

NIC Bulletin

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Passing of a Giant Leo Passage, 1936-2011

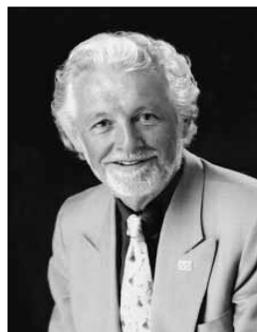
It was with great sadness the passing of Leo Passage, a beloved mentor and founder of Pivot Point, occurred on May 11, 2011.

Leo truly lived his life to the fullest, and motivated everyone that knew him to do the same. He demonstrated to everyone he met around the world to follow your heart and dreams. He was always striving to get the best out of himself and others, he led the way. His personal mission became his company's mission. Leo inspired thousands of people around the world through his teachings. Leo's humility was well known – always sharing with others without self-interest, and possessing a timeless, creative spirit fresh on the last day as on the first.

Coming from a family where Leo's father was a salon owner in Belgium helped encourage him at the age of 17 to enroll in an apprentice program in Holland, starting a long career in cosmetology.

Leo's first boss was involved in competitions and he was seeing what fun it was to design hair, he was encouraged to enter the competition field. By 1958 Leo was a master in competition by winning the Champion of Holland. Because of his awards he was hired to work in a salon in Chicago, bringing him to the United States in 1958. By 1963 he had won most of the competition awards in America.

His knowledge in hair design to create artistic creativity in form, texture and color made him believe that training people the right concepts on how to be a winner by education was what he wanted to achieve. This was the founding of Pivot Point International in 1962. He started with a school of five students and one classroom. Today there are over 2,000 Pivot Point member schools



in over 70 countries teaching his "scientific approach" to cosmetology. His concepts were based on a harmony between science, technology and art that came from the theory of the Bauhaus Art School. Leo had continued working, by training students to elevate their skills to a higher level of artistic creativity.

Leo's passion for education and his devoted interest to the states' regulation of the industry made him a true icon of NIC. His many years of contributions to NIC, its concepts and the National Testing Program as well as to licensed cosmetologists and cosmetology schools were immeasurable.

NIC will always remember Leo for his true devotion to NIC. We will miss him enormously, yet at the same time, we are honored to have known and to have worked with him. Leo will live on through all of us as Pivot Point continues on his path and continues his mission.

"Leo was an inspiration to everyone around him and was always able to look at the bright side of things and continued to care about his biggest passions: his family, his Pivot Point and his students in hairdressing around the world. Leo's beloved wife Lennie, and his children, Robert and Corrine, along with their families, will continue to ensure that the global Pivot Point family continues to advance the empowering mission that Leo started almost 50 years ago."
– Pivot Point Website; NIC Bulletin, April/May/June 2008

Conference Plans Made

Now that the plans have all been finalized and put in place for the NIC Annual Conference, August 27-29, 2011 at Ft. Lauderdale, FL, the Cosmetology Board members from Florida are ready to welcome the delegates at the Gallery One Double Tree Guest Suites Hotel.

The Conference coordinator Debra Norton and the Education Committee has combined their ideas together to help bring three days of an outstanding program to the delegates. The Committee has also been working closely with the Administrator on their program, to ensure everyone an equal balance of great education. There will be a great amount of time spent on breakout sessions on the following: Protecting Our Industry; Regulation of Tattooing; How To Present Yourself to the Legislature and the World of Hybrid Learning.

All members will find the selected topics very valuable. Notwithstanding importance of the subjects on: Human Trafficking in Our Industry; Infection Control; Proper Board Protocol; Expanding Our Beauty Industry Viability in the Community and Legislation and Regulations Update. Featured guest speakers who will be presenting the delegates the topics listed with much need for everyday board activities that demand attention by all. Keynote speaker, Jeff Tobe, CSP, will be presenting a wonderful program on "Let's Get Engaged: that will inspire and educate the delegates.

The evening social activities are planned with a lot of festivity and fellowship.

