Barbering and Cosmetology Continuing Education Summit

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Monday August 16, 2010 Frontier Airlines Center Milwaukee

Presented by the Wisconsin Department of Regulation and Licensing



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Greetings!

On behalf of the state of Wisconsin, welcome to the Department of Regulation and Licensing's Continuing Education Summit.

I want to commend all of you for taking the time to attend this event to complete your continuing education requirement. Wisconsin takes great pride in our skilled workforce, and the barbering and cosmetology summit will help take our great professionals to the next level.



At this summit, you will learn more about the state laws related to your profession including important ways to

keep yourself and your customers safe. The time you spend here today is a small but important investment in yourself and your business.

Thank you again for the services you provide to the people of Wisconsin. Best wishes for a successful summit!

Sincerely,

Dah

Jim Doyle Governor

WISCONSIN DEPARTMENT OF REGULATION & LICENSING SECRETARY



Dear BAC Licensees,

I want to thank each of you for taking the time to be here today to receive your continuing education (CE) requirement for the upcoming 2011 renewal. We have assembled a great program that provides you valuable information to help improve your practice and protect your customers.



Discussion of creating a CE requirement for the Barbering and Cosmetology professions dates back at least 10 years. The case for CE was further strengthened in statewide listening sessions and a concentrated enforcement initiative conducted by DRL in 2007 and 2008. We found

many licensees were unfamiliar with the rules and that there were widespread violations, especially in the areas of public health and safety.

As Secretary of DRL under Governor Jim Doyle for the last five years, I have witnessed a number of practices that have caused me concern for the health and safety of consumers and licensees. With these summits, it is our intention to provide a framework for licensees to be more knowledgeable about the rules that govern your profession and to enable you to provide better services for your clients.

While we recognize that we do not have the capacity to conduct these sessions to the over 50,000 licensees in Wisconsin, we have been committed to trying to create momentum for this new requirement. We know that this change has created a great deal of anxiety and that there has been much confusion. We truly apologize for any of these inconveniences. We have been working nonstop to present a program that is professional and informative. We thank you for your patience, your cooperation and your willingness to be flexible. As we have planned for these events, it has been a valuable learning experience.

This is the first of our three summits. We are excited about being able to make this happen. Together, we can make big changes in the barbering and cosmetology professions that will further protect the health and safety of all.

Thanks again for being here today!

Best Regards,

elia M Jackson

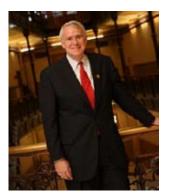
Celia M. Jackson Secretary



Tom Barrett Mayor, City of Milwaukee

GREETINGS!

The City of Milwaukee is honored to host the Wisconsin Department of Regulation & Licensing 2010 Barbering and Cosmetology Continuing Education Summit on August 16, 2010. I am pleased to personally welcome your participants, and know you will enjoy your time here in Milwaukee.



Milwaukee's superior attractions combined with its renowned

warmth and hospitality assure you of an enjoyable visit. The city boasts the world-class Harley-Davidson Museum, the lakeside Milwaukee Art Museum with its magnificent "wings", along with neighboring Discovery World and the spectacular Potawatomi Bingo Casino, where gaming interests are elegantly served.

Excursion boats beckon for a cruise down the Milwaukee River and out onto Lake Michigan. Brewpubs along the city's charming RiverWalk provide lively entertainment, and a tempting array of dining options and nightlife throughout the city will assure you of after-hours fun. Unique shopping awaits in Milwaukee's "SoHo" district, the Historic Third Ward, and the quaint ethnic neighborhoods of Old World Third Street and Brady Street invite all to experience the city's rich cultural tradition and diversity.

I know you will find Milwaukee the perfect Summit destination and hope you take the opportunity to experience all the summertime fun that the city has to offer.

Sincerely,

Barrell

Tom Barrett Mayor

A message from the Chair of the Barbering and Cosmetology Examining Board

Welcome to all barbers, cosmetologists, nail technicians, aestheticians, electrologists, vendors, and presenters! Thanks to the commitment of many licensees over many years, and the support of Secretary Jackson, continuing education is now in the forefront for our license renewal.

