

Salon & Spa Track

This track is designed for businesses in the salon and spa industries. Learn how to stand out on social media by creating shareworthy videos, as well as how to lead effectively and hire the perfect fit.

See the full conference agenda [here](#).

TUESDAY, AUGUST 13

- 3:00 PM – 7:30 PM **Registration and Expo Hall Open**
Beat the crowds and check in a day early, then explore the Expo Hall.
- 4:00 PM – 5:00 PM **Speed Networking**
Meet fellow BOLD attendees in a quick and fun speed networking session. Don't forget business cards!
- 5:30 PM – 6:30 PM **Video is Changing Everything: How to Stand Out on Social**
Sally Sargood | Social Media Strategist, Animoto
Spas and salons are a visual business. But how do you create shareworthy social videos that engage your audience and drive real-world results? Learn key video marketing strategies to bring video into your existing marketing and differentiate your brand.
- 6:30 PM – 7:30 PM **Welcome Mixer**
Stop by our mixer to mingle and get to know fellow attendees.

WEDNESDAY, AUGUST 14

- 6:30 AM – 9:30 AM **Registration Open**
- 7:00 AM – 7:45 AM **TRILLFIT Cardio Dance**
Melisa Valdez | Head Instructor, TRILLFIT
TrillFit's signature dance class blends Beyoncé-worthy choreography (who doesn't love a good twerk sesh?) with multiple rounds of HIIT to sweat your way to a tighter, toned body. Sneakers are required. All levels welcome.
- 8:15 AM – 8:30 AM **Conference Kickoff: Rick Stollmeyer, MINDBODY CEO**

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8:30 AM – 9:30 AM

Keynote Speaker

More information on our keynote speakers coming soon—stay tuned!

9:30 AM – 10:00 AM

Expo Hall and MINDBODY Experience Lounge Open

Get to know our partners and discover how they can add even more power to your business. Then, visit with MINDBODY team members to explore the latest product and feature updates. One-on-one tech support consultations are also available.

10:00 AM – 11:00 AM

State of the Industry: MINDBODY Data Insights

Data is critical for understanding the health of your business, and it often tells a bigger story about the health of the industry. Join us for exclusive insights and trends we see throughout the wellness industry, including consumers trends and city-specific data in America.

11:00 AM – 1:00 PM

Break and Expo Hall

Kari J. & DJ RyToast | Proprietors, Beats, Balance, Flow

Kari J. and DJ RyToast are two fierce females that specialize in bringing high-energy vibes and dope music to conscious spaces. Expect postures that'll get your blood pumping, your soul moving, and your booty shaking. Whether you're on a journey to deepen your personal practice, or just curious about yoga, they're saving a mat for you!

1:00 PM – 2:00 PM

Salon & Spa Track: Keynote Speaker

Scott Missad | President and CEO, Gene Juarez Salons and Spas & President of ISBN

Scott will assess the current state of the industry and examine why, all too often, salon and spa business owners let fear guide many of their business decisions. He'll examine how self-assessment, internal reflection, and staying focused can give you a clearer idea of your business—and help you achieve your goals.

2:15 PM – 3:15 PM

Salon & Spa Track: Moderated Q&A with Julia Sutton

Julia Sutton | COO, Exhale Spas

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3:30 PM – 4:30 PM

Salon & Spa Track: Power up Your Leadership

Amy Carter | Owner, Empower You Consulting

A strong brand needs a strong leader. Discover your true leadership potential and learn ways to build better leaders within your existing team. We'll examine situational leadership models, how to delegate effectively, create clearer communication strategies, and other competencies that every great leader should master.

4:30 PM – 6:00 PM

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8:00 PM – 11:00 PM

BOLD Bash

Unwind and celebrate BOLD 2019 with live music, food, drinks, and dancing at the House of Blues, Anaheim.

THURSDAY, AUGUST 15

6:30 AM – 9:30 AM

Registration Open

7:00 AM – 7:45 AM

POUND Fit

Kristin Weitzel | Prowess, POUND Fit

This unique cardio jam session is inspired by the infectious, energizing and sweat-dripping fun of playing the drums. You won't just listen to music—you'll become the music in this exhilarating, full-body workout that combines conditioning and strength training with yoga and Pilates-inspired movements.

SWERK (Sweat, Work, Twerk)

Chelsea Mozel and Rachel Vickhouse | Owners, SWERK, LLC

SWERK is the nation's first hip hop cardio dance fitness class. It's booty-shaking, heart-pumping, and glute-focused. Dance along to the hottest hip hop tunes and burn 800 calories without even realizing it. Pop, lock, and drop your way to your dream body!

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- 8:00 AM – 4:30 PM **Expo Hall and MINDBODY Experience Lounge Open**
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- 8:30 AM – 9:30 AM **Salon & Spa Track: Keynote Speaker**
Sam Villa | Co-founder, Sam Villa and Global Artistic Ambassador, Redken
Sam has more than 30 years of teaching experience and is currently Redken's Education Artistic Director. He's also chairman of his own digital education and styling tools company.
- 9:45 AM – 10:45 AM **Salon & Spa Track: Hiring the Perfect Fit**
Amy Carter | Owner, Empower You Consulting
This session will give you a leg up when it comes to recruiting and retaining employees, identifying the hidden potential of every candidate, and how new hires can strengthen or sabotage your salon culture. Ideal for salon and spa owners ready to hire rock stars instead of one-hit-wonders.
- 11:00 AM – 12:00 PM **Salon & Spa Track: Marketing Reboot... A Fresh Twist on the "Tried and True"**
Alexis Ufland | Owner, Lexi Design
In this fast-paced digital world, creating a marketing plan for your spa is getting more confusing and expensive. Alexis will share how to modernize those "tried-and true" marketing programs for today's clients—from loyalty programs to referral tactics, strategic partnerships to testimonials.
- 12:00 PM – 2:00 PM **Break and Expo Hall Open**
- 2:00 PM – 3:00 PM **MINDBODY Product News**
Hear the latest product and feature news from MINDBODY, and get a sneak peek at what's coming.
- 3:00 PM – 4:15 PM **Keynote Speaker: Rachel Hollis**

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4:15 PM – 4:45 PM

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4:45 PM – 5:30 PM

Leadership Panel Discussion

Hear from some of the industry leaders who've seen success in boutique fitness and wellness as they share their experiences and answer your questions.

Love what you see?

[Sign up today](#)