

UNITE[®] PARAMOUNT BUSINESS



Enjoy two days of interactive management training led by industry veterans Andrew Dale and David Drew, with a focus on:

- **Your Business as a Brand**
- **Building and Retaining a Strong Team**
- **Systems, Structures and Policies**
- **Creating Optimum Profitability**
- **And More...**

OCTOBER 8 & 9

9AM - 5PM

\$1000 FOR TWO PEOPLE

**HILTON GARDEN INN
RICHMOND INNSBROOK**

4050 Cox Road
Glen Allen, VA 23060

UNITE Reward Members receive a VIP discount.
Please contact your Twin State Sales Consultant or call 1-800-344-5660 to purchase tickets.

UNITE®

PARAMOUNT BUSINESS



Andrew Dale

UNITE Founder & CEO

Andrew Dale, Founder and CEO of UNITE, began as an apprentice with Vidal Sassoon at age 16. He became a stylist by 18 and was soon doing session work with Vidal by age 20. Soon after, he was asked to relocate to the US working in New York and Beverly Hills and teaching on the Sassoon Artistic Team both on platform and at the Santa Monica Academy. Dale continued on to open his own five salons in Los Angeles and San Diego. After taking a short time away from the educational arena, Dale created UNITE “Uniting hairdressers together to make the industry a better place.”



David Drew

Industry Business Consultant

David's coaching philosophy is simple; he teaches upbeat seminars and courses that are designed to inspire salon teams so that they return to work fired-up and excited to put their newfound knowledge and ideas into practice. David is an accomplished professional with over four decades in the hairdressing industry managing and mentoring many world famous salons. His communication style, passion for hairdressing, and longstanding experience in the industry has led David to effectively train and educate numerous salon owners and managers to help them run their business at the optimum level.

TESTIMONIALS

“Awesome class with two awesome guys! Thank you so much for inspiring us in Chicago!
Can't wait to see you for Paramount Business 2! MUAH #BombshellsHaveMoreFun”

- **Bombshell Brazilian Waxing and Beauty Lounge**

“UNITE Paramount Business is an amazing forum of salon owners and managers that extract
thought, instigates interactive conversation and inspires us to be better!”

- **Cory Flotta, Chace Salon**

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