



Education. Networking. Vendors.

Cosmetology Expo

Monday, April 29, 2024

8:30 a.m. - 4 p.m.

Northwood Tech, Rice Lake Conference Center

\$65 | 43.07 (age 62+)

Note: Lunch provided. You must be a Barber/Cosmetologist with a current license to attend this event.

Cosmetology Expo Agenda

- 8 a.m. - 9 a.m. Registration check-in
- 8:30 a.m. - 4 p.m. Vendor floor open
- 9:15 a.m. - 10 a.m. **Main Stage Presentation: Women's Cutting** by Shannon Bucaro-Pacenta, Evo Educator
- 10 a.m. - 10:15 a.m. Break
- 10 a.m. - 3 p.m. Shear sharpening by Shear Glory (located in Room 184)
- 10:15 a.m. - 11 a.m. Breakout Session I
Let's Do Better: Nail Industry Edition -or- Men's Cutting -or- The Long and Short of Extensions -or- Glazing and Toning
- 11 a.m. - 11:15 a.m. Break
- 11:15 a.m. - 12 p.m. **Main Stage Presentation: Updo Styling Trends** by Michael Bonacci, Vocé
- 12 p.m. - 1:15 p.m. Lunch/Vendor Trade Show
- 1:15 p.m. - 2 p.m. Breakout Session II
Let's Do Better: Nail Industry Edition -or- Elevate Your Business with Digital Media Mastery -or- Elegant Styling -or- Glazing and Toning
- 2 p.m. - 2:15 p.m. Break
- 2:15 p.m. - 3 p.m. Breakout Session III
Elevate Your Business with Digital Media Mastery -or- Men's Cutting -or- The Long and Short of Extensions -or- Elegant Styling
- 3 p.m. - 3:15 p.m. Break
- 3:15 p.m. - 4 p.m. **Main Stage Presentation: Color Demonstration** by Heather Spath, L'ANZA

Mainstage Artists:



Shannon Bucaro-Pacenta
Evo Educator



Michael Bonacci
Vocé



Heather Spath
L'ANZA

Women's Cutting

This haircutting demonstration will show you how to become a versatile haircutter using creative cutting techniques for women's hair. Shannon specializes in creative color, blonding, cutting. After 19 years behind the chair, 10 years as a freelance stylist, current owner of 2 Co-Working salons in Chicago, plus a whole lot of time spent in mentoring/education; she can confidently say her brain is full of knowledge about this industry. Her main goal when teaching is to bring unpretentious education to everyone, with an emphasis on techniques that are useful on every day clientele back at the shop. To learn more, find her on Instagram at "shannonbucarohair".

Updo Styling Trends

In this session, Michael will seamlessly create a refined updo for elegance while remaining relevant to today's trends. Michael Bonacci joins Vocé Haircare as a National Brand Ambassador with a strong background in both precision cutting with Vidal Sassoon and color educator training with Paul Mitchell over the last 10 years. "Education is my passion and my way of helping those who wish to grow."

Color Demonstration

Join us for an exciting color demonstration where the worlds of Lived In Color and Color Blocking collide. Heather, a seasoned industry professional with over 20 years of experience, brings her expertise as the co-owner of Haven in Cedar Falls, Iowa. Specializing in Lived In Color, Coppers, and Creative Color, Heather will guide you in unleashing your inner creativity and exploring the art of creating stunning color combinations. Get ready to be inspired and discover the endless possibilities with L'ANZA Liquids + Vibes products.

Breakout Sessions:

Elegant Styling by Michael Bonacci, Vocé Educator

Explore the right product and techniques to create elegant and relevant styles to bring back to your salons.

Elevate Your Business with Digital Media Mastery by Abby Brueggen, Northwood Technical College

Join us for an exclusive presentation on harnessing the power of digital media to boost your salon's success! Discover the secrets to leveraging ChatGPT, unlocking the potential of various social media platforms, and mastering the art of captivating web design. Whether you're a seasoned stylist or new to the industry, this session is designed to equip you with practical strategies to elevate your online presence and attract more clients.

The Long and Short of Extensions by Gina Howard, Extension Specialist, EasiHair Pro

Update your knowledge about hair extensions from EasiHair Pro, an industry leader that provides salons with high-quality hair extensions.

