



CARRERA CREST HOLDINGS

CEO Morning Briefing

Tuesday, 2026-03-10

Carrera Crest Holdings — Tuesday, March 10, 2026

FIRES (FROM COO SCAN — ITEMS NEEDING IMMEDIATE ACTION TODAY)

- **Tashina Miranda — 30-Day Decision Point NOW.** March revenue \$354.80 (identical to Feb). Rev/Hr \$17.10 — barely above her \$15.16/hr wage. Utilization 36%. Rebook 33%. Only 6 clients. She is net-negative. Decision required today: improvement plan, booth rental transition, or exit.
 - **March Mask Promo Running on 1 of 3 Products.** Nutritive and Genesis are truly backordered (per your 3/7 correction). Promo is Chronologiste-only with 1 professional unit (vendor gift) + retail stock. Pivot messaging to Chronologiste-only or substitute another mask (Premiere?).
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WARNINGS (MONITOR THIS WEEK)

- **Ali Guerrero — Month 2, \$38 total revenue.** 1 client, 2 services. Needs 15-20 hrs/week on the floor immediately or she falls 2+ months behind trajectory.
 - **GLOBAL_CONFIG outdated** — Megan King termination (03-07), Stacy Salee promotion (Level 6/55%), Teigan dual-role (support Tue/Wed \$17.25/hr) not reflected.
 - **Late-March booking softness** — Weeks of 3/22 (-16.6%) and 3/29 (-18.0%) dropping significantly. Watch early April fill.
 - **Drake Rosberg rebook 71%** (below 75% target). 6 new clients, zero returned as new requests.
 - **Breanna Harte rebook 58%** — lowest in salon. 36% new client rebook. Flag for Kaeleigh's next 1:1.
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TODAY'S CALENDAR

Tuesday, March 10

Time	Event	Location	Duration
8:30 AM – 9:00 AM	**Interview with Kaitlin Mahood**	AXON	30 min

No conflicts. Light calendar day.

Tomorrow Preview (Wednesday 3/11)

- 11:00 AM — Phil + Rob + Mak (60 min)

- 1:00 PM — TEN Salon Lease Discussion via Teams (30 min)

Rest of Week

- **Thu 3/12:** 8:30 AM — Nicole YCS Interview Front Desk (60 min)
- **Fri 3/13:** 10:00 AM — Coffee with Jan Glowup (60 min) · 3:00 PM — Meeting at Tap & Burger Westminster (90 min)
- **Sat 3/14:** 6:00 PM — Night of Dreams Gala @ Chateaux at Fox Meadows, Broomfield (120 min)
- **Mon 3/16:** 3:00 PM — Modern Practice Growth Summit, virtual (225 min)
- **Tue 3/17:** All Day — Bi-monthly company TEN SALON

DASHBOARD STATUS

Dashboard	Status	Last Updated	Schedule	Notes
Inventory Dashboard	■ LIVE	2026-03-10 17:54 (1h ago)	Daily (morning)	600KB, current
Web Station Index	■ LIVE	2026-03-10 17:54 (1h ago)	Daily (morning)	21KB, current
Payroll Dashboard	■■ STALE	2026-03-09 01:17 (41h ago)	Daily AM + Mon rebuild	254KB — needs refresh
Education Dashboard	■ NOT CREATED	—	TBD	Generator & schedule TBD
Associate Program Dashboard	■ NOT CREATED	—	TBD	Generator & schedule TBD
Marketing Dashboard	■ NOT CREATED	—	TBD	Generator & schedule TBD

DEPARTMENT: INVENTORY

- **Total inventory value:** \$30,326 (flat from \$30,452 Feb — healthy, no capital bloat)
- **Retail-to-Service:** 16.2% (above 15% floor, below 17% goal)
- **Retail revenue MTD:** \$13,099
- **Big movers up:** Redken +54.9%, Pureology +100.5%
- **Big drops to investigate:** Jane Iredale -73.1% (-\$306) — clearance success or demand erosion? Surface -77%
- **New Kerastase order:** 9 images received today — verify receipt against PO
- **Mask promo inventory:** Chronologiste only in stock. Nutritive & Genesis backordered. 38 new inventory/retail data files routed today by watcher.

