVEMBER 5-6, 2017

OMNI LA COSTA RESORT & SPA • CARLSBAD, CA 92009

“The key to being extraordinary  
is knowing what rules to follow  
and what rules to break.”

*– Vishen Lakhiani*

eufora<sup>®</sup>

# live well work well

The most extraordinary Salon Professionals know that it takes an ongoing commitment to personal and professional improvement to reach their goals.

Aspiring Salon Professionals are invited to join us for TWO FULL DAYS of dynamic learning opportunities in a relaxed setting where work and wellness blend seamlessly as one.

Motivational celebrity speakers share game-changing insights; workshops reignite your passion for beauty; and wellness activities renew and empower.

3 CELEBRITY KEYNOTE SPEAKERS

14 INNOVATIVE BREAKOUTS

DAILY BRILLIANT BUZZ SESSIONS

WELLNESS & FITNESS ACTIVITIES





# 3 POWERFUL KEYNOTE SPEAKERS

Listen and Learn how you can balance work and play to live your best life.



**VISHEN LAKHIANI**  
@vishen

Entrepreneur, education technology innovator, speaker, investor and philanthropist – Vishen Lakhiani is the founder and CEO of Mindvalley, a company specializing in innovation in education by introducing mindfulness and personal development into global education and perpetual learning.

Vishen is extremely passionate about work culture. By 2020, he aims to drive Mindvalley into becoming the number one place in the world to work, a dream he presented in his TEDx talk, 'How to Build the World's Greatest Workplace'.

This will be a powerful session – one you do not want to miss!



**KINDRA HALL**  
@KindraHall

Kindra is an award-winning columnist, author, and national champion storyteller. As a former Director of Marketing and VP of Sales, Kindra discovered the most effective method for capturing attention and increasing revenue—great storytelling.

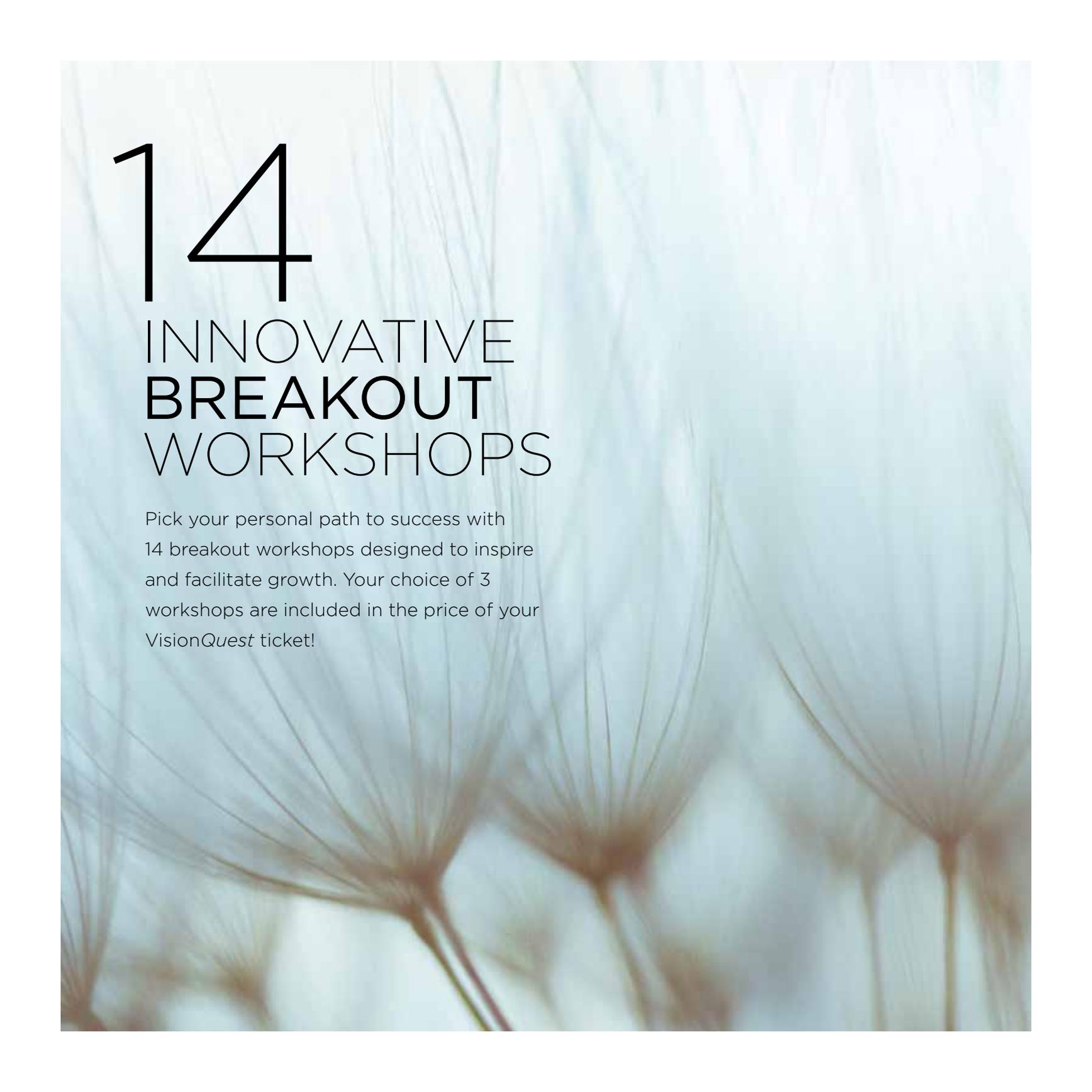
Kindra's work has been featured in SUCCESS Magazine and behind the scenes in New York Times best selling books. A former board member of the National Storytelling Network, and with a Masters' Degree in Org Comm & Management, Kindra now teaches how to close more sales, become better leaders and blow up brands with the irresistible power of strategic storytelling.



