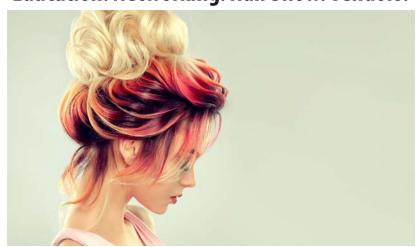


COSMETOLOGY EXPO

Education. Networking. Hair Show. Vendors.



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Education. Networking. Hair Show. Vendors.



Main Stage Artist: Christina Carter, Artistic Design Team, L'ANZA

Wednesday, April 29, 2020 10 a.m. – 4:30 p.m.

WITC-Rice Lake Conference Center 1900 College Drive Rice Lake, Wisconsin

Sponsors















Continuing Education



Main Stage Artist: Christina Carter

Artistic Design Team, L'ANZA (@christinainthecity)

Color Placement & Techniques with L'ANZA

About Christina Carter

William Shakespeare once said, "We know what we are, but not what we may be." This is the attitude with which Christina Carter approaches her own life and the lives of those around her. Passionate and engaging, Christina has been an educator for more than half of her 12-year professional career. She is skilled at sharing the connection between fashion, science, inspiration and social media and how each of these elements is essential for success and confidence behind the chair. Leading show teams and training programs all over the U.S., she believes that the road to mastery is paved with practice. Christina's goal is to nurture and encourage everyone's inner artist to show up and keep growing, no matter what.

When she's not inspiring the minds of hairstylists everywhere, Christina is behind the chair in Chicago, Illinois. She specializes in color application, short hair designs and extremely thick hair, but she truly does it all!



Licensed Cosmetology Professionals: Update your skills and learn advanced techniques in all aspects of hair, skin and nails.

The day will include:

- · Breakout sessions: choose from many amazing options!
- Vendor exhibits featuring the services and products of various brands and businesses
- · Breaks and lunch with opportunity for professional networking
- Evening of Elegance, a competition and hair show for WITC Cosmetology students (expo attendees get a special preview of the models and professional category for voting)

- Session Descriptions -

Barbering Techniques

Gina Watkins, Salon Only Sales

Conquer your fear of barbering: get tips for personalizing and sculpting the latest male trends and learn clipper foundations for achieving consistency with fades.

Color Zone with z.one concept

Tammy Cox, z.one concept North America, Salon Only Sales

Learn current & developing trend techniques relevant to salon reality.

Dementia Friends

Trisha Witham, Aging & Disability Resource Center

Dementia Friends is intended for anyone interested in making a difference in the lives of people living with dementia. By learning 5 key messages you can improve the quality of life for those with dementia. As a dementia friend, you will learn to turn understanding into action and change the way people think and talk about dementia. Focus will be on salon environment.

Introduction to Body Sugaring

Janie Martz, Sugar It

Discover body sugaring for use in the modern salon. Basic techniques will be demonstrated and you'll have a chance to practice.

PerfecTress Hair Extensions

Jasmin Hoffman, Roberto's Salon, Salon Only Sales

Review features and benefits of PerfecTress hair extensions while demoing their transformation connections, ultimate link weft, link weft mini's and tape extensions.

You Hold the Key

Darcie Rochon, Fantastic Sams and Escape Salon Suites

Discover what's holding you back from success in the salon, regardless of whether you are a salon owner, stylist, industry veteran or recent grad. Get ready to take it to the next level!

Gelish Nail Dip

Ann Kleinman-Zeller, Cosmoprof

Gelish nail dip: fastest French ever! Choose from 21+ dip colors and learn how dip powder makes it easy and quick to get a gorgeous French with perfect smile lines every time. Other benefits of gelish: no light needed, safe with no harsh odors, 14-day wear, chip free, adds strength to nails, not a lot of filing, smooth application and high shine.

Schedule of Events -

9 – 10 a.m.	Check-in and light breakfast, networking, vendor show									
9:45 a.m.	Welcome and announcements in the vendor show area									
	E D U C A T I O N A L B R E A K O U T S E S S I O N S									
10 – 10:50 a.m.	Gelish Nail Dip	You Hold the Key	Dementia Friends	Barbering Techniques						
11 – 11:50 a.m.	Gelish Nail Dip	PerfecTress Hair Extensions	Color Zone with z.one concept	Barbering Techniques						
12 – 1 p.m.	Lunch and vendor exhibits									
1 – 1:50 p.m.	Intro to Body Sugaring	PerfecTress Hair Extensions	Color Zone with z.one concept	You Hold the Key						
2 – 3 p.m.	Main stage artist presentation, Color Placement & Techniques with L'ANZA, Christina Carter									
3 p.m.	Vendor exhibits close									
3 – 3:45 p.m.	Networking reception and salon professionals judge student hair competition									
3:45 – 4:30 p.m.	Main stage student hair show, Evening of Elegance									

How Do I Register?

Online courses.witc.edu

Phone VISA, MasterCard, Discover

MailPayment/form to WITC

In-Person
Visit Student Services



REGISTRATION FORM

for Professional Development Seminars/Conferences

WITC is an equal opportunity employer/educator.

Last Name		First Name	M.I.	Former L	ast Name (if applicable)	Dat	e of Birth
Employer						Αį	ge 62+?
WITC Studen	t ID No.	Social Security No.		_ □ l've taken	classes at WITC in the past		
Email address	s (required for WITC a	lerts and important comn	nunication)	Home phone		Cell phone	
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Resident of (check on	e): ☐ Township ☐ Village ☐	City County So	chool District where yo	ou live Last h	igh school attended	Highest grade COMPLETED (h	<-12):
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CLASS NO.	CATALOG NO.	C	LASS TITLE		LOCATION	START DATE	CLASS FEE
25308	47-502-410		metology Expo		WITC-Rice Lake	04.29.2020	\$60
							\$46.35 (62+)
Once registered for a course(s), you have created a liability with WITC and a promise to pay.							
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l authorize WITC	to forward information req	garding the completion of this	s course to the sp	onsor listed above.	Student Signature		