NIC 2010-2011

President

Kay Kendrick
308 Main St. • Thomson, GA 30824
706-595-8826
kkendrick.nic@gmail.com

Immediate Past President

Jackie Dahlquist
212 South 'A' Avenue
New Underwood, SD 57761
605-391-2721 • jdahlquist.nic@gmail.com

Vice President

Betty Leake
12261 Redhawk Heights
Tebbetts, MO 65080
573-295-4799 • bleake.nic@gmail.com

Secretary/Treasurer

Wayne Kindle
408 N.E. Sapphire Ln.
Lees Summit, MO 64064
816-765-8222 • wkindle.nic@gmail.com

Region 1 Director

Anwar Saleem
1810 8th St., NW
Washington, DC 20001
202-396-1983 • asaleem.nic@gmail.com

Region 2 Director

Becky Brockmann
3143 Vine • Hartley, IA 51346
712-728-2423
bbrockmannnic@gmail.net

Region 3 Director

Angie Printz
901 W Montana St. • Livingston, MT 59047
406-222-5258 • aprintz.nic@gmail.com

Region 4 Director

Marti Frasier
1430 Lake Street • Ogden, UT 84401
801-621-4690 • mkfrasier.nic@gmail.com

Board Administrator Rep.

Betty Abernethy
WY Board of Cosmetology
2515 Warren Ave. Ste. 302
Cheyenne, WY 82002
307-777-3457 • babernethy.nic@gmail.com

National Examination Committee (NEC)

Jerry Kelon Carter II, Chair
11630 E. 21st. • Tulsa, OK 74129
918-234-9444
kcneccchairman@gmail.com

NIC Office

7622 Briarwood Circle
Little Rock, AR 72205
(501) 227-8262 office • (501) 227-8212 Fax
Debra Norton
dnorton@sbcglobal.net
www.nicesting.org

Message From the President



Summer is almost over and the kids are back in school. The rush is on to buy school clothes and supplies. But in all of that confusion is a ray of sunshine. Everyone gets back on a routine and life becomes more predictable.

It is also time for the NIC conference. I hope all of you are making plans to be there. I know it promises to be great, and what better location for a conference than Florida.

I do hope all of you plan to be there.

The NIC conference provides so much more than education. It gives us as state regulators the opportunity to share issues that we are faced with every day with other states. We sometimes think that our state is the only one with problems. But, when you talk to the other state regulators you find out that while we are different in some ways, we are a lot alike in others. We need to continue to work together for the good of all states. We need to strive to make mobility easier for our licensees, while continuing to protect the consumers. The language barriers,

differences in hours and laws from state-to-state still remain a big problem for all of us. I am not sure how we can change this but I do know that if we all work together it can be done.

Our Education Committee has worked very hard to make this a great conference. I know that all of the states are facing financial restraints and some just do not have the funds to send board members to the conference. I know of board members who have to pay their own way. And they do so because they have found that what they take back far out weighs what they have paid to attend the conference. If your state could just send one person who could gather all the information to take back it would be a benefit to you all. I encourage you to try and have a representative attend the meetings and I assure you it will be worth the time and money.

I look forward to seeing you all there.

Kay Kendrick
NIC President

Newsletter Contest

The Annual NIC Lois Wiskur Newsletter Contest will be held at the Annual Conference in Fort Lauderdale, FL.

The two categories are the Multi-Page and Single Page state newsletters that states issued this past year.

The newsletters will be judged on criteria used including: layout and design of pages, articles relevant to the industry, effectiveness of headlines and graphics, clarity and correctness.

Awards will be given for first, second and third place winners in each category.

For information contact Lois Wiskur, Editor, at (605) 224-1661.

Don't forget your newsletter!





Editorial

by Lois Wiskur

NIC Risks Involved Transitions

I was reading how life can be full of risks and transitions. It told how people sit quietly and listen to other people's conversations. No matter what the topics or experiences involved to solve whatever problem, a lot of the time people will always end up saying it's just too complicated to take a risk or change. A good example of that is dealing with today's financial investments on how the market is up and down. It also told that by the conversations the type of personality of the individuals if they were willing to take a risk with the investments. I question if we really consider ourselves as risk takers and if so what area are we most likely to take the most risks or changes.

