



WEST VIRGINIA
STATE BOARD OF
BARBERS AND COSMETOLOGISTS

2011 ANNUAL REPORT
VOLUME 1

BOARD MEMBERS

Michael Belcher	Justina Gabbert
Sarah Hamrick	Susan Poveromo
Jim Ryan	Rick Stache

EXECUTIVE DIRECTOR

Adam L. Higginbotham

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Governor Earl Ray Tomblin
1900 Kanawha Boulevard, East
Charleston, West Virginia 25305

September 1st, 2011

Dear Honorable Governor Tomblin:

The West Virginia State Board of Barbers and Cosmetologists presents the 2011 Annual Report as required by West Virginia Code § 30-1-12.

This annual report consists of general operations and functions of the Board, revenue and expenditure data, licensee and state statistics related to the beauty industry, past and recent activities of the Board, and future goals.

Sincerely,

Adam L. Higginbotham M.B.A.
Director

STATUTORY HISTORY

West Virginia Code § 30-27, rewritten in July 2009 and edited in July 2011 to provide the Board authority to implement a barber apprenticeship program and shampoo assistant permit is accompanied by nine rules and regulations that govern or detail the practice, operations, businesses, schools, curricula, fees, and fines associated with beauty culture.

The rules and regulations that are currently in effect are:

3CSR1-Procedures, Criteria, and Curricula for Examination and Licensure of Barbers, Cosmetologists, Manicurists, and Aestheticians *(last updated July 1st, 2011)*

3CSR2-Qualification, Training, and Examination of Licensure of Instructors *(last updated July 1st, 2011)*

3CSR3-Rules and Regulations for Licensing Schools

3CSR4-Operational Standards for Schools of Barbering and Beauty Culture *(last updated July 1st, 2011)*

3CSR5-Operation of Barber, Beauty Shops, and Schools

3CSR6-Schedule of Fees *(last updated July 1st, 2011)*

3CSR7-Schedule of Fines

3CSR9-Complaint Procedures

3CSR11-Continuing Education

NEW LEGISLATION

During the 2012 legislative session, the Board hopes to accomplish two key pieces of legislation to help make the professions under this Board more accessible by lowering the required hours to national standards and to implement a job creating rule that will allow salons to hire shampoo assistants with 3 hours of sanitation training.