**KIMBERLY SNYDER**  
@\_KimberlySnyder

Nutritionist Kimberly Snyder, C.N. is a celebrated New York Times and #1 Amazon best-selling author of The Beauty Detox Solution, The Beauty Detox Foods, The Beauty Detox Power and Radical Beauty, which she co-authored with Deepak Chopra.

She is a wellness activist and nutrition expert frequently featured on The Today Show, The Dr. Oz Show, and Access Hollywood, and is the go-to nutritionist for many of the entertainment industries' top celebrities. Kimberly has dedicated her life to inspiring others to discover their own light and true beauty. You can find her popular website and blog at [KimberlySnyder.com](http://KimberlySnyder.com).



# 14

## INNOVATIVE **BREAKOUT** WORKSHOPS

Pick your personal path to success with 14 breakout workshops designed to inspire and facilitate growth. Your choice of 3 workshops are included in the price of your *VisionQuest* ticket!



## CONSCIOUSNESS ENGINEERING: Break Free from B\*rules

**VISHEN LAKHIANI** *Founder & CEO Mindvalley;  
Keynote Speaker*

*Recommended for all salon professionals*

Every one of us relies on systems and models, whether consciously or unconsciously. Attendees of Vishen's program will discover how to update long-standing systems and models with newer and more efficient ones. Vishen will talk about how to question and optimize the mental algorithms that run your life and how to upgrade your thinking just like you'd upgrade your iPhone.

Dive deeper into techniques and models that show how to make yourself solid in the face of adversity, allowing you to take on major goals and make a greater impact in the Universe!



## JOURNEY TO MIND-BODY WELLNESS

**DR. SHEILA PATEL** *Medical Director of  
the Chopra Center*

*Recommended for all salon professionals*

Discover an Introduction to the 5,000 year-old Healing System that is creating a path to vibrant health in today's Modern World. In this introduction, experience a Seven Spiritual Laws Yoga Class and guided meditation by our Chopra Certified Instructors. Tap deeper into wellness with a lecture by Dr. Sheila Patel who is the Chopra Center's Medical Director and board-certified family physician. Dr. Patel is passionate about combining holistic healing practices into the Western medical practice.