It told first that the top risk taking area are physical, financial, interpersonal and idea (by opening the mind to new thoughts.)

Some of the following scenarios listed were parachuting out of a plane; argue for some new ideas with your boss; making a job change without guaranteed security; drive a race car at high speed; having a conversation with a complete stranger when on a trip; climb a mountain or cliff; invest money in a business venture with only a 50% chance of success; making a speech on a difficult subject before a large audience.

From the list you were to test yourself to see if you were a risk taker by ranking each example from a scale of 1 to 5 ranging from dislike a lot, dislike, neutral, like or like a lot under each of the four categories listed above.

As I was rating myself, I got thinking how so many risks were endured by NIC from 1956 to the present. Knowing that one time I also helped take part in making decisions when I was an officer and President (1985-1987) made me realize most of the important decisions were based on taking a risk and needless to say just about all the risks taken came out successful.

Maybe the most important risk taken was in 1969 the development and implementing the testing program with not much financial cash on hand and only 13 states participating in the program. That huge risk resulted into many transitions that continue each year. Along with the testing program there were and still are many risks taken today. NIC's success has been based on the risks that were taken. Every year we see many transitions (changes) that are made to keep up with the new risks. This is why we are what we are.

I came across the following about two great Presidents who were risk takers to help achieve their goals as honest men.

Washington - A Great Man

... not because he was born to the landed aristocracy of Virginia. He rose above wealth to render service to his country.

... not because he was a strong, handsome, well-dressed gentleman. He refused the crown of a king to give the colonies a chance as a democracy.

... not because he fought a war for glory, but because he united a nation

... not because he loved to fight, but rather because right was more important than might. "My first wish," he wrote, "is to see this plague of mankind - warfare - banished from off the earth."

... not because of his fine education. Instead, he used his learning to rally his troops around a new concept of freedom.

... not because he commanded an army but because he suffered with the short rations and ragged clothing of his citizen troops who fought for freedom.

... not because he was elected President but rather because he united thirteen belligerent colonies.

Lincoln - A Great Man

... not because he was born in a log cabin amid humble surroundings. He rose above poverty and substituted service.

... not because he looked like a scarecrow most of his life. His kindness and understanding made him most handsome. He was a king among men.

... not because he wished brother to fight brother, but because he united people.

... not because he wanted war, but rather "We cannot escape history . . . We assure freedom. The way is plain. Peaceful, generous, just . . . We shall nobly save or meanly lose, the last best hope of earth."

... not because of his self education. Instead, he used his learning to rally his troops around a new concept of justice.

... not because he was a Commander-in-Chief of The Union Army but because of his compassion for the Americans of the Confederacy,

... not because he was elected President but rather because he reunited the States. As you read these poems do you feel that our Interstate Council is also related?

NIC Region Meeting

April 1-3, 2011 – Nashville, Tennessee



Friday night a welcome party was sponsored by CUP and PCS where everyone was happy to see all returning attendees and some new faces as well.

Saturday morning I was informed that being the Region 2 Director, I would be the one facilitating the whole conference so had to start off right away with doing introductions of all Board members. Sponsors, educators and Past Presidents. Breakfast was sponsored by Milady and everyone received the new Cosmetology Manual just off the press 3 weeks.