BOARD MEMBERS

Michael Belcher
Barber Crossover
Charleston, West Virginia

Justina Gabbert
Lay Member
Martinsburg, West Virginia

Sarah Hamrick
Cosmetologist
Hurricane, West Virginia

Susan Poveromo
Aestheticians
Madison, West Virginia

Rick Stache
Cosmetologist
Morgantown, West Virginia

James "Jim" Ryan
Barber
Alum Creek, West Virginia

BOARD STAFF

Board Office

Adam L. Higginbotham M.B.A.
Executive Director

Mindi Stewart
Secretary I

Amanda Smith
Salon Liaison

Charles Persinger
Investigator/Archivist

Erin Harrah
Receptionist

Field Inspectors

Lamona Casto
Inspector II
Burnsville, West Virginia

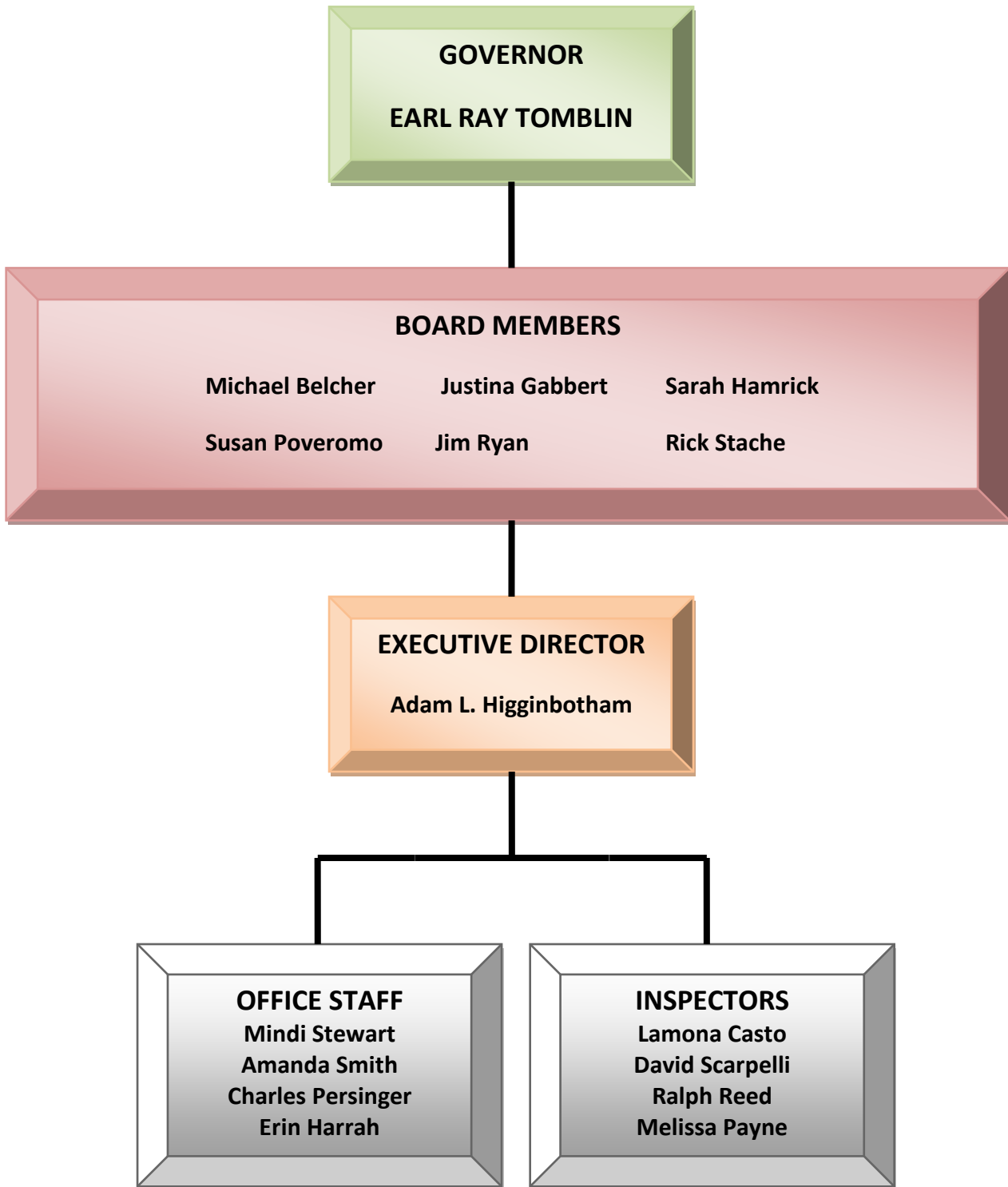
David Scarpelli
Inspector II
Charleston, West Virginia

Ralph Reed
Inspector II
Beckley, West Virginia

Melissa Payne
Inspector II
Morgantown, West Virginia

Vacant
Inspector II

ORGANIZATIONAL CHART



MISSION STATEMENT

The mission of the West Virginia State Board of Barbers and Cosmetologists is to ensure the public's protection while seeking professional services in the beauty industry through frequent sanitary inspections of salons/shops/schools, sanitary and disinfection inspections of implements used on consumers, and through competency examination of all licensed professional aestheticians, barbers, cosmetologists, and nail technicians.

OPERATIONS

- Issues licenses to qualified applicants.
- Processes applications and documents for licenses and permits.
- Maintains database of all licensees, shops, salons, and schools.
- Maintains record of all proceedings of the board.
- Inspects licensed shops, salons, and schools within the jurisdiction of the board.
- Investigates and processes complaints against barbers, cosmetologists, manicurists, aestheticians, salons, shops, and schools.
- Establishes procedures and guidelines for the suspension or revocation of a license and suspends, revokes, and reinstates those licenses.
- Conducts hearings on licensing issues and any other matter within the jurisdiction of the board.
- Responds to requests for information relating to licensees, functions of the board, or upcoming events.
- Responds to requests related to verification of licensees and certification, discipline cases, complaints, and the functions of the board.
- Implements rules and regulations relative to the practice of beauty culture.
- Reviews and evaluates multistate regulations.
- Establishes, implements, and regulates the curriculum in all licensed schools by legislative rule.
- Establishes and regulates licensing standards for individuals, shops, salons, and schools by legislative rule.
- Oversee examination for applicants to become licensed barbers, cosmetologists, manicurist, or aestheticians.
- Prepares and supervises annual budget and reports.
- Provides support services for inspectors.
- Provides collection and accounting for license, permit, examination, and other applicable fees.

PERFORMANCE MEASURES

2009 ACCOMPLISHMENTS

- ✓ Completed new website with downloadable and printable forms and applications.
- ✓ Restructured state territories for reduced fuel consumption.
- ✓ Updated and re-organized all forms and applications.
- ✓ Implemented in-house accounting functions.
- ✓ New code governing the Board was introduced and passed.
- ✓ Introduced 10 set of rules and regulations changes or new rules for 2010 legislative session.

2010 ACCOMPLISHMENTS

- ✓ Updated five rules through legislation.
- ✓ Legislation passed to implement continuing education.
- ✓ Outsourced examinations to professional third-party examiners.
- ✓ Developed informative newsletter and mailed to licensed salons/shops.
- ✓ Moved to an ADA compliant office.
- ✓ Implemented new software with better data extraction capabilities.
- ✓ Reengineered inspector reporting process to online database software.
- ✓ Added security protected features on licenses to prevent fraud.
- ✓ Changed violation notification procedure for better accountability and tracking.
- ✓ Moved to an ADA compliant office.
- ✓ Implemented new software with better data extraction capabilities.

