



## What's Happening in the ASPYA World | May Edition

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### Congratulations!

We would like to congratulate the following Salons who has reached their ASPYA Milestones in May:

#### 15 Years

- Cutting Connection, SA

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### Product of the Month

PRODUCT OF THE MONTH  
**Bond Defence Treatment**

Acrylic Glorifier  
67814 - \$1095

Decal  
67962

Cost: \$3825 (3 + 1 no charge + decal)  
RRP: \$2550 each Value: \$10200  
Exclusive to ASPYA and Salons

Available 1/4/24 - 31/5/24

Vegan AUSTRALIA CERTIFIED

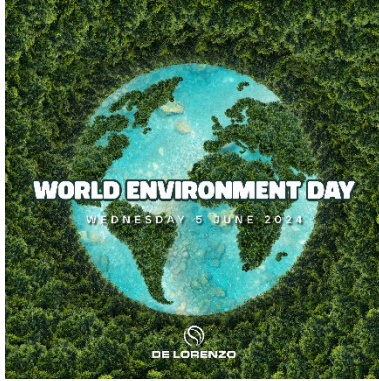
DE LORENZO

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### Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork).

- |                       |        |
|-----------------------|--------|
| World Laughter Day    | 5 May  |
| Mother's Day          | 12 May |
| World Environment Day | 5 June |
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### Current ASPYA Promotions

Located on the ARC under Marketing (Promotions & Offers) are the current ASPYA Promotions. Make sure you check them out online or ask your Account Manager for full details and ordering processes.

**NOVAFUSION**  
Special Buy

Cost: \$12<sup>50</sup>  
Special RRP: \$24<sup>99</sup> each  
Exclusive to ASPYA and Salons

Available 29.4.24 – 31.5.24. Max 6 of any variant.

**NOVACOLOR**  
Flawless Foil

|  |                                       |  |  |
|--|---------------------------------------|--|--|
| <b>500 sheets</b><br>15cm x 27cm<br>Code: 69031                        | <b>\$15.00</b>                        |  |  |
| <b>200 sheets</b><br>20cm x 40cm<br>Code: 69033                        | <b>\$30.00</b>                        |  |  |
| <b>Carton of 500 Sheets*</b><br>12 packs of 15cm x 27cm<br>Code: 69044 | <b>\$156.00</b><br>(\$13.00 per unit) |  |  |
| <b>Carton of 200 Sheets*</b><br>12 packs of 20cm x 40cm<br>Code: 69045 | <b>\$324.00</b><br>(\$27.00 per unit) |  |  |

\*Cartons can only be purchased in units of 12 per variant (cannot be mixed)



## Boost Your Business: Essential Webinars for Every Small Business Owner

Looking to grow your business online?

Join our practical webinars tailored just for you.

From turning website visitors into customers and mastering online ads to handling emails and storytelling for your brand, there's a lot to learn.

We will also cover launching your online business, partnering with web developers, and protecting against cyber threats.

Each webinar is a step toward making your business more successful online.

Sign up today to start transforming your ideas into reality and boost your online sales.

### Upcoming Webinars:

Click on the topic name to register:

|                        |       |   |
|------------------------|-------|---|
| Tuesday, May 7, 2024   | 1-2pm | <a href="#"><u>From Views to Revenue: Mastering the Art of Online Promotions</u></a>                        |
| Thursday, May 9, 2024  | 2-3pm | <a href="#"><u>PPC Magic: Crafting a Plan That Converts</u></a>   |
| Friday, May 10, 2024   | 1-2pm | <a href="#"><u>From Signup to Send: Navigating Mailchimp for Newbie</u></a>                                 |
| Tuesday, May 14, 2024  | 1-2pm | <a href="#"><u>Your Brand, Your Story: Shaping How the World Sees You</u></a>                               |
| Thursday, May 16, 2024 | 1-2pm | <a href="#"><u>Drive Traffic, Boost Sales: Essential SEO Strategies for Your Website</u></a>                |
| Friday, May 17, 2024   | 2-3pm | <a href="#"><u>From Vision to Reality: Navigating the Web Developer Partnership</u></a>                     |
| Thursday, May 23, 2024 | 1-2pm | <a href="#"><u>Cyber Attack Survival Guide: How Small Business Owners Can Respond to Hacking</u></a>        |
| Thursday, May 30, 2024 | 2-3pm | <a href="#"><u>Turn Your Passion into Profit: The Ultimate guide for Launching Your Online Business</u></a> |

### Face to Face Sessions

Click on the topic name to register:

- [May 8th - AI Tools for Small Business Marketing - Canberra Women in Business](#)
  - [May 14th - How to Create a Social Media Plan - The Hills Shire Council](#)
  - [May 28th - 5 AI Must Have Tools for Small Business Marketing in 2024 - Campbelltown City Council](#)
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## 2024 ASPYA Roadshow – High Performing Teams with Steve Herzberg

“Why some teams gel and some teams smell”

Steve Herzberg, the Managing Director of NRG Solutions has worked closely with numerous teams as a coach, leader, and team member for over 30 years. In this high performing team’s session, Steve will share with you why some Salons are so successful, whilst others struggle to grow to their full potential. Each workshop will include practical activities highlighting the importance of working together, embracing difference and collaboration. Attendees will walk away with a better understanding of how to get the absolute best out of their team and appreciate why it’s the little things, done on a consistent basis, which shapes the salon’s culture, helping to retain talent and ensure that everyone is working together.

The key topics Steve will focus on are:

- The eight key ingredients in all high performing teams
- How to attract fresh ideas and contributions of value from your salon staff
- Bringing all your team on your success journey with you
- Effortlessly adapting your leadership style to suit the person you are communicating with
- Using access points to effortlessly build deeper relationships with your staff
- Building in daily rituals, like a 9 @9, ensuring everyone is on the same page
- Understanding that everyone can be motivated in different ways
- For any Team to be successful, every member has a crucial part to play

Sydney – <https://events.humanitix.com/aspya-roadshow-high-performing-teams-with-steve-herzberg>

Melbourne – <https://events.humanitix.com/aspya-roadshow-high-performing-teams-with-steve-herzberg-melbourne>

Brisbane - <https://events.humanitix.com/aspya-roadshow-high-performing-teams-with-steve-herzberg-brisbane>

Perth – <https://events.humanitix.com/aspya-roadshow-high-performing-teams-with-steve-herzberg-perth>

Adelaide – <https://events.humanitix.com/aspya-roadshow-high-performing-teams-with-steve-herzberg-adelaide>

Townsville - <https://events.humanitix.com/aspya-roadshow-high-performing-teams-with-steve-herzberg-townsville>



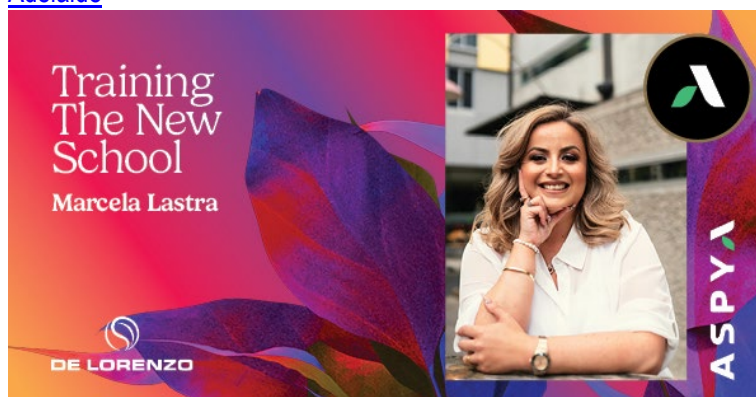


## 2024 ASPYA Roadshow – Training The New School

Click here to book your spot!

[Perth](#)

[Adelaide](#)



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### [Business Partner Spotlight](#)

#### **Excellent Edges**

Excellent Edges has been in operation since 1988 which makes us the longest standing company in Australia solely devoted to producing the best scissors available for hairdressers. We source all of our materials from Japan to ensure you are getting the best possible grades of steel. All of our scissors, including our Japanese brand imports, go through our own workshop procedures to ensure you are getting the perfect scissor.

Besides making the world's greatest scissors, we also have a huge range of accessories including combs, brushes, clips, pouches, cases and mannequin heads.

#### **Exclusive ASPYA offer:**

Use the code ASPYA on the website when purchasing instore or through an Excellent Edges rep and receive a free packet of carbon clips and free postage with every scissor purchase.

To redeem this offer contact:

**Pete Walstab**

0447 886 630

[petew@exedges.com](mailto:petew@exedges.com)

excellentedges.com

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### **Feedback**

I would love to hear your feedback! Please feel free to email me, phone me on 02 9748 8900 or you can post feedback (which can be anonymous – just fill in a dummy name or email address) through the Contact Us page on the ARC.

[www.delorenzo.com.au/aspya/](http://www.delorenzo.com.au/aspya/)

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