DEPARTMENT: EDUCATION

- **Program Leader:** Chelsea Badjar (Level 6 Stylist)
- **Slack #education:** No export available (scanner disabled)
- **Dashboard:** Not yet created — data sources being identified

- **Potential sources:** Slack #education channel, Phorest training records, CEU tracking, vendor education emails
 - **Status:** Developing section. Need to enable Slack export and define tracking metrics before dashboard can be built.
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DEPARTMENT: ASSOCIATE PROGRAM

APL Leader: Chelsea Badjar

Teigan Maniatis (Active) — Strong trajectory. March avg ticket \$154.75 (up from \$68 Feb), utilization 89.8%, rev/hr \$57.06. Concern: rebook only 40% (salon avg 83%) and retail dropped in PP5. Now splitting time as support staff Tue/Wed — stylist hours need separate tracking. Coaching focus: rebooking scripts.

Ali Guerrero (Active) — RED FLAG. 6+ weeks in, \$38.40 total revenue, 2 services ever, zero retail/tips/rebook. Only 1h 15m floor time in all of Feb. Needs immediate assessment of training plan and engagement. Chelsea's top priority this week.

Alexis White (Graduated — Level 1) — Override window through ~March 22 (1 period left). Profitable only 2 of 5 override periods. Cumulative override earned for Chelsea: \$140.08. March MTD encouraging: \$444.25 revenue, 100% rebook, 32% RTS.

APL briefing file generated but blocked by write permissions — needs save to Associate Program Leader directory.

DEPARTMENT: MANAGER 1:1

- **1:1 data could not be loaded** for this scan.
 - **Latest Zoom summary detected:** Meeting assets for "Yacht Club Salon's Personal Meeting Room" are ready (email from Zoom today) — review reconciliation summary.
 - **Action needed:** Investigate why 1:1 data failed to load. Check file paths and permissions for next scan.
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CUSTOMER FEEDBACK (FROM OUTLOOK CONTACT@YACHTCLUBSALON.COM)

No customer emails received in the last 24 hours. No complaints, bridal requests, or appointment changes to report.

TAYLOR'S EMAILS (MESSAGES FROM TAYLOR REQUIRING PHILIP'S RESPONSE)

No emails from Taylor in the last 3 days. Feedback loop idle — no items requiring response.

EMAIL HIGHLIGHTS (KEY UNREAD EMAILS WORTH NOTING)

- **Paychex (cboney@paychex.com):** PIA Insurance discrepancy in process. Wants to schedule a call re: Workers Comp. **Respond today.**
 - **Mergix Accounting (Kimberly Burkett):** Tax return filed and accepted. Needs acknowledgement checklist completed.
 - **Erin Francom:** Sent current rent charge breakdown with ledger screenshot. Review for TEN Salon lease context (ahead of tomorrow's lease discussion).
 - **CO Dept of Labor:** Voluntary premium payments due March 16. Action needed this week.
 - **Zoom:** Meeting recording/summary ready — review reconciliation notes.
 - *Skipped: 5 SalonCentric promos, NetSuite webinar, Culligan filter ad.*
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IMESSAGE (BUSINESS-RELEVANT MESSAGES)

- **Credibly onboarding (multiple messages):** Funder coordinator following up on online checkout. Instruction: use the 0719 bank account (the one in underwriting). Onboarding links sent. **Complete Credibly onboarding today if not done.**
 - **+16023915928:** Positive feedback on something sent — will make minor edits when home. ("All in all, I feel really [good]...")
 - **jstebner@icloud.com:** Available ~3:30 PM MT. Confirming availability for a call/meeting.
 - **+13037201257:** Ground school start pushed to after spring break — not enough students yet. Thursday karate if no ground school.
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PHOREST DATA (NEW REPORTS ROUTED)