Many professions require continuing education. Why do we need continuing education? The simple answer is to better serve and protect the public. The more complex answer is our ever-changing world. For those of you that have been in your profession for more than 20 years, think back to when you entered school. Did you learn about MRSA and other infections? Were all the chemicals that you use today on the shelves then? How about the services you provide? Were they even a service 20 years ago? Some of the equipment in use today was not even on draft paper 20 years ago. My dad had a saying "Only when we understand how much we don't know can we even fathom the damage that we could do." In other words, keep learning!



A side benefit of continuing education is educating the public we serve. An educated consumer is a smart consumer. Tell your clients what you have learned and how they benefit from this new knowledge.

A Continuing Education Committee for the BAC Board met off and on for many years, without success. The Board heard the licensees ask for continuing education, but could not move it forward until Secretary Jackson came on board and took an active role to help us get it passed. As with many rules, we need to refine it. This will be a continuing effort.

As your Board, we'd like you to tell us what you are thinking. Come to the meetings; apply to be on the Board; read your new Regulatory Digest; and most importantly, take pride in your profession(s) by elevating your knowledge. Please visit the BAC Board page on the DRL website frequently for updates about your profession. Go to www.drl.wi.gov, click on "Boards" and then select the "Barbering and Cosmetology Examining Board".

Enjoy the day and keep the energy going!

Sean MRuch

Jeannie M. Bush, RDH, RE, CPE Chair, Barbering and Cosmetology Examining Board

Barbering and Cosmetology Examining Board

The Department of Regulation and Licensing (DRL) and the Barbering and Cosmetology (BAC) Examining Board are responsible for the regulation of the barbering and cosmetology profession in the State of Wisconsin. DRL works with the BAC Board to determine and establish the policies and procedures relating to education, examinations, licensing and enforcement for the profession.

The BAC Board consists of nine members. They are appointed to staggered four-year terms by the governor. Appointment to the board requires confirmation by the State Senate.

The Board currently is comrised of three barber/cosmetologists, one electrologist, two public members, one representative of a private school of barbering or cosmetology, one representative of a public school of barbering or cosmetology and one licensed electrologist.

Except for the two members representing schools, no member may be connected with or have any financial interest in a barbering or cosmetology school.

One of the primary duties of the BAC Board is the review of complaints and the discipline of licensees. The objectives of professional discipline include the following: (1) to promote the rehabilitation of the licensee; (2) to protect the public; and (3) to deter other licensees from engaging in similar conduct. Punishment of the licensee is not an appropriate consideration.

As an umbrella agency, DRL provides the support services which allow the BAC Board to function in carrying out its duties to protect the public health, safety and welfare.

BAC Board Members

Chair: Jeannie M. Bush Vice-chair: Jeffrey Patterson Secretary: Janice Boeck E.R. Gottfredsen Susan Kolve-Feehan Cheryl Pearse Tina Rettler-Pagel Laura Ruiz Howard Twait

DRL Staff

Bureau Director: Angela Arrington

Legal Counsel: Yolanda McGowan

Bureau Assistant: Michelle Solem



BAC Board members (left to right): Cheryl Pearse, Jeannie Bush, Yolanda McGowan (DRL Legal Counsel), E.R. Gottfredsen, Laura Ruiz, Susan Kolve-Feehan, Jeffrey (JP) Patterson, Jan Boeck and Howard Twait. Not pictured is BAC Board member Tina Rettler-Pagel.

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Barbering and Cosmetology Examining Board



Jeannie M. Bush

La Crosse Chairperson Electrologist Member Term expires 7/01/2010



Cheryl Pearse

La Crosse Public Member Term expires 7/01/2011



Jeffrey (JP) Patterson

Madison Vice Chairperson Barber/Cosmetologist Member Term expires 7/01/2012



Janice Boeck

Racine Secretary Public School Member Term expires 7/01/2011



E.R. Gottfredsen

Beloit Barber/Cosmetologist Member Term expires 7/01/2012



Susan Kolve-Feehan

La Crosse Private School Member Term expires 7/01/2014



Laura Ruiz

Milwaukee Aesthetician Member Term expires 7/01/2011



Howard Twait

Wisconsin Rapids Barber/Cosmetologist Member Term expires 7/01/2011



Tina Rettler-Pagel

Madison Public Member Term expires 7/01/2010

Keynote Speaker Diane C. Bailey, Tendrils Inc. President/CEO



"Resilient" and "tenacious" is how to describe Diane Bailey, the President, CEO and Art Director of Tendrils, a comprehensive natural hair care salon. A native of Brooklyn, New York, she established Tendrils in 1987 in her Fort Green/ Clinton Hill community.