The first educator was - Who are you? And Are you who you claim to be - Biometrics - where we heard about all the ways answers are brought into the examination room by being glued onto the coke bottle over where the ingredients are printed, written small to look like art design on fingernails, and anywhere. Anyone can purchase a fake ID on the internet, and pay someone to take the test for them. Twins are very popular to hire. Banks, amusement parks, phone companies, airports. Government, airlines - all these entities need and use the widely accepted security systems that are available. Fingerprinting is not foolproof, but least expensive. Make sure all 10 fingers are available and free from band aids or something that would alter the results. The IRIS is the most reliable form of identification as

NO ONE has the same eye, but a very expensive program to run. The Palm print used by Disney theme parks is widely used and least intrusive. Vein reading is very new and not sure how age or circulation and medical problems affect this but again

very expensive. Lip print is as unique as fingerprint where the lips are pressed to an adaptor, but sores and piercing etc. vary the result. Odor is also being tried as everyone smells different such as when using dogs to find a certain scent. When a fraud is detected, the police are called and the person is immediately arrested for identity fraud. The database is then shared from state to state. When a student begins school, the fingerprint is entered into the database and it follows them throughout their training, exams, attendance and on into their professional future.

Sanctions- a guide from the Arizona state board Chairman was shared on the importance of violations and what fines are given to them from just a letter of concern for 1st time violators with no history up to \$2000 with consent agreements. They may vary but they stress the importance of being ridged on schools for any violations what so ever from falsification of hours and unqualified instructors which will result in revocation of license after only the first violation. There is no place for a school to be in violation of any kind and still be able to accept new students.

Make sure all licensees are not saying, oh I am not an esthetician today, I am a medical assistant so I can perform these services. They must have the required education and training and define who regulates them on those days. Create a scope of practice so Cosmetology and Medical Boards are in the same agreement. "Posting out" means the Cosmetology Board posts a notice that the services conducted in this area are not regulated by the Cosmetology laws and rules,

so the consuming public is aware that they must ask questions as to who is responsible for the actions taken there.

Lawful presence - forms of ID - the US Passport is the first document of verification, then the government issued ID drivers license, then social security card, but ANY of these documents can be and are fraudulently available. Now the requirement is an original birth certificate to be licensed in some states. Due to this regulation, most applicants will withdraw their request to take the exam. Contact Homeland Security as to what a "green" card looks like, because it isn't green, and it changes periodically so as to discourage copying.

Fraudulent Document Detection - is everywhere and sooner or later everyone will be affected or receive an illegal document. There are fraudulent documents rings that are very violent and strong, and they are in every state. The most comprehensive online listing of degree mills can be found and is maintained by the Oregon office of Degree Authorization. At least 20,000 victims are brought into the United States each year from not only Vietnam, but China, Ukraine, Brazil, Korea, Mexico, Dominion Republic and others. They are ripped from their families and threatened with death if they don't obey whatever is demanded of them. States have seen a 39% increase in nail salons due to this human trafficking. 75% of all Social Security numbers used for fraud have already been assigned to someone else. E-Verify is a site to check everyone to see if they are legal to work in the United States. It's a free service and we should use it to check our licensee applicants and employees.

Verification and foreign credentials - most states do not allow state endorsements, if they are coming into your state, they must sit for the entire exam in English due to so many fraudulent documents out there.

High risk client - for manicure and pedicure services they are the ones with diabetes, chemotherapy patients, immune system cancer patients, mastectomy/lumpectomy, HIV/AIDS patients, someone getting ready for bone/organ transplants, inflammatory needed patients, asthma, fibromylgia. Lupus, and MS.

A possibility to monitor the amount of disinfectant used in all businesses is to produce receipts of their purchases and correspond that with the time the business is open. This way it will be a record that

they are disinfecting properly. Pay close attention to “contact” time when disinfecting as the label directions will state contact time will be 2 minutes or 10 minutes before it is completely disinfected. Autoclaves if not properly used and calibrated are more dangerous than not using one at all. They become a heat breeding ground for germs. “No words” to change if in your laws are “wet sanitized to “sanitizing utensil”, and UV sterilizers do not sterilize, blood does not transmit TB and OSHA and CDC guidelines do not require Tuberculocidal to be used.

Con ed should cover only definitions of disinfection and sterilizations, state laws and new threats. The representative from Barbicide has reviewed every state’s laws and has suggestions for improvement.

The last hour of the day was spent with states sharing some of their issues and getting new ideas that might work in assisting to solve them.

Everyone had a few hours to enjoy the Nashville flavor since the hotel was just a couple blocks walking distance from all the nightly entertainment places. My boots were scooting anyway!!