2011 ACCOMPLISHMENTS

- ✓ Resolved 83% of complaints filed within fiscal year 2011 within 9 months.
- ✓ Implemented online renewals for shops, individuals, and booth rentals.
- ✓ Continued to development improvements to licensing database.
- ✓ Developed new inspection process focusing on sanitary criteria.
- ✓ Updated four rules through legislation.
- ✓ Granted legislative authority to create rules for shampoo assistant and barber apprenticeship programs.

FISCAL YEAR 2011 BOARD GOALS AND OBJECTIVES

This section covers the planned goals and objectives as indicated in the 2010 Annual Report. The red font explains the results of the planned goals and objectives.

1. Research scan bar technology and photographs of licensees to be placed on licenses.
2012 individual licenses will have barcode technology on license. The capabilities of having photographs on licenses are still being developed.
2. Implement online license renewals.
Shop licenses, individual licenses, and booth rental certifications are renewable online.
3. Improve customer service and turn-around time for renewals.
Licenses that are renewed online are processed and mailed within 1-3 business days. Licenses renewed by check or money order usually take 4-7 business days to be processed and mailed.
4. Research biennial renewals for facilities and/or individuals.
The idea of biennial renewals is on hold for individuals until continuing education, which starts January 1st, 2012, has been implemented.
5. Develop and implement “grading” system for inspection report results of salons/shops.
New inspection process was created and implemented during fiscal year 2011. The inspection report focuses on sanitary factors that may be harmful to the public.

FISCAL YEAR 2012 BOARD GOALS AND OBJECTIVES

1. Digitally scan individual licensee files back to 2008.
2. Digitally scan past miscellaneous records and historic files.
3. Create public access to salon/shop/school inspection reports online.
4. Resolve 90% of complaints within nine months.
5. Inspection 90% of licensed facilities twice per year.
6. Improve average turnaround time for all applications to 5 days, except for application that require research.

BOARD'S NATIONAL PRESENCE

The West Virginia State Board of Barbers and Cosmetologists became the first state in the nation to implement and execute electronic license certifications or e-certifications. A license certification is a document that is required when an individual wishes to transfer a license from one state to another to validate the individual's license.

In the past, the Board would send a letter through the US Post Office certifying an individual's basic information such as: name, address, license number, and current license status. This process was slow, costly, and ineffective for validating an individual's training and identity.

Under the new process, the Board scans the individual's complete file and emails the scanned file (includes photograph, beauty school transcripts, and other specific information) with the e-certification directly to the state the individual is wishing to move. This process ensures that credentials are comparable to the receiving state and that the identity of the individual is correct. All social security numbers, birth months, and birth days are redacted.

Since the implementation in January 2011, the Board has received warm reception of the concept from several states. Three states have followed West Virginia's lead and a couple of additional states are in the process of implementing e-certifications in the near future.

RECEIPTS AND DISBURSEMENTS FOR FISCAL YEAR 2011

2010 carryover

2010 Carryover	\$136,183.14
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2010

1st quarter

Month	Receipts	Disbursements	Balance with Treasurer
July 2010	\$34,971.60	\$37,563.69	\$132,431.88
August 2010	\$62,227.50	\$43,255.56	\$149,338.15
September 2010	\$24,712.46	\$38,931.22	\$133,156.45
1st Quarter Totals	\$121,911.56	\$119,750.47	\$138,309 qtr. avg.

2010

2nd quarter

Month	Receipts	Disbursements	Balance with Treasurer
October 2010	\$15,595.00	\$34,649.43	\$112,341.16
November 2010	\$25,003.00	\$38,228.78	\$99,032.15
December 2010	\$111,579.64	\$42,660.31	\$166,790.49
2nd Quarter Totals	\$152,177.64	\$115,538.52	\$126,055 avg.

2011

3rd quarter

Month	Receipts	Disbursements	Balance with Treasurer
January 2011	\$119,486.88	\$42,030.46	\$242,540.14
February 2011	\$47,710.54	\$38,360.65	\$249,843.35
March 2011	\$28,745.15	\$35,966.81	\$239,544.19
3rd Quarter Totals	\$195,942.57	\$116,357.92	\$243,976 qtr. avg.

2012

4th quarter

Month	Receipts	Disbursements	Balance with Treasurer
April 2011	\$16,252.25	\$46,051.79	\$204,715.59
May 2011	\$15,337.25	\$45,313.23	\$170,859.92
June 2011	\$60,525.99	\$43,060.69 (-25,934.15 July)	\$186,494.21
4th Quarter Totals	\$92,115.49	\$160,359.86	\$187,357 qtr. avg.