With more than 30 years of experience in the industry, Ms. Bailey has positioned herself as a marketer, innovator and the standard bearer in the natural hair care industry. Ms. Bailey has demonstrated her unrelenting resolve to maintain Tendrils as a vital force in the industry. In 2002, after the collapse of the salon's ceiling, Ms Bailey received a micro-loan for the recovery and the expansion of the salon. Six months after the "recovery" stage, in 2003, the salon was ravished by an electrical fire. Everything was destroyed. With courage and sincere purpose, by April 2004 Ms Bailey reestablished Tendrils as The Wellness Salon for Natural Hair. She designed a new location, developed a new management team, found and trained a new staff and created a new marketing strategy. The fire was cleansing and created a renewed energy in Ms Bailey. From the ashes she has

risen like a phoenix.

Ms Bailey is the author of three books, Natural Hair Care and Braiding, Braiding- Easy Styles for Everyone, and Natural Hair Care-Easy Styles for Everyone. Ms. Bailey contributed to the book Milady's Standard, a Textbook of Cosmetology. These books are sold worldwide and are instructional texts for professional trade schools and reference guides for the consumer. Ms. Bailey is currently a contributing journalist to the international magazine Braids and Beauty. As a journalist she addresses issues concerning natural hair, locks, braids, and transitional styling.

From 1994 to 1999, as an Adjunct professor, Ms. Bailey developed and taught the "Fundamentals of Braiding I & II" at Medgar Evers College for the adult education program, in the City University of New York. Ms Bailey is currently a guest lecturer, professional, and motivational speaker throughout the country.

Appointed by the Secretary of State, Diane Bailey has served five years on the New York State Appearance Enhancement Advisory Committee. She was the first African American to be appointed to the committee in 1992. She also co-founded The International Braiders Network (IBN). IBN was a professional trade association that promotes the cultural, historical and technical aspects of braiding, locking and natural hair care. It also advocated the inclusion of African-textured hair and styling within the traditional cosmetology industry. Ms. Bailey assisted the state in establishing a natural hair care braiding license—one of the first licenses of its kind in the United States. As the Treasurer and Events Coordinator of the Natural Hair and Braiders Association (NHBA), Ms Bailey developed business workshops specifically for

the natural beauty industry.

Ms Bailey developed and coproduced with Praises Enterprise and Medgar Evers College, Beauty, Health, Wellness Symposium "Embracing the Total Self". The two day event promoted 20 natural hair care work shops, a fashion show, and health forums for the community.

As the Art Director of Tendrils Hair Spa, Ms Bailey has created "Custom Solutions" services; customized wigs, hair pieces, and extensions that address the needs of women that suffer from alopecia areata, traction alopecia, thinning and balding.

Ms. Bailey is an active businesswoman in the Brooklyn community. She is a community fundraiser and supports community educational programs. Ms Bailey currently has developed working relationships with the Arthur Ashe Institute For Urban Health, The Hope Program, the WildCat Cooperative and Vocational School, and the Coop-Tech Vocational High School of New York.

She is currently working on her fourth book, which address the needs of those in the locking process. In 1999, Ms. Bailey was featured in the Essence Total Makeover book. Her most recent feature was in 2003 in Self Seduction by Essence's Beauty Director, Mikki Taylor. Ms.Bailey has been published and featured in television, radio, newspapers and popular magazines such as, Essence, Heart & Soul, Source, Allure, Modern Salon, Salon News, Shoptalk, Braids and Beauty, The New York Times, Newsday, Daily News, and the Amsterdam News.