Sunday started out with Cheaters - now what? They will write answers on anything, so you must do a thorough search and they will use devices as well, so make sure they don’t bring anything into the testing area. If they are caught, they are immediately removed and an interview is conducted. Have at least one other person as your witness and be prepared for crying, pleading and every excuse you could imagine, so ask many identifying questions that they should know, such as what is the name of the school, where is it, what discipline did you study, to verify they have cheated or used a false identity. It is suggested security cameras be installed to help monitor the examinees. Contact the Attorney General for follow-up results. South Carolina requires any foreign speaking examinee to take the English proficiency test to be sure there are no problems when doing the exam.

Brazilian blow out - NIC Past President Roseanne Kinley was interviewed on CNN recently informing the public of the excessive content of formaldehyde in the product and is reactivated each time heat is applied through shampooing, showering and heat irons, and causes numerous health risks, including difficulty in breathing, nose bleeds, eye irritations and nausea.

Eye lash extensions - are very dangerous because most adhesives are the same ones used for brake pads and soles of shoes, so do research on every product before using, look for the professional surgical glue, and be aware of all the different types of hair and synthetic fibers used in the lashes being applied.

TCA - (tetracycline) is a produce sold on E-bay that anyone can purchase 2 bottles for \$19.95, that is a chemical face skin peel that advertises to remove tattoos. It has been found to be highly dangerous and results in permanent scarring, so please be aware that not all advertising is safe.

Threading - make sure it is added to the curriculum (10 Hours is sufficient), since it is added into our rules under scope of practice.

NIC has an inspector training program for all inspectors so they are ALL educated about what everyone should look for to help the Board decide the proper actions to protect the public. Every state MUST have all their inspectors attend this training.

As you can see from this report the attendees want “meat and potatoes” subjects at these meetings that can be brought back to their own states and used to better the safety of the consuming public. I was one of 4 region directors that prepared and secured all education and am honored to have been a part of it.

The last hour was spent playing the Jeopardy game containing many facts about NIC and its interests. Many sponsors and educators were thanked and everyone departed with great anticipation for the

Annual NIC conference to be held in Fort Lauderdale, Florida August 27, 28, 29, 2011.

Becky Brockmann

Don't Forget

The recommended new By-Laws changes have been mailed out to each Board office. Please have your delegates attending the Conference review the changes before the Conference. If there are any questions or other suggested changes, please contact the office at dnorton@sbc-global.net.

Did You Know?

NIC has received over 125 applications from interested individuals applying for the Aurie J. Gosnell Scholarship.

This is the second year for the scholarship program. From the qualifying applicants, one individual will be picked from each Region, with the Region Directors as the Committee Co-Chairman. Each of the selected applicants will receive a \$1,500.00 scholarship towards their school tuition for the cosmetology course they are taking.

Miami - In July of 1968, the NIC Convention was held in Miami, Florida. A single room at the Convention was \$14.00 for a single and \$18.00 for a double at the Hilton Plaza Hotel on the beach.

Administrators to Discuss Issues

State Board Administrators and Directors will be bringing their leadership and knowledge together for collaboration at their scheduled meeting at the NIC Annual Conference in Ft. Lauderdale, FL, on August 26, 2011.

On Thursday evening a Welcome/Get Acquainted dinner will be held at 6:00 p.m.

At this time each Administrator/Director will present a report on Legislation and Rule Changes.

The one-day program on Friday, August 26th, is packed with a heap of administrative issues that Boards deal with daily. The program topics to be presented are: Laser and Cosmetology, Do They Belong Together; NIC/SMT on NIC Testing Updates; Industry Updates; Fraud and How It Effects the Industry; and Why We Regulate. Round table discussions will conclude the program.

2011 ANNUAL CONFERENCE

Gallery One–Doubletree Guest Suites • Fort Lauderdale, Florida

“INSPIRE – GROW – EDUCATE”

THURSDAY – AUGUST 25, 2011

9:00 a.m. – 5:00 p.m.