2011 Totals

2011 TOTALS	\$562,147.26	\$512,006.77	\$173,924 mo. avg.
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Receipts – Disbursements Total	\$50,140.49
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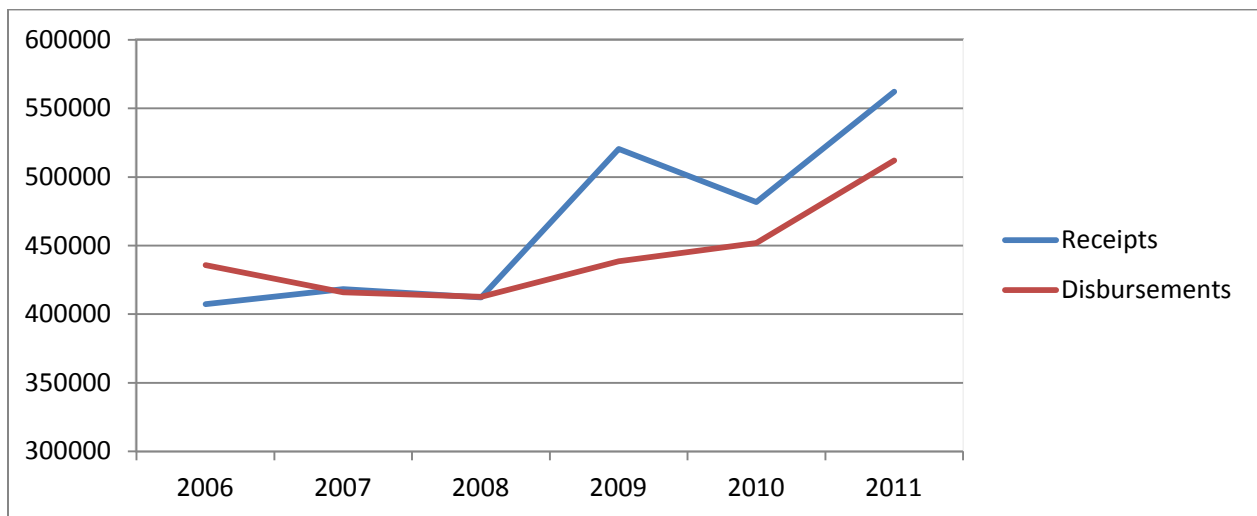
2011 carryover

2011 Carryover	\$186,494.21
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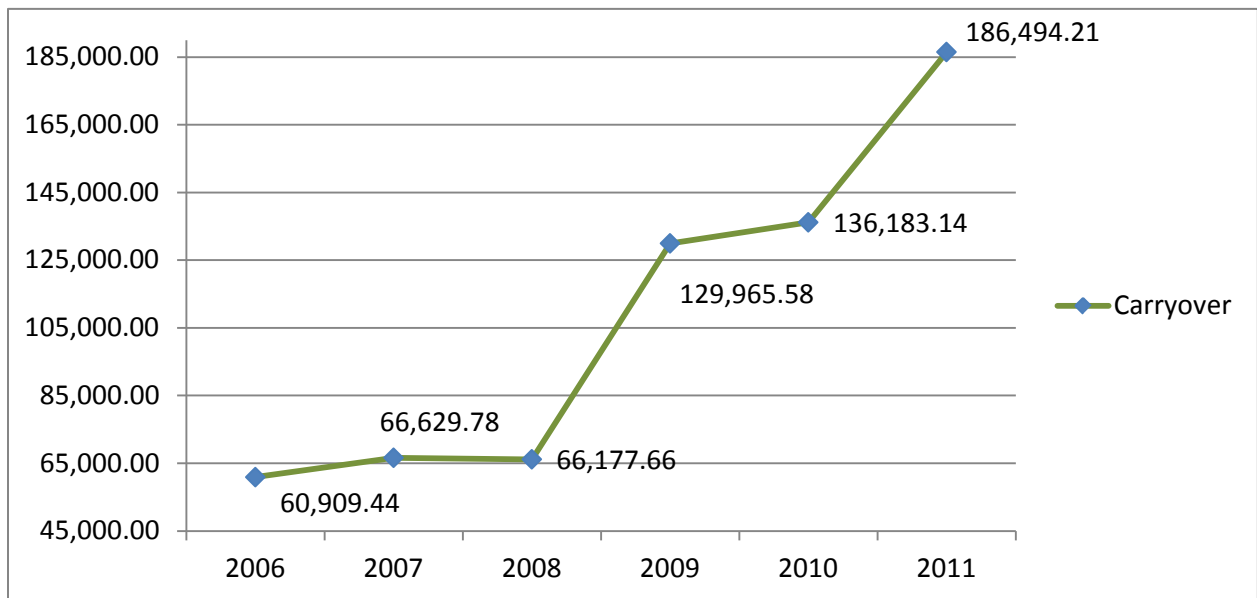
SIX YEAR REVIEW-RECEIPTS AND DISBURSEMENTS

Fiscal Year	Receipts	Disbursements	Carryover Balance
2011	\$562,147.26	\$512,006.77	\$186,494.21
2010	\$481,793.20	\$451,787.36	\$136,183.14
2009	\$520,381.36	\$438,552.18	\$129,965.58
2008	\$412,220.10	\$412,672.22	\$66,177.66
2007	\$418,307.32	\$415,950.54	\$66,629.78
2006	\$407,304.01	\$435,909.44	\$60,909.44

GRAPH-RECEIPTS AND DISBURSEMENTS



GRAPH-CARRY-OVER BALANCE



EDUCATIONAL OVERVIEW

The educational training and school curricula for barbers, cosmetologists, manicurists, and aestheticians are detailed in Title 3, Series 1: Procedures, Criteria, and Curricula for Examination and Licensure of Barbers, Cosmetologists, Manicurists, and Aestheticians.

