

**2022 AACS Annual Conference
October 13 – 16, 2022
Hyatt Regency New Orleans
Schedule**

Thursday, October 13					
Time	Event	Location			
10:00 AM - 7:00 PM	Registration	Elite Registration (Main Tower 1st Floor)			
10:00 AM - 4:00 PM	Exhibitor Set-up	Elite Hall A (Main Tower 1st Floor)			
1:00 - 3:00 PM	Title IX Training	Foster 1 (2nd Floor)			
2:00 - 3:00 PM	Past Presidents Meeting	Bolden 6 (2nd Floor)			
3:00 - 4:30 PM	AACS Board Meeting	Foster 2 (2nd Floor)			
4:30 - 5:30 PM	GRC Committee Meeting	Foster 1 (2nd Floor)			
4:30 - 5:30 PM	Accrreditation Committee Meeting	Foster 2 (2nd Floor)			
4:30 - 5:30 PM	State Relations Committee	Bolden 6 (2nd Floor)			
5:30 - 7:00 PM	Attendee Welcome Reception	8 Block Kitchen & Bar Restaurant (3rd Floor)			
7:00 – 9:00 AM	Owners Dinner Sponsored by Cyanna	Strand 12			

Friday, October 14					
Time	Event	Locatin	Session Title	Speaker	Organization
7:45 AM - 6:00 PM	Registration	Elite Registration Desk (Main Tower 1st Floor)			
8:00 - 9:00 AM	President's Welcome & Continental Breakfast	Elite Hall B (Main Tower 1st Floor)			
9:00 - 9:20 AM	NF Cimaglia Award	Elite Hall B (Main Tower 1st Floor)			
9:20 - 10:30 AM	Keynote Sponsored by Great Clips	Elite Hall B (Main Tower 1st Floor)	Step into your Greatness	Lee Gray	ActionCOACH Business Coaching

10:30 AM – 1:00 PM	Exhibit Hall Opening	Elite Hall A (Main Tower 1st Floor)			
12:00 – 1:00 PM	Lunch in Exhibit Hall				
1:00 – 1:45 PM	General Session	Elite Hall B (Main Tower 1st Floor)	Government Relations Update	Katherine Brodie & Neal Heller	Duane Morris LLP Chair, Government Relations Committee
2:00 – 3:00 PM	Concurrent Breakout Sessions				
2:00 – 3:00 PM	Operations/Owners	Strand 11 A (2nd Floor)	The Media: How it can work for you	Barrett Marson	
2:00 – 3:00 PM	Admissions and Marketing	Strand 11 B (2nd Floor)	Pause Before You Post! Social Media and Compliance Strategies Combined.	Audrey Kaplan	Hogan Marren Babbo & Rose LP
2:00 – 3:00 PM	Government Relations/Compliance	Strand 12 A (2nd Floor)	US Department of Education Rulemaking - Where Do We Stand?	Christopher DeLuca	DeLuca Law LLC
2:00 – 3:00 PM	Financial Aid	Strand 12 B (2nd Floor)	Comparitive view between the Top 10 findings of Auditor/Accreditor/Department of Education	Ben Sanders	Lighthouse Sanders and Associates
2:00 – 3:00 PM	Operations/Owners	Elite Hall B (Main Tower 1st Floor)	Building a Strategic Cybersecurity Plan	Stuart Sutton	Cengage
3:00 – 3:30 PM	Refreshment Break				
3:30 – 4:30 PM	Concurrent Breakout Sessions				
3:30 – 4:30 PM	Operations/Owners	Strand 11 A (2nd Floor)	An Interactive "Deep Dive" into Emerging Legal Issues on the Operational Forefront	Denise Herman	The Law office of Denise T. Herman, PA
3:30 – 4:30 PM	Admissions and Marketing	Strand 11 B (2nd Floor)	The Hidden Motivations of Beauty School Prospects	Shane Sparks	Enrollment Resources
3:30 – 4:30 PM	Government Relations/Compliance	Strand 12 A (2nd Floor)	Government Relations Boot Camp	Katherine Brodie	Duane Morris LLP-- AACs Federal Affairs Representative
3:30 – 4:30 PM	Financial Aid	Strand12 B (2nd Floor)	Title IV Compliance, Your Future Depends on It	Sally Samuels	FAME
3:30 – 4:30 PM	Operations/Owners	Elite Hall B (Main Tower 1st Floor)	Keeping Your School at the Forefront of the Diversity, Equity, and Inclusion Conversation	Kevin Cameron and Steve Reiss	Pivot Point
4:30 - 6:00 PM	Expo Hall Reception Silent Auction Kick Off	Elite Hall A (Main Tower 1st Floor)			
6:00 - 7:00 PM	Pioneers Reception-- Invite Only Sponsored by Milady	Bolden 6 (2nd Floor)			