NATIONAL EXAMINATION COMMITTEE MEETING - Louvre Room

6:00 p.m. – 9:00 p.m.

BOARD ADMINISTRATORS' DINNER - Metropolitan Room

FRIDAY – AUGUST 26, 2011

8:00 a.m. – 5:00 p.m.

BOARD ADMINISTRATORS' MEETING - Hermitage Room

9:00 a.m. – 4:00 p.m.

EXECUTIVE BOARD MEETING - Louvre Room

1:00 p.m. – 4:00 p.m.

CONFERENCE REGISTRATION - Foyer A

5:00 p.m. – 6:00 p.m.

NEW MEMBER ORIENTATION – Metropolitan Room

6:30 p.m. – 8:30 p.m.

WELCOME RECEPTION – Gallery Ballroom Sponsored in part by Pearson VUE

SATURDAY – AUGUST 27, 2011

9:00 a.m. – 10:15 a.m.

BREAKFAST – Sponsored by Super Cuts - Sun Dream Catalina Yacht

10:30 a.m. – 11:00 a.m.

GENERAL SESSION/Call to order – Gallery Ballroom

Roll Call of states

Presentation & Approval of conference rules

Approval of Conference Agenda

Approval of 2010 Conference Minutes

Nominating Committee Appointment

Presentation of Election Procedures

President's Report

Introduction of Education Chair

11:00 a.m. – 12:30 p.m.

"Let's Get Engaged!" - Jeff Tobe, CSP, Author of Coloring Outside the Lines - Sponsored by CLiC International

1:00 p.m. – 2:15 p.m.

LUNCH – Sponsored by JC Penney Salons - Sun Dream Catalina Yacht

General Session – Gallery Ballroom

2:30 p.m. – 3:15 p.m.

"Human Trafficking in our Industry" - Special Agent Giovanna Angulo, Dept. of Business & Professional Regulation and Robin H. Thompson, Robin H. Thompson & Associates & Florida State University, Center for the Advancement of Human Rights - Sponsored by OPI

3:15 p.m. – 4:00 p.m.

"**Infection Control – Why Bother**" – Leslie Roste, RN Sponsored by King Research/Barbicide

4:00 p.m. – 4:15 p.m. Break

4:15 p.m. – 5:00 p.m. ByLaws Committee Report

SUNDAY – AUGUST 28, 2011

8:00 a.m. – 9:15 a.m.

BREAKFAST – Sponsored by Milady - Sun Dream Catalina Yacht

9:15 a.m. – 9:30 a.m.

Call to Order
Roll call of states

9:45 a.m. – 11:00 a.m. **BREAKOUT SESSIONS**

"Protecting Our Industry" – Shawn Conder – Hermitage Room

"Fraudulent Documents" - Kay Kendrick, GA – Prado Room

"How to Present Yourself to the Legislature" – Metropolitan Room
Betty Abernethy, WY & Leslie Roste, RN/Barbicide

"The World of Hybrid Learning" – Gallery Ballroom Gerard McAvey,
Milady & Michelle Holder, Westside Technical School

11:15 a.m. – 12:30 p.m. BREAKOUT SESSIONS (Repeated)

12:45 p.m. – 2:00 p.m.

LUNCH – Sponsored by Pivot Point - Sun Dream Catalina Yacht

General Session – Gallery Ballroom

2:15 p.m. – 2:30 p.m. Nominating Committee Report

2:30 p.m. – 3:15 p.m.

"Terrorism/Weapons of Mass Destruction in the Beauty Industry"
Special Agent Brian LeBlanc, FBI Miami Division

3:15 p.m. – 4:00 p.m.

"Proper Board Protocol" – Bill Helton, OK, Facilitator

4:00 p.m. – 4:15 p.m. Break

4:15 p.m. – 5:00 p.m. Election of Officers

MONDAY – AUGUST 29, 2011

8:00 a.m. – 9:00 a.m.

BREAKFAST – Sponsored by PCS - Sun Dream Catalina Yacht

9:15 a.m. – 9:45 a.m.