## THE 6 PILLARS OF BEAUTY Practices to Feel & LIVE Your Best

**KIMBERLY SNYDER** *Nutritionist and Author;  
Keynote Speaker*

*Recommended for all salon professionals*

It's time for a new definition of beauty. Time for new views and ideas of what is real.

Outward beauty is a reflection of inner health. Working to elevate your health in the emotional, physical, spiritual and mental realms will help you feel and project your greatest potential. Prepare for a profound impact on your energy and magnetism as well as your ability to expand exponentially in your business and personal growth. The Six Pillars of Beauty is a birthright for each and every one of us!



## CREATING A DYNAMIC SALON EDUCATION PROGRAM

**KERI DAVIS-DUFFY** *President and Co-Owner,  
Gila Rut Salons, Inc and Beauty Backbone, Inc.*

*Recommended for salon owners and managers*

Keri Davis-Duffy is no stranger to the struggles and dedication it takes to provide a consistent and sustainable in-salon education program. With 25 years of experience as a salon owner and a world-renowned educator, she knows what it takes to elevate your education program to the next level. Learn how to organize your in-salon training, adapt to the new work force and create the ideal customizable program that fits your salons needs!



## THE SECRET OF HIGH LEVEL LEADERS One Story Away from Greatness

**KINDRA HALL** *Award Winning Author, Columnist,  
and Storyteller; Keynote Speaker*

*Recommended for salon owners and managers*

Join Kindra for a two-hour interactive workshop designed specifically for salon owners to harness the rarely taught leadership skill of strategic storytelling. Whether motivating teams, cultivating new talent, or helping others rise through the ranks — mastering the skill of storytelling is the secret of high level leaders.

This breakout will encourage an essential leadership messaging shift toward storytelling that will impact the leaders who attend and revolutionize their organizations. Owners will learn the strategies and techniques necessary to start on the path to becoming a high-level leader by putting the power of story to work.



## THE ART OF COACHING

**JAY WILLIAMS** *Speaker, Author, Executive*

*Recommended for salon owners and managers*

You have addressed your products and process, but not your people which are your greatest assets (or liability). They are your brand ambassadors! You need to maximize their potential...after all, as a leader that's your job. You have tried everything: Being a consultant, being a mentor, and even being a counselor (not by choice). You've run out of ideas... We have one for you, Be a coach!

Imagine a conversation where your people do all of the thinking and problem solving. Imagine conversations that are shorter, more productive, and more energizing! This hands-on workshop will give you the skills, thinking, and behavior to get your people to be self-aware, self-accountable, and self-motivated.



## IT'S ELECTRIC

**HEATHER YURKO** *Creator of Neatbeat Salon and PIP University, Eufora Business Educator*

*Recommended for all salon professionals*

This trailblazing workshop will teach you the 4 highly valuable components of what it takes to experience massive breakthrough. To arrive in a land that requires, grit, guts and grind. You have a Brilliance that was only given to you. Ever asked yourself if you've really tapped into it? It's Electric gives transformative education that's the anecdote to mediocrity/stuck-ness. Join Heather for an unforgettable, untapped journey that is waiting for you.



## THE LAW OF DIMINISHING RETURNS

**DAVID KINIGSON** *Founder/Concept Director of davidK space salon & academy, founding member of the Intercoiffure North American Artistic Team*

*Recommended for all salon professionals*

In this thought provoking presentation you will explore useful qualities to upgrade communication skills. Interactive exercises and original theories will broaden your awareness toward growth in a changing industry and evolving world.

A powerful context for increasing client base, The Law of Diminishing Returns is an inspiring conversation for professionals committed to sustained career excellence, increased client retention and guest referrals.



## LEADERSHIP AND THE LAW OF ATTRACTION

**BENNIE POLLARD** *Founder and Co-Owner Cool Beauty Consulting*

**PAULA HENSON** *Education Director and Co-Owner Cool Beauty Consulting*

*Recommended for salon owners and managers*

How do you see your staff? Do you see them as leaders? Your staff will be a mirror of your thoughts.

