

1/28-30/2011



WINSTON-SALEM, NC



18TH ANNUAL SOUTHEASTERN TANNING EXPO

BENTON CONVENTION CENTER

Schedule of Events

FRIDAY, JANUARY 28, 2011

8:00 - 8:45 AM

CHECK-IN / REGISTRATION (Atrium)

9:00 AM - 5:00 PM

SMART TAN CERTIFICATION CLASS (Atrium)

SATURDAY, JANUARY 29, 2011

(Conference – North Main Hall/Upper Level)

8:00 - 8:45 AM

CHECK-IN / REGISTRATION

8:45 - 9:15 AM

Welcome & Introductions - Ed Jerger, Executive Chairman, Four Seasons
- Steve Spencer, President, Forever Tan

9:15 -10:00 AM

The Magic For Getting A Return On Your Investment
- Alan Sands, Alan Sands Entertainment

10:00 -10:15 AM

BREAK

10:15 -10:45 AM

SUN BUSINESS 2011: This is How It's Done!
- Jerry Deveney, Director of Sales, JK North America

10:45 -11:15 AM

The ITA-Investing In Our Industry
- Joe Schuster, Membership Development

11:15 - 11:45 AM

Diversify Now - Dave Holtgrewe, Sales Consultant, Four Seasons

11:45 AM -12:30 PM

Why Lady Gaga Has More Fans Than You
- Steve Holt, Steve Holt Consulting

12:30 - 1:15 PM

LUNCH (Concessions Available) (South Main Hall / Upper Level)

12:30 - 7:00 PM

EXHIBIT FLOOR OPENS (South Main Hall / Upper Level)

1:15 - 5:30 PM

EDUCATIONAL WORKSHOPS (North Main Hall / Upper Level)

5:30 - 7:00 PM

COCKTAILS ON EXHIBIT FLOOR . . . featuring: 12M Case Band

SUNDAY, JANUARY 30, 2011

(Conference – North Main Hall/Upper Level)

9:00 - 9:30 AM

Raving Fans and Customer Service: Sales Through Relationships!
- John Johnson, Supre Tan

9:30 -10:15 AM

Influencing Indoor Tanning Preconceptions: The World Outside Your Door
- Don Kermath, Owner, Classic Tan and Rush Tan

10:15 -10:45 AM

Go Do Great Things
- Steve Trautman & Susan Carlton, New Sunshine, LLC

10:45 -11:00 AM

BREAK

11:00 AM -12:00 PM

INDUSTRY PANEL DISCUSSION

11:00 - 3:00 PM

EXHIBIT FLOOR OPENS (South Main Hall / Upper Level)

12:30 - 3:00 PM

EDUCATION WORKSHOPS (North Main Hall / Upper Level)
PRIZE DRAWINGS – End of Expo

SPECIAL BARGAIN ROOM – GREAT CLOSE-OUT ITEMS - FIRST COME, FIRST SERVED
OPEN: Friday, 5-8PM, Saturday, 3-6PM, and Sunday, 12:30 – 2:00PM

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EDUCATIONAL WORKSHOPS

(North Main Hall / Upper Level)

SATURDAY, JANUARY 29, 2011

1:15 - 1:40 PM

Maximize Your Investment

- Greg Jordan, Tan Incorporated

1:40 - 2:00 PM

Branding Your Salon for 2011

- Lisa Parsons, Ed Hardy

2:00 - 2:30 PM

Make a Statement

- John Johnson, Supre Tan

2:30 - 3:00 PM

Join the Norvell Sunless Revolution

- Rick Norvell, Norvell, LLC

3:00 - 3:30 PM

A Partnership In Your Future

- Lewis Henry, Devoted Creations

3:30 - 4:00 PM

Three Ways to Take Your Salon to the Next Level with New Sunless Tanning Technology

- Bill Mandry, Mystic Tan

4:00 - 4:30 PM

Keep the Romance Alive

- David McFarland, Performance Brands

4:30 - 5:00 PM

California Tan's Sexy Side of Science

- Susan Carlton, New Sunshine, LLC

5:00 - 5:30 PM

Raise Your Dollars Per Customer

- Dave Holtgrewe, Four Seasons

SUNDAY, JANUARY 30, 2011

(North Main Hall / Upper Level)

12:30 - 12:45 PM

Increase Your Profits with Hempz

- Tabitha Guerra, Supre Tan

12:45 - 1:15 PM

Three Killer Strategies to Increase Sales

- Jessica Adrian, Synergy Tan

1:15 - 1:45 PM

Become an Indoor Tanning Ambassador:

Specific Advice You Need to Promote Your Industry

- Don Kermath, Owner, Classic Tan and Rush Tan

1:45 - 2:15 PM

Designer Skin's Glamorous

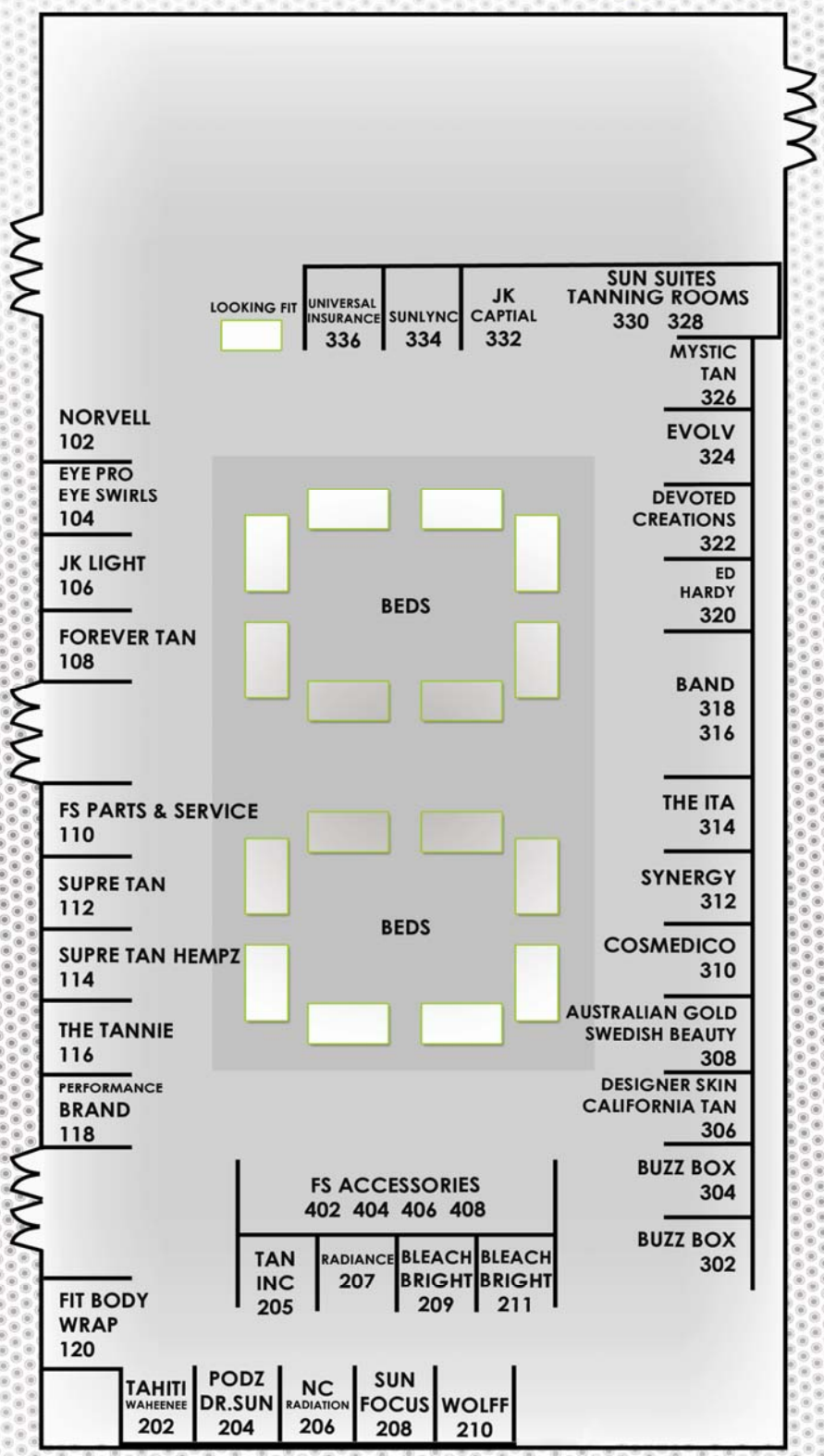
- Susan Carlton, New Sunshine, LLC

2:15 - 3:00 PM

Australian Gold - Down Under & Swedish Beauty's Prestigious

- Steve Trautman, New Sunshine, LLC

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SOUTHEASTERN TANNING EXPO

425 NORTH CHERRY STREET
WINSTON-SALEM, NC 27101



for every season | **FOUR SEASONS**

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