INTERNATIONAL
SALON | SPA
BUSINESS NETWORK

Where business gets done

RELATIONSHIPS *Grow Stronger*

CONVERSATION · CONNECTIONS · COMMUNITY

Conversations ARE DIFFERENT HERE

ISBN members are **multi-unit leaders** who speak your language, understand **scale** and apply it to our industry's nuanced challenges and opportunities. The focus is clear. You belong at ISBN!

ENGAGE AT YOUR OWN LEVEL—AND BEYOND

You'll make meaningful connections at ISBN. This one-of-its-kind association offers extraordinary access and innovative platforms to get to know, network and learn from fellow executives year-round. Tap into **exclusive benefits** like our annual Conference, online Masterminds sessions, private access to members, and much more. Some ISBN perks are harder to quantify—like how confident and comfortable you'll become reaching out to an always growing circle of ISBN support. Count on ISBN relationships to help you answer questions, gain insights and gather honest, useful feedback.

Who Is ISBN? A Community of Leaders

ISBN members reflect diverse opportunities in professional beauty and grooming services. From high-volume, two-location enterprises to brands that represent 10, 50, hundreds, even thousands of units, ISBN welcomes a range of qualified brands from family-priced salons to high-end spas, from classic barbershops to cutting edge grooming lounges, from innovative med spas to businesses focused exclusively on nails, massage or esthetics.

ISBN *Strong*

COLLECTIVELY, ISBN MEMBERS REPRESENT:

$15 BILLION+
IN ANNUAL SERVICE AND RETAIL REVENUE

60+ TOP BRANDS
OF SALONS, SPA, BARBERSHOPS AND WELLNESS SERVICES GLOBALLY

94,000+ EMPLOYEES

15,200+ LOCATIONS

Who Can Join the Best of the Best?

To qualify to participate and contribute to the ISBN community, **prospective members must meet the following requirements:**

Own or operate 5 or more salons, spas and/or barbershops, and employ at least 50 licensed professionals

OR

Own or operate 2 or more salons, spas or barbershops that yield total gross sales of at least $3 million annually

OR

Franchise salons, spas and/or barbershops of at least 5 salons, barbershops or other beauty service business

Multiple Benefits

MORE REASONS TO BE PART OF ISBN

Government Affairs: ISBN works non-stop to advocate for and protect members' businesses, employees and industry. One recent legislative win—the 45B Tip Tax Credit—will make a tremendous economic impact, and ISBN played a huge part in pushing it across the finish line. Next up? Reciprocity, licensure, deregulation and more industry issues on the state and federal level. Count on ISBN to stay involved and keep you up to date.

Networking opportunities with other ISBN members and access to best practices.

Exclusive rates and programs. There are ample incentives for members only.

Industry data, reports and media connections—all customized to ISBN.

JOIN THE ISBN COMMUNITY

APPLY TODAY at salonspanetwork.org

Contact Executive Director Jessica Iturralde
at jessica@salonspanetwork.org

Conference FEELS DIFFERENT BECAUSE IT IS

To fully understand and embrace the benefits of ISBN, come to Conference, members say. ISBN hosts a one-of-a-kind boutique event that is exclusive, small and intimate on purpose. Make meaningful connections in a thoughtfully selected resort environment and pace curated to your executive needs. Content, sponsors, events, breaks and activities are all carefully organized to complement and respect you and your team.

Expect the best and be delighted! Enjoy top-level amenities and open conversations with inspiring peers as you discover new opportunities, strategies and ways of thinking about business.

Jumpstart the ISBN networking experience. Dive in early at extremely popular, casual excursions that capture the local scene as well as the ISBN vibe. From river boat tours to outdoor hikes, from spa retreats to the annual golf outing, the ISBN community plays together well and these outings are a beautiful, effective way to start the ISBN conversation and forge ISBN friendships.

Peer to Peer CONNECTIONS

ISBN and Conference are incredibly aspirational. It is great to be in the room with leaders from Supercuts, Regis, Great Clips, V's Barbershop and others. When you are hanging out with different people, it gets your mind thinking differently."
—Michaella Blisset Williams
Founder and CEO, [salon] 718

ISBN is a great network in which to learn, problem-solve and **think out loud with other members**. The practical peer-to-peer conversations that happen naturally through ISBN are invaluable."
—Andy Phipps
Co-owner, Arrow

What I've enjoyed the most since joining ISBN is how **welcoming and aligned** members are. These industry leaders and executives are all happy to grow together."
—Jeff Helfgott, CEO
Boardroom Styling Lounge

Building relationships, ideating and figuring out the next innovation—that's really where the value of ISBN comes into play for me."
—Megan Murray, Ulta Beauty
VP, Events & In-Store Experience

JOIN THE CONVERSATION

Become part of the only professional association for owners and leading executives of multi-unit salons, spas, barbershops and wellness service businesses.

APPLY NOW **VIEW MEMBERS**

MEET THE ISBN BOARD OF TRUSTEES

Edward Logan
President
Sport Clips

Emily Hutcheson-Brown
Vice President
V's Barbershop

Graham Walt
Vice President
Design 1 Salon Spa

Jayson Rapaport
Treasurer
Birds Barbershop

Jim Lain
Secretary
Regis Corporation

Frank Zona
Board Member
Zona Professional

Scott Brown
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Megan Murray
Board Member
Ulta Beauty

Randy Binning
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Kim Schottler
Board Member
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Board Member
Gould's Salon Spa

Stacey Soble
Associate Board Member
Salon Today

Jayne Morehouse
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