GENERAL SESSION/Call to order – Gallery Ballroom

Roll Call

Committee Reports: Honorary Membership, Conference Site

9:45 a.m. – 10:45 a.m.

"Legislation and Regulation Update" – Robyn Barineau, FL, Facilitator

10:45 a.m. – 11:00 a.m. – Break

11:00 a.m. – 11:30 a.m.

"Expanding our Beauty Industry Viability in the Community" – Bill Helton, OK

11:30 a.m. – 12:00 p.m.

Unfinished Business

New Business

Resolution

RECESS

1:30 p.m. – 3:00 p.m.

NEC Meeting – Louvre Room

Executive Board Meeting – Louvre Room

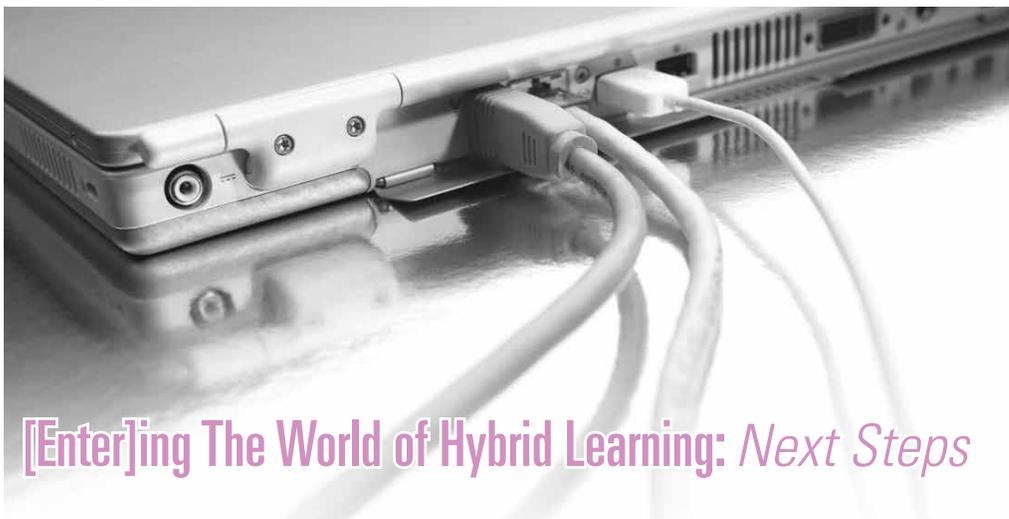
6:30 p.m. – 9:00 p.m.

Banquet/Installation of Officers (dinner served at 7:00 p.m.)

Gallery Ballroom - Sponsored in part by King Research/Barbicide

9:00 p.m. Adjourn





[Enter]ing The World of Hybrid Learning: Next Steps

By Gerard McAvey
Executive Marketing Manager, Milady

In the final part of this 4-part series on hybrid learning, I would like to briefly recap what was already discussed within the previous articles and put together an action plan on next steps for moving forward.

- Whether we're discussing the curriculum offered within a school program or meeting a state's need for continuing education, it is important to remember that online or hybrid learning.....is.....not.....for.....everyone. This should be treated as an option and not a requirement.

- Flexibility is an integral part of this overall discussion. Being flexible of various learner types, being flexible of the needs of different generations, being flexible of financial constraints, being flexible of a number of family/personal commitments... I can go on and on. The most important aspect to remember is it's more crucial to focus on the education itself and whether or not an individual is learning the information as a finished result and not focus so much on ensuring they're all getting there the same exact way.

- When a hybrid program is being implemented within a school's existing curriculum, acknowledging that the instructor role is not going away is crucial. They're just facilitating the experience for the student in a different manner. On a separate note, the approved curriculum as we know it today does not need to change. How it's delivered and communicated is what will require slight modification.

- Whether one is looking at education for a student, a licensed professional or an instructor, the assessment component is

important for an overall successful course/program. Education comes in many different packages such as books, conference trainings, etc. however online/hybrid courses offer the ability to measure results and provide an outcomes-based tool rather than hoping or assuming information is being retained.