The following are the required hours for each profession governed by the Board:

PROFESSION	HOURS NEEDED TO TEST
Barber	1,800 hours
Barber Permanent Wavist	2,000 hours
Barber Crossover (barber/cosmo)	2,000 hours
Cosmetologists	2,000 hours
Manicurist	400 hours
Aesthetician	600 hours

LICENSED BEAUTY SCHOOLS IN WEST VIRGINIA

Art and Science Institute of Cosmetology
33 Corey Road
White Hall, WV 26554
304-363-2015

Beckley Beauty Academy
109 South Fayette Street
Beckley, WV 25801
304-253-8326

Carver Beauty Academy
4799 Midland Drive
Charleston, WV 25306
304-348-1968

Charleston School of Beauty Culture
210 Capitol Street
Charleston, WV 25301
304-346-9603

Clarksburg Beauty Academy
120 South Third Street
Clarksburg, WV 26301
304-624-6473

Huntington School of Beauty Culture
5636 US Route 60 East, Suite 2
Huntington, WV 25705
304-736-6289

International Beauty School
201 West King Street
Martinsburg, WV 25401
304-267-6231

Mercer County Beauty School
1397 Strafford Drive
Princeton, WV 24740
304-425-9551

Morgantown Beauty College, Inc.
276 Walnut Street
Morgantown, WV 26505
304-292-8475

Mountaineer Beauty College
700 6th Avenue
PO BOX 547
St. Albans, WV 25177
304-727-9999

Scott College of Cosmetology
1502 Market Street
Wheeling, WV 26003
304-232-7798

Southern WV Community & Technical College
3505 Daniel Boone Parkway
Danville, WV 25053
304-792-7041

Buena Vista Beauty School
Alderson Prison Camp
PO BOX B
Alderson, WV 24910
304-445-2901

Wyoming Co. Vocational Technical Center
HCR 72, Box 200
Pineville, WV 24874
304-732-8050

LICENSED BARBER SCHOOLS IN WEST VIRGINIA

Charleston School of Barbering
210 Capitol Street
Charleston, WV 25301
304-346-9603

DATA REVIEW

The licensing data reviewed within this report is as accurate as possible. Over the course of three years the Board has been continuously updating and improving its licensing database software.

The improvements have resulted in more accurate data being available than in the past.

LICENSES ISSUED

2011 Renewals

PROFESSION	NUMBER OF RENEWALS
Aestheticians	189
Barbers	754
Barber/Cosmetologists	104
Booth Renter	2,311
Cosmetologists	6,903
Instructors	120
Nail Technicians	1,002
Schools	15
Shops	2,853
Students	1,544
Total Renewals	15,795