This class will provide insights into developing your thoughts and leadership style to attract the team you need and create more leaders.



## UBUNTU = I AM BECAUSE WE ARE

**BRYAN NUNES** *Salon Owner, Stylist and Industry Visionary*

*Recommended for salon owners and managers*

Are you surviving or thriving? How do you manage burnout, heartbreak, your bank account, insecurities, the judgment of others, the comparison trap? The list goes on and on. What if survival (and perhaps even abundance) became a natural consequence instead of a daily goal? What does it look like when we let go of ourselves by shifting our approach away from "survival mode" and into "I'm going to think beyond myself today" mode?



## THE ART OF GAINING CLIENT FEEDBACK

**JAY WILLIAMS** *Speaker, Author, Executive*

*Recommended for all salon professionals*

How many times have you wanted to — but didn't — ask for feedback because you weren't sure what the client would say... you didn't have time to fix it...or you flat out wanted to avoid an awkward moment? Imagine a conversation with your clients that is comfortable, garnishes feedback and increases client rebooking, referrals, retention, and reviews (good ones).

This is an interactive, dare I say “fun”, workshop that will give you the thinking, skills, behaviors and confidence to solicit feedback from every client in a way that feels comfortable for you and them.



## HAPPY TEAM. HAPPY DREAM.

**ASHLEY TOLIVER-WILLIAMS** *Salon Owner, Eufora Business Educator*

**TIMOTHY HUMPHRIES** *Eufora Regional Sales Director*

*Recommended for salon owners and managers*

“Happy Team, Happy Dream,” or so they say. It's true and simple, but it's not always easy. Take the fear out of your process and begin to face entitlement and a lack of motivation head on. Learn direct ways to change the future of your business and the lives of the people in it.



## BRANDING AND MARKETING YOURSELF

**BENNIE POLLARD** *Founder and Co-Owner Cool Beauty Consulting and*

**PAULA HENSON** *Education Director and Co-Owner Cool Beauty Consulting*

*Recommended for all salon professionals*

Join the Cool Beauty team to rediscover the lost art of In-Person Branding that allows you to connect deeply with your clients and salon team every day!! Discover the simple recipe to grow your services by as much as \$96,000 in one year by simply working three extra hours a month!!



## HEALTHY SALON CULTURE

**DON GRAZANO** *Salon Owner, Eufora National Business Trainer*

*Recommended for all salon professionals*

Discover how to have the difficult conversations with your peers or boss, and master your awareness of listening beyond what just words can convey. Salon culture can be a blissful one or feel like a daily poison. The good news is we can cultivate not only a strong thriving culture, but powerful personal habits and attitudes that will bring in a greater fortune. This all starts with the conversations we have both in our heads and with those around us.



# READY. SET. REGISTER.

## YOUR EVENT TICKET INCLUDES:

- 3 Keynote Speakers
- 3 Breakout Workshops - choose from 14 class options!
- 2 Buzz Sessions
- The Eufora Company Store
- Lunch Each Day
- Beauty Under the Stars - an evening celebration
- and... Access to Wellness Activities\*

	Jul 1-Sep 30	Oct 1-Oct 27
<b>General Admission</b>	\$525	\$575
<b>Eufora Partner Salons</b>	\$450	\$500
<b>Certified Eufora Educators</b>	\$400	\$450

*Regional Educators and ESON Chapter Facilitators must be certified and active by August 1, 2017 to qualify for discount pricing. Contact Eufora for questions regarding eligibility.*

*Distributor Sales Consultants must register with Eufora sales department.*

*\*Chopra Center classes and Spa services at an additional charge. Discount for event attendees.*

## HOW TO REGISTER

Visit [www.eufora.net](http://www.eufora.net) and click on salon professionals to get started!  
OR book direct at [www.euforaglobal.com](http://www.euforaglobal.com).

You can also call the Eufora Education department at 800-6-eufora to request information on mailing or faxing your registration.

In Ontario, Canada? Contact Metro Beauty Supply to secure your ticket.