Watcher routed **29 Phorest files** today (9 initially unprocessed at 12:07 AM, bulk at 6:00 PM):

- Staff Tips (daily, 03-09 and 03-10)
- Sales Transactions (daily, multiple dates)
- Staff Performance Detail (last 7 days, multiple snapshots)
- Future Appointments 90 Days (snapshot)
- Inventory Last 7 Days
- Retail Sales Trend
- Service Sales Trends

All routed to appropriate directories. 48 new data files generated across Inventory, Sales, Employees, and Appointments.

PAYROLL SNAPSHOT

No payroll report today — runs Mondays. Payroll dashboard is stale (41h). Next full rebuild expected next Monday.

TODAY'S ACTIONS (CONSOLIDATED CHECKLIST)

- [] **DECIDE: Tashina Miranda** — improvement plan, booth rental, or exit. 30-day window is now.
- [] **Pivot mask promo messaging** — Chronologiste-only or substitute (Premiere?). Brief stylists on what's available.
- [] **Get Ali Guerrero scheduled** — 15-20 hrs/week minimum. Escalate to Chelsea today.
- [] **Update GLOBAL_CONFIG** — Megan termination, Stacy promotion (L6/55%), Teigan dual-role.
- [] **Complete Credibly onboarding** — use 0719 account. Follow up with funder coordinator if issues.
- [] **Reply to Paychex** — schedule Workers Comp call, confirm PIA insurance status.
- [] **Complete Merqix tax acknowledgement checklist**
- [] **Review Erin Francom rent ledger** — prep for tomorrow's TEN Salon Lease Discussion.
- [] **CO Dept of Labor** — voluntary premium payment due March 16. Process this week.
- [] **Review Zoom meeting summary** — reconciliation notes ready.
- [] **Coaching flag to Kaeleigh** — Breanna Harte rebook (58%), Drake Rosberg rebook (71%).
- [] **Investigate Jane Iredale -73%** — clearance success or demand problem?
- [] **Fix APL briefing write permissions** — file blocked from saving.
- [] **Fix inbox permissions** — whitelist `_Agent_Runner/inbox/` for next COO scan.
- [] **Refresh payroll dashboard** — 41h stale.

DAYTIME WATCHER (INTRA-DAY AUTO-ACTIONS TAKEN BETWEEN SCHEDULED RUNS)

- **12:07 AM** — Routed 9 unprocessed Phorest ZIP files
- **6:00 PM** — Bulk data generation: 48 new CSV files created across Sales Trends (14 files), Inventory Reports (21 files), Employee Appointments (8 files), and Employee Performance/Tips (3 files)
- All files dated 2026-03-10, routed to correct directories
- No anomalies or errors detected in watcher operations

AGENT STATUS (SYSTEM HEALTH)

Agent	Status	Errors	Warnings
COO Daily Scan	■	0	0
COO Weekly Scan	■	0	0
Morning Runner	■■	3 errors	2 warnings
Delivery	■■	3 errors	0
APL Delivery	■■	0	2 warnings
Watcher	■■	0	3 warnings

Agent	Status	Errors	Warnings
Runner (Watcher)	■■	0	2 warnings
Runner (Monday)	■■	0	2 warnings
Briefing Compiler	■■	0	1 warning
Outlook Export	■■	0	1 warning
Phorest Router	■	0	0
Calendar Export	■	0	0
iMessage Export	■	0	0
Mail Export	■	0	0
Taylor Salon Mgr	■	0	0
Taylor Delivery	■	0	0
Associate Program	■	0	0
Slack Sync	■	0	0
NAS Sync	■	0	0
Notes Sync	■	0	0
Vendor Learning	■	0	0
Zoom Router	■	0	0

Key issues: Morning runner and delivery had 3 errors each — likely related to file write permission blocks (APL briefing, COO scan output). Investigate and fix permissions for tomorrow's run.