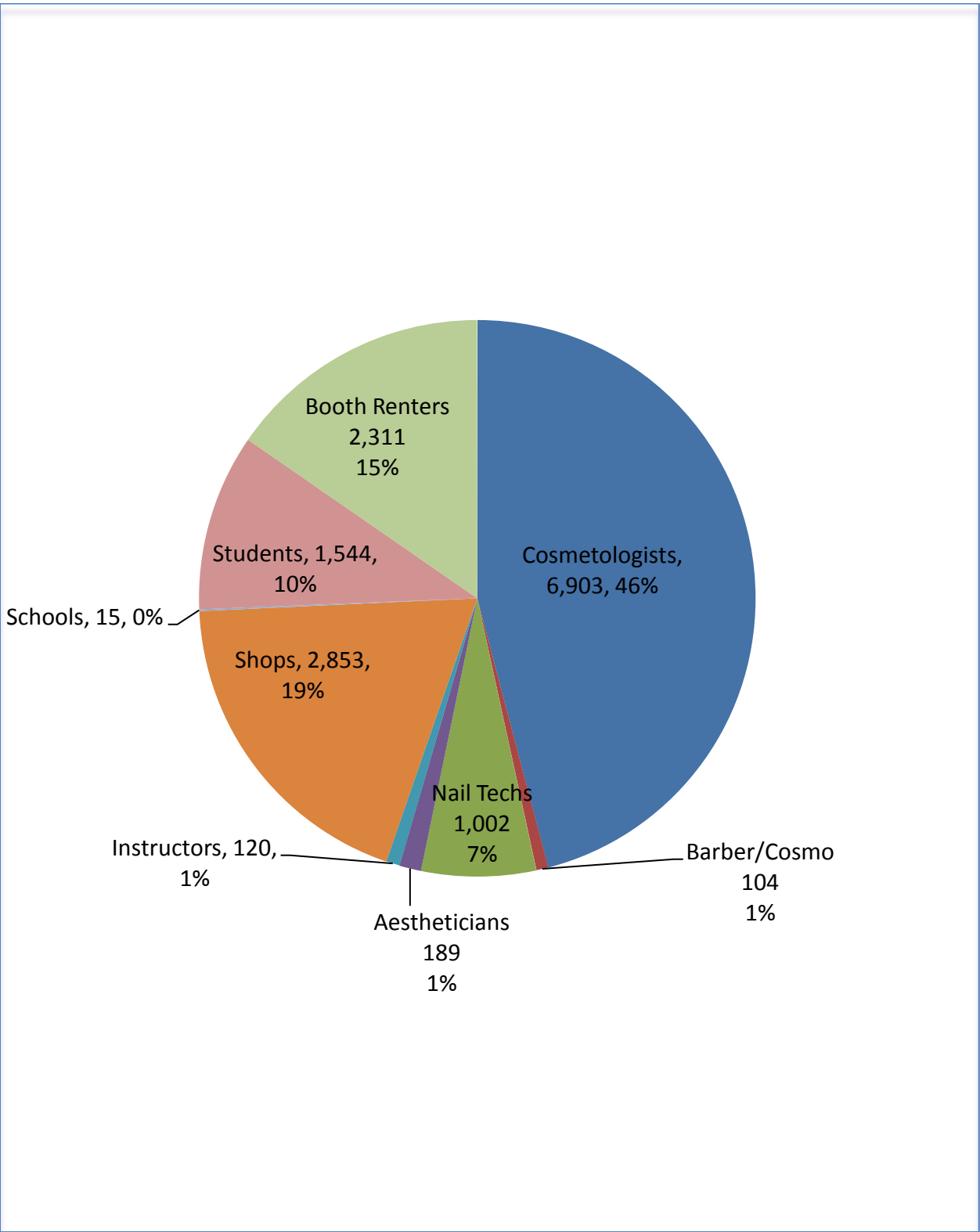
2011 New Registrations

PROFESSION	NUMBER OF REGISTRATIONS
Aestheticians	51
Barbering	30
Cosmetologists	520
Nail Technicians	168
Shops	299
Students	960
Total Registrations	2,028

2011 Total Licenses, Permits, Certifications Issued

TOTAL ISSUED	17,823
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DISTRIBUTION OF ALL LICENSES

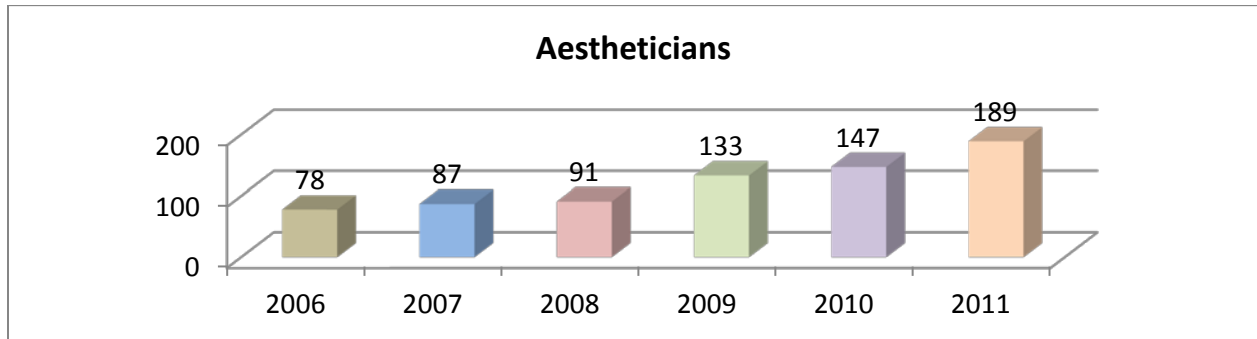


SIX YEAR REVIEW OF ALL LICENSES ISSUED

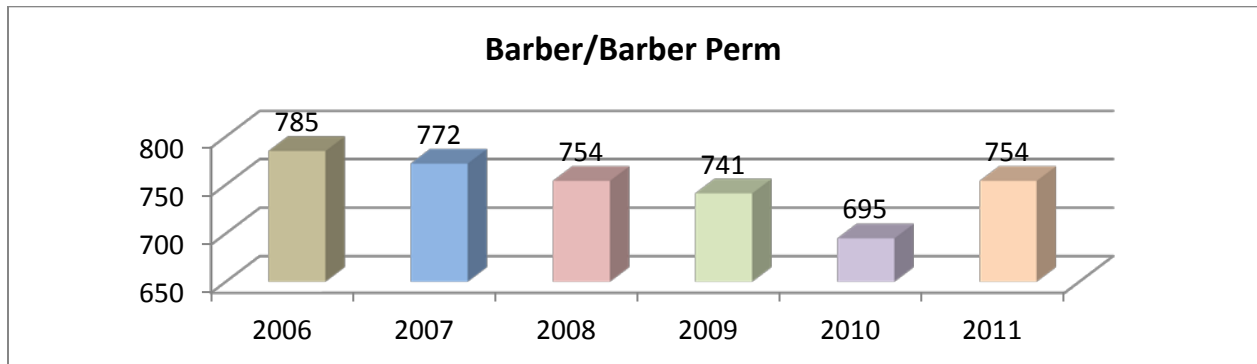
PROFESSION	2006	2007	2008	2009	2010	2011
Aestheticians	78	87	91	133	147	189
Barbers & Barber Perm.	785	772	754	741	695	754
Barber/Cosmetologists	91	98	97	99	100	104
Cosmetologists	6,376	6,375	6,301	6,568	6,250	6,903
Instructors	83	78	77	90	90	120
Nail Technicians	655	684	714	830	833	1,002
Schools	14	14	16	16	16	15
Shops	2,630	3,044	2,921	2,789	2,591	2,853
TOTAL	10,712	11,152	10,971	11,525	10,722	11,940

