

# Elevating Business at ISBN

by [Stacey Soble](#) | September 26, 2023 |



4/4 Slider  
The Government Affairs panel updates ISBN members on the latest legislation initiatives. From left, Great Clips' Kim Schottler; Future of the Beauty Industry Coalition's Leslie Roste; Professional Beauty Association's Myra Reddy; Sport Clips' Gordon Logan and Zona Professional's Frank Zona.  
Photo courtesy of Jayne Morehouse



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ISBN Board Members: Front row from left: Gene Juarez's Katie Trent; Ulta's Nick Stenson; ISBN Executive Director Jessica Itaurralde; Zona Professional's Frank Zona. Back Row from left: Gene Juarez's Scott Missad; Birds Barbershops' Jayson Rapaport; Boulevard's Debbie Miller; Chatters Limited Partnership's Barb Sim; V's Barbershops' Emily Brown and Sport Clips' Edward Logan. Missing: Jayne & Company's Jayne Morehouse; Design 1's Graham Walt and Perfect Look's Jesse Kioberdanz.  
Photo courtesy of Jayne Morehouse



1/4 View all  
Riding a unicycle, Keynote Speaker Dan Thurman helps the multi-location executives and owners work on their work-life balance.  
Photo courtesy of Jayne Morehouse

Last April, more than 100 executives and owners of multi-unit beauty businesses gathered in Coral Gables, Florida, at the International SalonSpa Business Network conference to discuss how to elevate their businesses, their people and the industry.

"We're here to honor the past, celebrate the present and build the future together," said President-Elect **Edward Logan**. "Many of us are competitors, and yet, we work together to help our industry, our companies and our staff simultaneously."

Keynote speaker **Dan Thurmon**, author of *Off Balance on Purpose* and founder of **Motivation Works, Inc.** told the owners that life and work are about balance, but balance isn't what you get, it's what you do. "You're balancing—making constant adjustments, managing focus from one moment to the next," he said. "Move your focus to where it needs to be, as opposed to having it pulled from you."

"We aren't in a recession yet," said keynote **Brian Beaulieu**, CEO and chief economist of **ITR Economics** and co-author of *Prosperity in the Age of Decline*. "We might experience a 'dinky downturn,' but salon sales will follow U.S. GDP, which continues to climb. The recovery in 2025 could be delayed if the Federal Reserve continues to be unreasonable. We will see less inflation through 2024."

**Boulevard's Matt Danna** concurred that in spite of bleak headlines, self care is booming. "The dollar you make today is more valuable when you know you will get another in the future, so focus on marketing to the client's third visit," he said. "Every salon needs at least 10 initiatives to drive return business. When you can master return, customer acquisition becomes so much easier."

The next ISBN Conference is scheduled for April 8-10, 2024 in Tucson. To learn more, visit [salonspanetwork.org](https://salonspanetwork.org).



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ITR Economics' Brian Beaulieu gives the attendees a look into our economic future.  
Photo courtesy of Jayne Morehouse