



PRESENTS

TEAM SYNERGY

SUNDAY, 7TH SEPTEMBER 2025

DOUBLETREE WESTPORT 1973 CRAIGSHIRE RD ST. LOUIS, MO 63146

Grow, connect, and lead with intention. This event is designed to fuel real change through shared learning, networking, and tools you can implement immediately.

What to Expect:

- ✓ Proven strategies to align your team around shared values and goals
- ✓ Tools to build trust, accountability, and clear communication
- ✓ Mindset shifts to help you lead with confidence and clarity
- ✓ Simple systems to boost guest loyalty and team performance

Walk away with real-world tools, fresh inspiration, and a stronger sense of community ready to your salon culture from good to unstoppable.

SPEAKERS



Peter Mahoney

Summit Salon Business Center



Kristi Valenzuela

Summit Salon Business Center



Johnny Stellato

Redken Artist

SCHEDULE

- PPD BOOTHS
9:00 am - 9:50 am.
- Opening
9:50 am - 10:00 am.
- Peter Mahoney: Goals/Growth Income
10:00 am - 12:00 pm.
- Kristi Valenzuela: Treatment Culture
1:00 pm - 2:30 pm.
- John Stellato: Personal Development
2:45 pm. - 4:15 pm.
- Q&A
4:15-4:45

PRICE

- \$99 (item # EDU162)
- Level Points: 6600

HOW TO REGISTER

- Visit one of our area store locations
- Contact your DSC
- Call 314.423.9599 (press 5)

Peter Mahoney

Beyond the Chair: Driving Team Synergy

Discover the habits that fuel successful salons. Learn how to align your team, build trust, and create a culture that drives results.

Takeaways:

- Align your team with purpose and values
- Strengthen communication and accountability
- Build a culture of ownership and growth
- Use the Salon Synergy Checklist to improve team dynamics

Kristi Valenzuela

Treatment Culture: The Key to Guest Loyalty

Loyal guests are created through care, consistency, and team effort. Learn how to build a treatment-first culture that boosts retention and revenue.

Takeaways:

- Everyone plays a role in guest experience
- Easy ways to recommend treatments
- Treatments increase rebooking and retail
- A strong culture creates loyal guests

Johnny Stellato

Mind Games: Mind Full or Mindful?

Overthinking? Self-doubt? Learn to quiet the noise and reconnect with yourself.

Takeaways:

- Control mental chatter
- Break free from overthinking
- Celebrate self-awareness and growth