Saturday, October 15

Time	Event	Location	Title	Speaker	Organization
8:00 AM – 4:30 PM	Registration	Elite Registration Desk (Main Tower 1st Floor)			

8:00 - 9:00 AM	Continental Breakfast with Exhibitors	Elite Hall A (Main Tower 1st Floor)			
9:00 - 9:30 AM	Qnity Beauty industry Wage Study	Elite Hall B (Main Tower 1st Floor)		Cecil Kidd & Erin Kuhn	
9:30 - 10:45 AM	Annual Business Meeting and Elections	Elite Hall B (Main Tower 1st Floor)			
11:00 AM – 12:00 PM	Concurrent Breakout Sessions				
11:00 AM - 12:00 PM	Operations/Owners	Strand 11 A (2nd Floor)	Remote Control - How to take the lessons from the last few years to improve the operations for our schools going forward	Dave Bracken & Patrick Bene	Bene's Career Academy
11:00 AM - 12:00 PM	Admissions and Marketing	Strand 11 B (2nd Floor)	Driving New Student Engagement on Cosmetology School Websites	Scott Shelton	Scholar House Media
11:00 AM – 12:00 PM	Operations/Owners	Strand 12 A (2nd Floor)	Survival Strategies	Jill Krahn	The Salon Professional Academy
11:00 AM – 12:00 PM	Financial Aid	Strand 12 B (2nd Floor)	ECAR – What you need to know	Ronda Daly-Dolan & David Nichols	Financial Aid Services (FAS)
12:00 - 2:00 PM	Exhibitor Showcase	Elite Hall A (Main Tower 1st Floor)			
12:00 – 1:00 PM	Lunch in the Exhibit Hall	Elite Hall A (Main Tower 1st Floor)			
2:00 - 3:20 PM	Golden School Award Presentation	Elite Hall B (Main Tower 1st Floor)		Garrett Shuler & Chris Linford	
3:30 – 4:30 PM	Concurrent Breakout Sessions				
3:30 - 4:30 PM	Meet the Accreditors: COE, Middle States, and NACCAS	Strand 11 A (2nd Floor)			
3:30 - 4:30 PM	Operations/Owners	Elite Hall B (Main Tower 1 st Floor)	Thinking About Buying or Selling a Cosmetology School?	Christopher DeLuca	DeLuca Law LLC
3:30 - 4:30 PM	Admissions and Marketing	Strand 11 B (2nd Floor)	Why Your School's Website is Turning Students Away	Sterling Simpson	Enrollment Resources
3:30 - 4:30 PM	Government Relations/Compliance	Strand 12 A (2nd Floor)	Misrepresentation Avoidance: Steps You Can Take Now	Katherine Brodie	Duane Morris LLP
3:30 - 4:30 PM	Financial Aid	Strand 12 B (2nd Floor)	Financial Aid Trivia for 22/23	Sally Samuels	FAME
4:30 – 5:30 PM	Concurrent Breakout Sessions				
4:30 - 5:30 PM	Operations/Owners	Strand 11 A (2nd Floor)	XM / Designing Experiences that Matter	Kevin Cameron & Paul Suttles	Pivot Point
4:30 - 5:30 PM	Admissions and Marketing	Strand 11 B (2nd Floor)	Developing a Powerhouse Team	Nancy Rogers	Source for Training