Wisconsin Department of Regulation and Licensing

The mission of the Wisconsin Department of Regulation and Licensing is to protect citizens of Wisconsin by ensuring safe and competent practice of licensed professionals.



The Department of Regulation and Licensing regulates the following Barbering and Cosmetology related licenses:

- Aestheticians
- Barbering/Cosmetology Practitioners and Managers
- Electrologists
- Manicurists
- Aesthetics, Electrology, Manicuring and Barbering/Cosmetology establishments, schools and instructors

The Department of Regulation and Licensing and related professional boards protect the citizens of Wisconsin by ensuring the safe and competent practice of licensed professionals. We serve the public and the professionals we regulate by fairly administering education, experience, and examination requirements, setting professional practice standards, and ensuring compliance by enforcing occupational licensing laws.

The Department licenses and regulates 132 different types of credentials in more than 58 professional fields. The agency issues approximately 55,000 new credentials each biennium and renews more than 350,000, providing ongoing support and services. The agency also provides centralized administrative services to 64 boards, councils, and advisory committees.

Contact us at: Wisconsin Department of Regulation and Licensing PO BOX 8935 1400 East Washington Avenue Madison, WI 53708-8935 608-266-2112 www.drl.wi.gov

Milwaukee

Summit

9:00-11:00 am	Wisconsin Law Workshop				
11:30 am-12:30 pm		K	Leynote Lunch		
11:00 am-6:00 pm	Vendor exhibits will be located outside of Exhibit Hall D				
Session 1 1:00-2:00 pm	The Universe on Our Skin Part 1 Joyce Munson Room 102 C	Safety & Health in the Salon Part 1 Julie Stubenrauch Room 103DE	Health, Safety, and Sanitation Strategies for Owners and Managers Part 1 Kristin Allison Ballroom C	Sterilization, Disinfection & Sanitation in the Electrolysis Workplace - What Are Your Options? Part 1 Jane Leahy Room 201D	
	Bloodborne Patho- gens: What You Can't See Can Hurt You! Jean Leone Room 202B	Salon Ventilation and Working with Chemicals Safely in the Salon Avery Sielehr Room 201A	"Bloodborne Patho- gens: Identifying and Preventing the Spread of Infectious Disease" Janeta Izard Room 102A	Beyond Beauty "Elevating Salon and Spa Awareness" Stephanie O'Grady Room 102E	
Session 2 2:30-3:30 pm	The Universe on Our Skin Part 2 Joyce Munson Room 102 C	Safety & Health in the Salon Part 2 Julie Stubenrauch Room 103DE	Health, Safety, and Sanitation Strategies for Owners and Managers Part 2 Kristin Allison Ballroom C	Sterilization, Disinfection & Sanitation in the Electrolysis Work- place - What Are Your Options? Part 2 Jane Leahy Room 201D	
	Disinfection Tech- niques for Salon Safety Janeta Izard Room 102 A	Let the Community Come to You "Maintaining a Reputable Salon/ Spa with High Standards" Stephanie O'Grady Room 102E	Dirty Shampoo Bowls Benito Rodriguez Jr. Room 103AB	DRL Guide to Safety and Sanitation in the Salon Greg Raube Room 103C	
Session 3 4:00-5:00 pm	Sanitation and Disin- fection in the Salon Angelica Jungbluth Room 103AB	Contagious Clients Lynn Kucek Room 101 ABCD	Taking the Mystery out of Skin Diseases and Disorders Gail Lerman Room 103 DE	Safety & Sanitation – Understanding & Avoiding the Most Common Errors Made in Our Profession! Joann Schneider Room 102C	
	The High Risk ClientInfection Control to Protect Your Client and Your Business Leslie Roste Room 202A	Discover Beauty "Create and Recommend the Right Advice for Beautiful Results for Your Client's Skin" Stephanie O'Grady Room 102 E	Cleaning and Disinfecting Pedicure Spas Dawn Holz Room 103C	Clearing the Rainforest: Safely Performing Brazilian and All Other Waxing Services Jenny Vance Room 202A	

