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TSA PRESENTS EDUCATION "HARVARD STYLE", CASE STUDY BLOWS 'EM AWAY DURING TSA @ ICE BUSINESS EDUCATION, TO BE REPEATED IN SEPTEMBER IN MN

July 24, 2000, Scottsdale, AZ: **TSA**, (The Salon Association), with salon owner members across the U.S., Puerto Rico, and Canada, announces it will once again present "Diva Studio: A **TSA** Case Study." The program, presented by **TSA** board member Steven Brooks, co-owner of Diva Studio, Las Vegas, NV, was standing-room-only and received rave reviews from salon owners and staff when it was presented at ICE-LA (International Cosmetology Expo) and ICE Bellevue.

TSA's Case Study program, explained Jill Kohler, **TSA** managing director, "is educational, insightful, on target, in-depth, and quite unique. **TSA** developed the educational concept with the help of Jody Byrne, industry consultant and trend-setter, and we are so proud of the results. Members stayed after the program to speak individually with each other, and the bonds began to form. **TSA** knows that these types of educational events are what make a difference to our owners. When we positively affect an owner's business, we are doing something very right."

Kohler continues, "Jody worked diligently with **TSA** to develop this approach to creative education for salon owners, and after the rousing success in Los Angeles and Bellevue, **TSA** is excited to repeat the seminar during **TSA** @ ICE Twin Cities business education in Minneapolis Convention Center."

Based on the Harvard Business School case study method, the program encompasses concepts and systems for staff recruitment and retention, growth strategies, training approaches and team partnering strategies. It begins with a look at the early days of Diva Studio, when it was a 5-chair booth rental company.

"We had no money," Brooks explained, "and we were in an awful location. But we had a vision and decided to learn all we could about growing and operating a successful business." Today, the Diva "brand" incorporates salon services (\$1.07 million in 1999), retail (\$175, 000 in 1999), marketing, equity (employee stock options), corporate models (organizational charts), customer service, a 9-month "Next Step" program (22 currently enrolled), a "Million Dollar Customer" advantage card promotion, leading edge technology, and a 12-month training program (46 currently enrolled) that Brooks calls "Gonzo."

TSA's program at ICE-Twin Cities is 1 of 6 being produced and presented by **TSA**. The others are Building Your Brand (Debra Bouton), Imagine! and Soul!Work (Jody Byrne), Marketing Madness (John DiJulius), Don't Confuse Cash Flow With Profit (Michael Cowen) and Home!Coming (Jody Byrne). **TSA's** "revolutionary learning space" is free with ICE show admission. Programs are taking place Sunday and Monday, September 10 & 11, 2000 in Minneapolis.