- There are many resources and tools now available that provide tracking and administrative functionality in order to keep tabs on the individual throughout the duration of a course. We can see if they logged in, when they logged in, how much time has been spent in a course, assignments that were completed, quiz and test scores, etc. These tools are crucial to protect the integrity of a course and to ensure the information is being delivered, digested and ultimately applied by the individual taking it.

- Preparation is extremely important, particularly when implementing hybrid learning into a school program. I strongly recommend schools taking the time to integrate the program into their existing setup slowly and properly train instructors to deliver education in this format. A school needs to do what's best for them and what fits the needs of their students and instructors within the parameters set forth by their governing body.

- Just because an individual is behind a computer does not eliminate communication or the ability to be interactive and share. Many of you reading this currently e-mail; text; Skype; use Facebook and other sites to provide information, share your thoughts and interact with one another. These tools (and others) can easily be used to enhance the hybrid learning experience and at times allow for even more personal-

ized communication and interaction than what is sometimes provided in a traditional classroom/training environment.

So, what are the next steps? The major next step is to just start a dialogue if you haven't done so already. Speak with your fellow Board members. If you own a school or affiliated with a school, speak to your instructors and students. Identify those questions that you still have concerning both the positive and negative aspects of this potential format for education, and most importantly, ask those questions. Be sure to utilize the resources around you whether it's myself and the Milady team, other publishers, manufacturers, industry experts or colleagues that are implementing online/hybrid learning in their state already.

I now leave you with a few final questions:

Does your state currently allow for online/hybrid pre-licensure education?

- If so, how many hours?
- If your state does not allow for hours to be completed outside of the actual school, what percentage can you envision being feasible at this time?
- Will this require a legislative change or a rule change?
- Does your state currently require licensees to complete continuing education requirements?
- If so, do you allow for these to be completed online?
- If your state does not require continuing education from licensees do you believe an online option would provide a viable and economical solution while also recognizing the importance of professional development?

That's all from me.....for now. Like I previously stated, start the dialogue. Technology is here and online learning is here, so how do we use it to enhance beauty and wellness education for our industry. Together we can ensure content is being delivered properly, participants are learning, outcomes are measured and ultimately the knowledge required for student, instructor and licensee success, as well as ultimate consumer protection, is not only met but exceeded.

For more information on this topic you can contact Gerard at 800.998.7498 ext. 2420 or gerard.mcavey@cengage.com

Bulletin

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Editor: Lois Wiskur
P.O. Box 687, Pierre, SD 57501
605-224-1661

Graphic Designer: Tami Collins, Pierre, SD
www.tamicollins.com
tamicollins@pie.midco.net

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Conference Keynote Speaker Jeff Tobe, CSP is cOLOriNg OUtsiDe tHe LiNes™

Certified Speaking Professional, Jeff Tobe's credentials are impressive. Insider Magazine dubbed him "The Guru of Creativity" and readers of Convention & Meetings Magazine recently chose him as one of the top 15 speakers in North America. Tobe has earned this reputation through his trademark presentations, "Coloring Outside the Lines™".

Tobe is one of the most dynamic speakers in the industry as attested to by clients including the CLIC International, Empire Beauty Schools, and Bella Capelli Academy. He prides himself on presenting up-to-the-minute, cutting edge material as it relates to designing the ideal customer EXPERIENCE.



Jeff is the Primary Colorer at Coloring Outside the Lines in Pittsburgh PA. He believes in the power of creativity to look at your business from a new perspective and accept that customer service is no longer the bar that distinguishes us from our competitors. We now have to consider our internal and external customers' EXPERIENCES

from the minute they make contact with us to the minute they are done! He teaches organizations that to grow, and increase their bottom line, they must first implement strategies that have a fresh approach.

Jeff is the author of the hugely popular book, Coloring Outside The Lines. He is the co-author of the best selling books, "The Sales Coach" and "The Communication Coach".

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Lois Wiskur
Box 687
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