Glazing and Toning by Heather Spath, L'ANZA Educator and Tami Zimmerman, L'ANZA Educator, Ivy and Sage - Eau Claire

Experience glazing and toning techniques to brighten up for spring.

Let's do Better: Nail Industry Edition by Amanda Kutylba, Sage Beauty and Healing House, Rice Lake

Learn about nail manicuring and enhancement safety, best practices and debunking some of the industry misinformation so we can 'Do better' and elevate our nail industry.

Men's Cutting by Shannon Bucaro Pacenta, EVO Educator

Experience men's haircutting while emphasizing commercial techniques and creative cutting for modern looks for men.

For full session descriptions, visit: bit.ly/cosmoexpo_2024

REGISTRATION FORM

For Continuing Education (non-credit) Courses

Last Name _____ First Name _____ M.I. _____ Former Last Name (if applicable) _____ Date of Birth _____
 I've taken classes at Northwood Technical College and/or WITC in the past.

Student ID No. _____ No student ID, or don't remember? Provide Social Security No. _____
*Why do we ask for SSN? NorthwoodTech.edu/SSN

Email address (required as email is primary method of communication by the college) _____ Home phone _____ Cell phone _____

Home address _____ City _____ State _____ ZIP _____

Resident of (check one): Township Village City _____ County _____ School District where you live _____ Last high school attended _____

The following information is required for state and federal reporting purposes and will be kept confidential.

Gender: Male Female **Ethnicity:** Hispanic/Latino origin? Yes No

Race (check all that apply): American Indian/Alaska Native Asian Black/African American Native Hawaiian/Other Pacific Islander White

Highest Credential Earned

No Credential Some college credit 2yr Diploma Baccalaureate
 GED Short-term diploma Associate Degree More than Baccalaureate
 HSED or certificate Associate Degree Student Declined/Unknown
 High School Diploma 1yr Diploma Plus Additional Credential

OFFICE USE ONLY	
Term _____	
Received by _____	
Date registration entered _____	

It is your responsibility to contact Northwood Tech to officially drop a class. If you decide to drop, you should do so immediately as a single day can affect your refund amount. A full refund will be given if you notify Northwood Tech prior to the first scheduled class meeting.

CLASS NO.	CATALOG NO.	CLASS TITLE	LOCATION	START DATE	CLASS FEE
	47502410	Cosmetology Expo (under age 62, MN/WI resident)	Rice Lake	April 29, 2024	\$65
	47502410	Cosmetology Expo (age 62+, MN/WI resident)	Rice Lake	April 29, 2024	\$43.07
Once registered for a course(s), you have created a liability with Northwood Tech and a promise to pay.					TOTAL

A full detailed Annual Security Report can be located at the following link: www.northwoodtech.edu/annualsecurityreport.

***Required: Barber or Cosmetologist current state license number** _____

Agency Bill/Sponsored Registration: If an agency or employer has agreed to pay your tuition, provide organization name, signature and attach written authorization.

Name of Business/Agency or Sponsor: _____

I authorize Northwood Tech to forward information regarding the completion of this course to the sponsor listed on the line above.

Signature

PAYMENT METHOD: Check/money order payable to Northwood Technical College CK # _____ Cash
 Agency bill (complete section above)

Credit Card No. _____ Exp. Date _____ Security Code _____
(Mastercard/Visa/Discover) (month/year)

Name on Card _____ Cardholder Signature _____




ONLINE
bit.ly/cosmoexpo_2024



MAIL
Send registration & payment to Northwood Tech, Rice Lake campus



PHONE
VISA, MasterCard, Discover

Northwood Tech
1900 College Drive
Rice Lake, WI 54868

Monday, April 29, 2024

8:30 a.m. - 4 p.m.

COSMETOLOGY EXPO



Cosmetology Expo

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Northwood Tech
Rice Lake Conference Center
8:30 a.m. - 4 p.m.

REGISTER

Visit the event page:
bit.ly/cosmoexpo_2024



Scan the QR code
to visit the event
page.

Update your cosmetology skills and learn advanced techniques. The day will include main stage speakers, including:

- **Women's Cutting**
Presented by: Shannon Bucaro-Pacenta, Evo Educator
- **Updo Styling Trends**
Presented by: Michael Bonacci, Vocé
- **Color Demonstration**
Presented by: Heather Spath, L'ANZA

Don't miss the break-out sessions, vendor exhibits, professional networking and more!