4:30 - 5:30 PM	Accreditation	Elite Hall B (Main Tower 1 st Floor)	Q & A with the Accreditor		NACCAS
4:30 - 5:30 PM	Accreditation	Imperial 11 (4th Floor)	Q & A with the Accreditor		ACCSC
4:30 - 5:30 PM	Accreditation	Strand 12 A (2nd Floor)	Q & A with the Accreditor		COE
4:30 - 5:30 PM	Accreditation	Strand 12 B (2nd Floor)	Q & A with the Accreditor		MSA-CESS

Sunday, October 16

Time	Event	Location	Title	Speaker	Organization
8:00 - 9:00 AM					
8:30 – 9:30 AM	Concurrent Breakout Sessions				
8:30 – 9:30 AM	Operations/Owners	Strand 11 A (2nd Floor)	Improve Retention by Building Staff and Students Success through Self Esteem	John Amico	Amico Educational Concepts
8:30 – 9:30 AM	Admissions and Marketing	Strand 11 B (2nd Floor)	Marketing & Admissions optimization: Understanding why leads convert	Sarah Holmes	Advance 360 Education
8:30 – 9:30 AM	Government Relations/Compliance	Strand 12 A (2nd Floor)	BDR Proofing 101: Best Ways to Stop BDR Claims Before They Happen	Ed Cramp	Duane Morris
8:30 – 9:30 AM	Admissions and Marketing	Strand 12 B (2nd Floor)	Why Blogging Is So Crucial for Your SEO Results	Patrik Connole	Oozle Media
9:30 – 10:30 AM	President's Breakfast & Townhall	Elite Hall B (Main Tower 1st Floor)			
10:30 – 11:30 AM	Concurrent Breakout Sessions				
10:30 - 11:30 AM	Operations/Owners	Strand 11 A (2nd Floor)	Lease Accounting: What's it about and why should I care?	Eileen Keller	SST Accountants & Consultants
10:30 - 11:30 AM	Admissions and Marketing	Strand 11 B (2nd Floor)	How Your Students Instagram & TikTok May Be Impacting Enrollments to Your School	Johnathan Pickering	Beauty as a Business
10:30 - 11:30 AM	Government Relations/Compliance	Strand 12 A (2nd Floor)	Creating a Palette of Diversity and Inclusion	Audrey Kaplan	Hogan Marren Babbo & Rose LP
10:30 - 11:30 AM	Operations/Owners	Strand 12 B (2nd Floor)	Ask ANY questions about operations, facilities, policies, or ANYTHING and get them answered by an experienced owners!	Cathy Koluch & Brandon Martin	The Studio Academy of Beauty
11:30 AM – 12:30 PM	Concurrent Brekout Sessions				
11:30 AM - 12:30 PM	Operations/Owners	Strand 11 A (2nd Floor)	Knowing Your Numbers, Know Your Future	Josh Starita	Paul Mitchell Schools North Star Group, Starita Solutions LLC
11:30 AM - 12:30 PM	Admissions and Marketing	Strand 11 B (2nd Floor)	Stop Wasting Your Marketing Dollars	Jenn Lyles	Beauty Schools Marketing Group

11:30 AM - 12:30 PM	Government Relations/Compliance	Strand 12 A (2nd Floor)	The Second Leg of the Triad: State Legislative and Regulatory Issues Impacting Schools in 2023 and Beyond	Brian Newman	Abingdon Strategies, LLC
11:30 AM – 12:30 PM	Operations/Owners	Strand 12 B (2 nd Floor)	Lessons Learned from Buying and Selling a Beauty School	Aubrey Glazman	Dalton Institute of Esthetics and Cosmetology
12:30 - 1:30 PM	Closing Session	Elite Hall B (Main Tower 1st Floor)	Leverage your AACSB Learnings	Lee Gray	ActionCOACH Business Coaching