



Wayne Grund  
CEO & Surface Founder

**SURFACE**  
**GLOBAL FORUM**  
ORLANDO 2023



Sean Carlson  
Global Ambassador



Dawn McKee  
Director Of Education

*All Star Presenters!*



Shawna Shelton  
Midwest Salon Growth Manager  
& Culture Artist



Candice Banda  
Culture Artist



Jen Kelly  
Culture Artist



Evelyn Vasquez  
Culture Artist



Sam Atkinson  
Core Artist



Joshua Cloud  
Culture Artist



Jammie Thompson  
Culture Artist



Tiffani Woodlief  
MidAtlantic  
Salon Growth Manager



## **FRIDAY OCTOBER 20**

Welcome Reception & Check-in 6:00pm – 8:30pm

## **SATURDAY OCTOBER 21**

Show Day 9:30am – 4:00pm

## **SUNDAY OCTOBER 22**

Show Day 9:30am – 3:00pm

## **MONDAY OCTOBER 23**

Hands-On Workshops 9:00am – 3:00pm



**REGISTER  
NOW!**



## HOTEL INFO



### HILTON BUENA VISTA PALACE

1900 E Buena Vista Drive  
Lake Buena Vista, FL

#### RESERVATIONS:

855-757-4984 Mention "Surface  
Global Forum" / Booking Code "SGF"

#### ROOM RATES:

Rates available check in Friday Oct.20  
- check out Tuesday Oct.24

Single/Double \$189 per night  
Triple \$209 per night  
Quad \$229 per night

## TICKET PRICING

### EARLY BIRD TICKETS Jan 1 - April 30, 2023

OCT. 21 & 22 \$249 per ticket OR  
20,000 Surface Reward Points

#### HANDS ON WORKSHOP OCT. 23:

\$129 per workshop/per ticket  
OR 10,000 Surface Reward  
Points/per ticket

### SHOW TICKETS AFTER MAY 1, 2023

OCT. 21 & 22 \$299 per ticket OR  
20,000 Surface Reward Points

#### HANDS ON WORKSHOP OCT. 23:

\$149 per workshop/per ticket  
OR 10,000 Surface Reward Points  
per workshop/per ticket



# Global Forum Agenda

SATURDAY OCT 21

## Day 1

### 9:30 Grand Opening

Nature triggers creativity. Pure creative energy with Wayne.

### 10:30 Surface Past, Present & Future

Come along on a journey with Wayne as he shares the story of Surface, innovation & trends that have inspired him through the decades.

### 11:30 Lunch

### 1:00 'Living Long': Cut, Color, Finish

Long Locks continue to be the most sought-after trend year after year. Learn how to perfect this legendary look and decorate it with fashion forward blonding techniques & create the perfect finish.

### 1:45 'Living On The Shoulder': Cut, Color, Finish

You call it a Bob or a Lob...at Surface we call it Windswept! Let us show you how to take this iconic look and personalize it with the latest cutting techniques.

### 2:30 Break

### 3:00 'Living On The Short EDGE': Cut, Color, Finish

Get inspired with the latest trends from our upcoming Collection featuring Cutting, Color & Finishing techniques to get you ready to bring it in 2024.

### 3:30 'ACTIONS' Building Your Books 2024

60 days to finish 2023 strong and an entire blank calendar ahead in your future. What if you had the chance to write your own paycheck by a simple action plan for success? Join Sean and Shawna to learn how to build an action plan to become a + 6 figure stylist, and start strong 2024!



# Global Forum Agenda

SUNDAY OCT 22

## Day 2

### **9:30 Foundations & Beyond: Transformation from Classic to Avant-garde**

A tribute to Mother Earth, "Earth Wind & Fire"! A great foundation starts at the 'Surface', from classic trends, to avant-garde, this show stopping experience will take your skills to the next level.

### **10:30 Sculpting Coils & Curls - Cut, Color, Finish**

Curly girls get hooked on amazing salon experiences, from treatments to styling, finishing and take-home haircare. Learn how to sculpt, Color & style Coils and Curls that will keep them coming back time & time again.

### **11:30 Lunch**

### **1:00 Awaken Expert - Cut, Color, Finish**

Treat your fine hair guests to a healthy scalp & amazing hair with treatments along with latest cutting, color and finishing techniques to give them the look of thicker, fuller hair.

### **1:45 2024 Preview Collection**

Join in on the sneak peek of new innovation, trends, treatments, be the first to know and much more.

### **2:45 Grand Finale**

# Hands-on Workshops

MONDAY OCT 23

*Choose from 6 different hands-on workshops!*



## 9:00 – 12:00 Paycheck To Prosperity: Planning for Financial Freedom

*with Shawna Shelton - Surface Midwest Salon Growth Manager, Culture Artist and Salon Owner*

In ever-changing business trends, learn to maximize your income, invest in yourself, & prosper with money.



## 9:00 – 12:00 Micro Bobs & Bixies: Hands-On Cutting & Styling

*with Joshua Cloud - Culture Artist*

Master your tools and learn cutting techniques to help inspire your creativity in cutting short hair in this 3hr hands on workshop. Class features 2 haircuts Front & Center and The Crop.



## 9:00 – 12:00 High Contrast Foilage: Hands-On Pure Color

*with Jammie Thompson - Culture Artist & Tiffani Woodiel - Surface MidAtlantic S.G.M.*

Learn how to create high contrast dimensional color with the latest Color trend, foilage & Pure Color in this 3 hr hands on workshop.



## 1:00 – 3:00 "P.P.P" Pushing Past Potential

*with Sean Carlson - Surface Global Ambassador*

Discovering actions and attitudes that will MAXIMIZE salon processes for GAINS, create CULTURE CONTRACTS that promote GROWTH and build guest experiences that EXCEED the investment!



## 1:00 – 3:00 Sculpting Curls: Curls Hands-On Cutting & Styling

*with Joshua Cloud - Culture Artist*

Contour, Sculpt & Create Movement for curly & textured hair in this 2hr hands on cutting & styling workshop.



## 1:00 – 3:00 Social Up-Styling & Snapshots: Hands-On Social Media & Photo Shoots

*with Dawn McKee - Education Director & Evelyn Vasquez - Culture Artist*

Learn the latest trends in up-styling for fashion shoots and social media as well as tips on photography & Social Posting.