Schedule

Wisconsin Department o Diane C. Bailey; Tendril	-	and the Department of W	/orkforce Development Ap	prentice Program
	e breaks in between each	session		
Time to Clean Up Our Act! Infection Control Principles & Practice Part 1 Gina Pieper Room 101ABCD	Health & Safety Review for the Full Service Salon or Spa Part 1 Chandra Adams Room 202A	Everything you need to know about Decontamination Diana Frank Room 201C	Bloodborne Pathogens: Myths, Misconceptions & Methods Every Service Provider Should Know Roberta Zastrow Ballroom AB	Bloodborne Pathogens Lisa Kraemer Room 201B
Healthy Hair Workshop: Working with Natural Textures Diane C. Bailey Room 202C	Golden Arches Benito Rodriguez Jr. Room 103AB	Chemical Health Concerns in Nail Salons Dr. Ryan Wozniak PhD. Room 102D	DRL Guide to Safety and Sanitation in the Salon Greg Raube Room 103C	
Time to Clean Up Our Act! Infection Control Principles & Practice Part 2 Gina Pieper Room 101ABCD	Health & Safety Review for the Full Service Salon or Spa Part 2 Chandra Adams Room 202A	Health & Safety Considerations for Relaxers, Hairbraiding & Natural Hair Care Part 1 Lydia Thompson Room 102B	The Fusion of Sanitation and Art for Hairstyles Roberta Zastrow Ballroom AB	Disinfection Techniques Lisa Kraemer Room 201B
Client Safety – "First Priority" Laura Ruiz Room 201C	Chemical Peel and Microdermabrasia: Safety & Risk Factors Edna Mathews Room 202 C	Safety and Sanitation in Barber Shops Jeff Patterson Room 201A	Safe Practice to Live By Carol Turner Room 102D	Proper Sanitation Protocols Jenny Vance Room 202B
"Burnout Buster: Keeping Yourself Happy & Healthy" Roberta Zastrow Ballroom AB	The HairDirections Safety & Sanitation Game Show Kristin Allison Ballroom C	Hair, Skin & Nail Diseases Lisa Kraemer Room 201B	Looking at the Skin! Sharon Shervey Room 202C	Sanitation & Disinfection – An Interactive Look Back at the Basic Kay Mullins Room 201C
DRL Guide to Safety and Sanitation in the Salon Greg Raube Room 102D	Healthy Air For Your Salon How Healthy Is Your Salon? Leonard A. Roulier, III Amy M. Roulier Room 201D	Greening Your Spa/ Salon Nikki Severson Room 201A	Health & Safety Considerations for Relaxers, Hairbraiding & Natural Hair Care Part 2 Lydia Thompson Room 102B	

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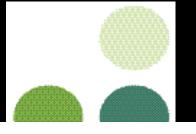
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Barber Cosmetology: Safety & Sanitation	Fee: \$45.00 (4 hour class)
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41829	8/24 to 9/7
41830	9/21 to 10/5
41831	10/19 to 11/2
41832	11/30 to 12/14
Barber Cosmetology:	Fee: \$22.50

Barber Cosmetology:	Fee: \$22.50	
Laws	(2 hour class)	
Class #	Dates	
41820	8/24 to 9/7	
41821	9/21 to 10/5	
41822	10/19 to 11/2	
41823	11/30 to 12/14	

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Thanks to all the DRL employees, BAC Board members, presenters, vendors, advertisers, volunteers and participants who helped make this Summit a success!!!

March 2011 Renewal

- In February 2011, the Department of Regulation and Licensing will mail out a post card with renewal information.
- To renew your license at that time, please follow the information provided on that post card. You are encouraged to renew online at the DRL website which can be found at www.drl.wi.gov. From the DRL homepage, click on the link labeled "Renewal Information."
- **IMPORTANT:** Do not send your certificate of completion that you will receive upon completion of the Summit. That certificate should be kept with your own records and only submitted to the Department upon specific request from the Department.

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Fast Facts

In 2007 and 2008, DRL conducted an intensive inspection effort. There were 789 inspections performed at establishments statewide. Violations were found at 472 establishments (59%)

There are currently 9,204 barber/cosmetology, aesthetics, electrology and manicuring establishments licensed in Wisconsin.

