

# NES CONFERENCE 2018

## OUR HISTORY

# 3500

visitors  
each year

### CONFERENCE SINCE 2006

Dear Valued Cosmetologists and Barbers,

As 2018 approaches I can honestly say the most challenging part of entrepreneurship is not starting a business. The ultimate challenge is staying in business and remaining relevant. As technology and trends continue to change I'm amazed at how color has become the leading service in the salon today. Simply put, if Influence Hair Care failed to invest in Research and Development of color we would be utterly irrelevant today. Nonetheless, if you, the professional cosmetologists and barbers, are not comfortable with color you will become irrelevant as well. I am having the time of my life not just because we have outstanding color and natural products, but I'm thoroughly excited about our awesome team of educators. The wealth of knowledge the team has obtained over the years to perfect their color skills and their willingness to share their knowledge on the grand stage of the NES is an experience you can't miss.

Ladies and gentlemen, prepare to be enlightened on a variety of topics so that you can regain the confidence, knowledge, creativity and motivation to reestablish your foundation in the industry. Whether you are full-time, part-time, or no-time this symposium is definitely for you.

People often ask me, "What am I most proud of about Influence?" Without hesitation, the fact that we have remained salon exclusive and relevant over the years. I look forward to seeing you at the NES, preparing to take your business to the next level.

### MANY TEXTURES, ONE SOLUTION

Rudolph "Rudy" Artis

Founder/CEO

p.s. Take advantage of the web specials at [www.influencenes.com](http://www.influencenes.com)