LICENSES ISSUED IN GRAPHS

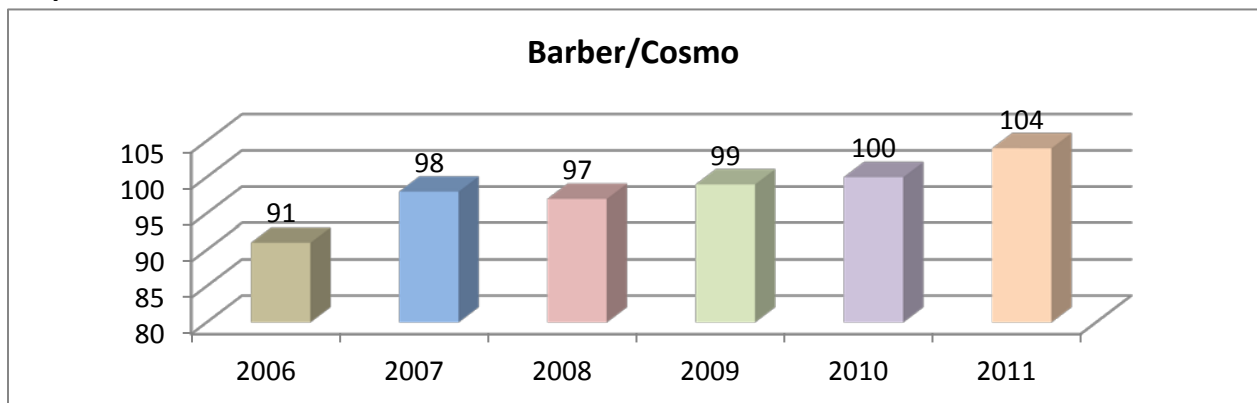
Graph- Aesthetician



Graph- Barber/Barber Perm

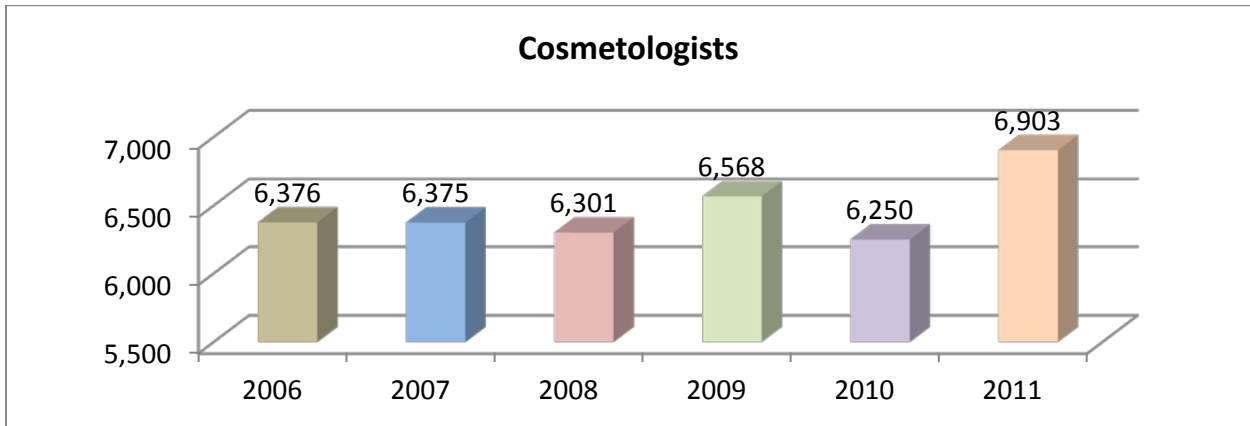


Graph-Barber/Cosmo