Wisconsin currently licenses:

- 21,035 barbering/cosmetology practitioners
- 16,692 barbering/cosmetology managers
- 3,574 manicurists
- 1,816 aestheticians
- 242 electrologists









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Important Establishment Information

•Establishment licenses do not transfer to a new location or to a new owner. In each case, you must apply for a new establishment license and pay the licensing fee of \$75.00. The application forms can be printed from our website at www.drl.wi.gov. On our home page, click on Professions, then on Barbering/Cosmetology Establishment, and then on Applications/ Forms.

•Establishment licenses are only valid at the address printed on the license and belong to person(s) listed on the second line of the license. Any change in the address or ownership requires a new establishment license.

•Pets are not allowed in the establishment during business hours.

•Practitioners and apprentices can't rent. To rent a barbering and cosmetology chair or booth, you must be licensed as a Manager AND you must have your own establishment license.

•To sell products, you must obtain a seller's permit issued through the Department of Revenue. Information is available on their website at http://www.revenue.wi.gov/faqs/pcs/seller.html

•The Barbering and Cosmetology Board does not have regulations on dress codes (i.e. wearing of sandals, etc.). This is a policy of each establishment

•Information on the state board exams can be obtained from our testing company, Prometric, through their website at www. **prometric.com/wisconsin.** This Bulletin contains information on how to complete the application, how to register and schedule an exam, how to prepare for the exam, how to take the exam, and the content of the exam. For assistance, call Prometric at 1-800-856-4139.

•The initial license for all licensees (including establishments) is cream colored and measures 8 ¹/₂ x 11. This license needs to be posted in the establishment until renewal time.

•You can check on the status of a license for any profession regulated by this Department through our website at www.drl. wi.gov. You need to look under "Online Services – Lookup A License".



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10 Things to Look for When You go to a Barbering and Cosmetology Establishment Licensed by the WI Dept of Regulation and Licensing:

- 1. Is the salon or provider's license posted and current?
- 2. Is there a price list posted for the cost of the service(s)?
- 3. Is the salon neat, clean, and orderly?
- 4. Ask your provider what he/she uses to disinfect combs and brushes and how often the solution is changed.
- 5. Ask your provider how he/she handles disposable instruments.
- 6. Observe whether your provider washes his/her hands between clients and before your service.
- 7. Ask your Provider how he/she cleans, sanitizes, and disinfects his/her equipment.
- 8. Observe whether clipped or cut hair is disposed of in a covered trash container.
- 9. Ask your Provider how often the trap inside of the pedi-spa (footbath) is cleaned. Ask whether the pedispa bowl is disinfected after each customer.
- 10. Does your provider listen to you and communicate effectively? Is your provider timely for your appointment or does he/she provide customer service in a friendly manner?

10 Things to Look For Answers (Statutory & Code Requirements):

- 1. BC 2.07 (2) & BC 3.01 (13) requires posting in a visible place
- 2. BC 2.05 (2) requires all establishments to post a price list
- 3. BC 3.01 (1) & BC 4.01 (1) requires all establishments to be kept in a clean sanitary condition.
- 4. BC 4.02 (5) requires that tuberculocidal disinfectants must be used & changed daily.
- 5. BC 4.01 (3) requires disposable instruments to be used once and then discarded.
- 6. BC 4.01 (1) requires all practitioners to wash their hands before providing services to any client.
- 7. BC 4.02 (2) requires that prior to reuse on a client, all equipment must be cleaned, sanitized and disinfected. Also, your provider should not double dip into any containers, but remove a portion that will only be used for your service.
- 8. BC 3.01 (4) requires that all hair clippings must be discarded into a covered trash container.
- 9. BC 4.02 (1) (2) requires that the pedi-spas be drained, cleaned, and disinfected between each customer and at the end of each day the filter trap be removed and cleaned.
- 10. Observe the level of professionalism shown by your provider, the punctuality in your provider keeping your appointed time, and your provider's customer relations and communication skills.

The communication between you and your provider is a two way street and should always be done in a nonconfrontational manner. Remember, life is about choices, so you are the one that decides if a salon is or is not right for you.

Notice: We encourage you to duplicate this document and share with your customers and employees.





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