Eufora accepts MasterCard, Visa, American Express or check. Visit [www.euforaglobal.com](http://www.euforaglobal.com) for details. Registration is confirmed once paid in full.

Note: registration closes on October 27th. After October 27th registration will be processed on site, space permitting. \*No refunds or credits will be issued after September 1, 2017.

## BOOK A ROOM

Omni La Costa Resort & Spa  
2100 Costa Del Mar Road  
Carlsbad, CA 92009

Room Rate: \$229.00 single, \$239 double

**\*Reservations must be made by October 13, 2017**

**to receive Eufora room rate.** Reserve early to ensure rate and room availability. Visit [www.euforaglobal.com](http://www.euforaglobal.com) for a link to make online reservations or call the hotel at 760.438.9111.





REIGNITE YOUR  
PASSION.

REMEMBER THE REASON  
YOU FELL IN LOVE  
WITH BEAUTY.

## **BEAUTY UNDER THE STARS**

Join Eufora for a Celestial Cocktail Party and a Celebration of Beauty presented by Eufora Creative Design Team.

## **BRILLIANT BUZZ SESSIONS**

An opportunity to get up close and personal with guest speakers and industry leaders.

Attendees will be able to ask questions and join discussions with keynote speakers, class instructors, the Eufora National Business Trainer team, and Eufora leadership in an informal networking atmosphere.

## **DAILY WELLNESS**

A sunrise walk with Eufora team members, morning yoga, healthy meal options or perhaps a massage and manicure? With the award-winning La Costa Spa and Chopra Center\* on site, the opportunities to facilitate positive change and a healthy lifestyle are endless!

Fresh, new and fabulous finds in the Eufora Company Store. Need we say more?

A close-up photograph of several teal-colored feathers. The feathers are arranged vertically, with their central rachis (the main shaft) running from top to bottom. The barbs (the smaller branches of the feather) are fine and closely packed, creating a textured, almost fabric-like appearance. The lighting is soft, highlighting the natural sheen and subtle variations in the teal color. The text is centered over the middle of the image.

PASSION  
REQUIRES CAREFUL  
CULTIVATION.

# SCHEDULE

Get ready for a powerful and inspiring journey.



## 05 SUNDAY NOVEMBER 5, 2017

**8:00am-9:00am**  
REGISTRATION

**9:00am-12Noon**  
GENERAL SESSION & KEYNOTE SPEAKERS:  
Kindra Hall and Vishen Lakhiani

**12Noon-2:00pm**  
LUNCH/BUZZ SESSION

**2:15pm-4:15pm**  
BREAKOUT SESSION 1

**7:30pm-10:30pm**  
EUFORA EVENING CELEBRATION:  
BEAUTY UNDER THE STARS

## 06 MONDAY NOVEMBER 6, 2017

**9:00am-10:00am**  
GENERAL SESSION & KEYNOTE SPEAKER:  
Kimberly Snyder

**10:00am-12Noon**  
BREAKOUT SESSION 2

**12Noon-2:00pm**  
LUNCH/BUZZ SESSION

**2:15pm-4:15pm**  
BREAKOUT SESSION 3

**4:30pm-5:00pm**  
CLOSING SESSION & KEYNOTE SPEAKER

## 07 TUESDAY NOVEMBER 7, 2017

**9:00am-4:00pm**  
EUFORA EDUCATOR/ESON FORUM

For Eufora Educators and  
ESON Facilitators only\*

\*Regional Educators and ESON Chapter  
Facilitators are encouraged to stay for  
**The Educator Forum** for advanced  
training and networking. Attendees  
must register in advance.

A woman with bright yellow hair, wearing a black lace long-sleeved crop top and a long, flowing black skirt, stands on a balcony or ledge. She is holding a black umbrella with white lace patterns and tassels high above her head with her right hand. The background is a clear, deep blue sky with a few wispy clouds. The overall mood is serene and contemplative.

“We’re free to go  
where we wish  
and to be  
what we are.”

– *Richard Bach*  
*Jonathan Livingston Seagull*

WORKSHOPS



WELLNESS



EDUCATION



INSPIRATION

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