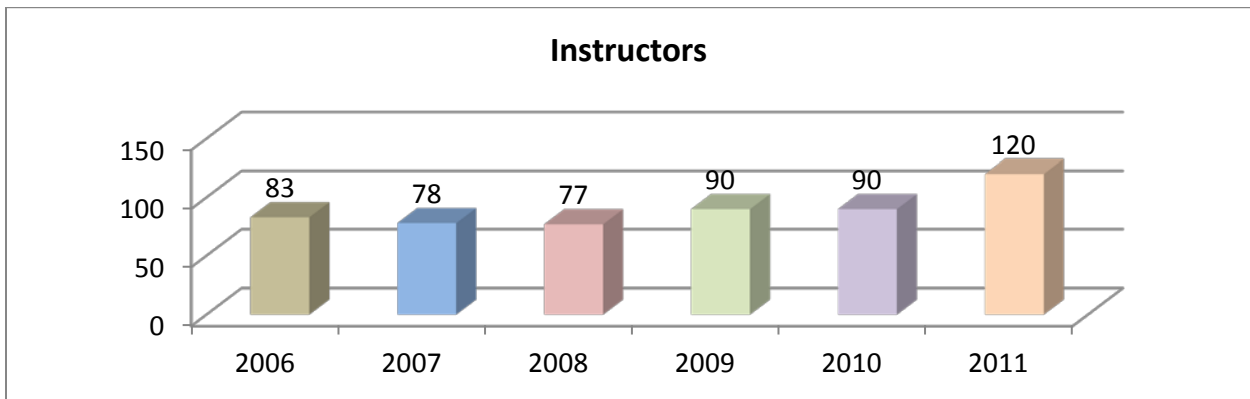


LICENSES ISSUED IN GRAPHS

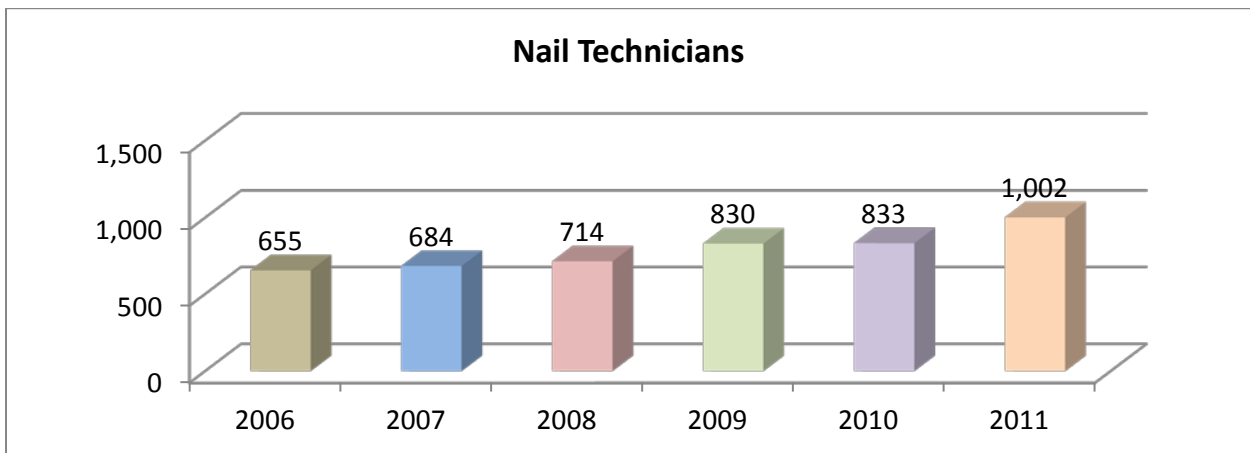
Graph-Cosmetologists



Graph- Instructors

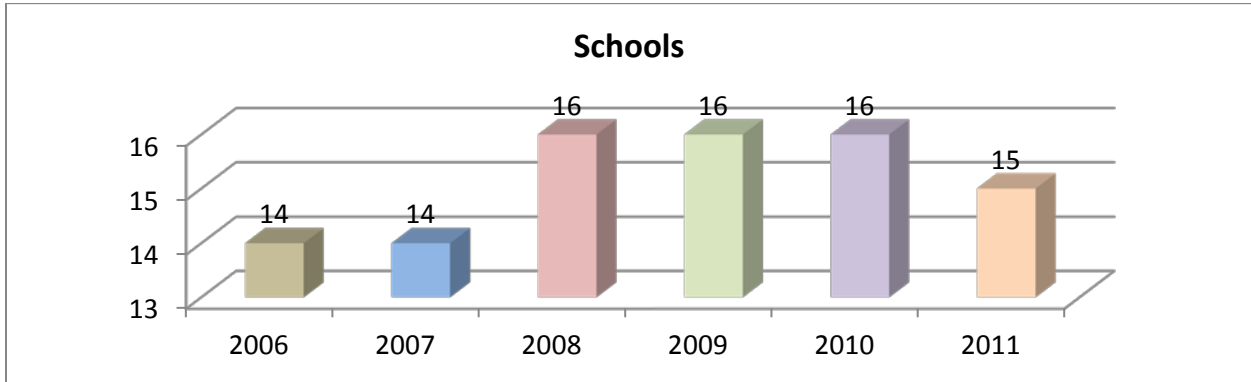


Graph- Nail Technicians

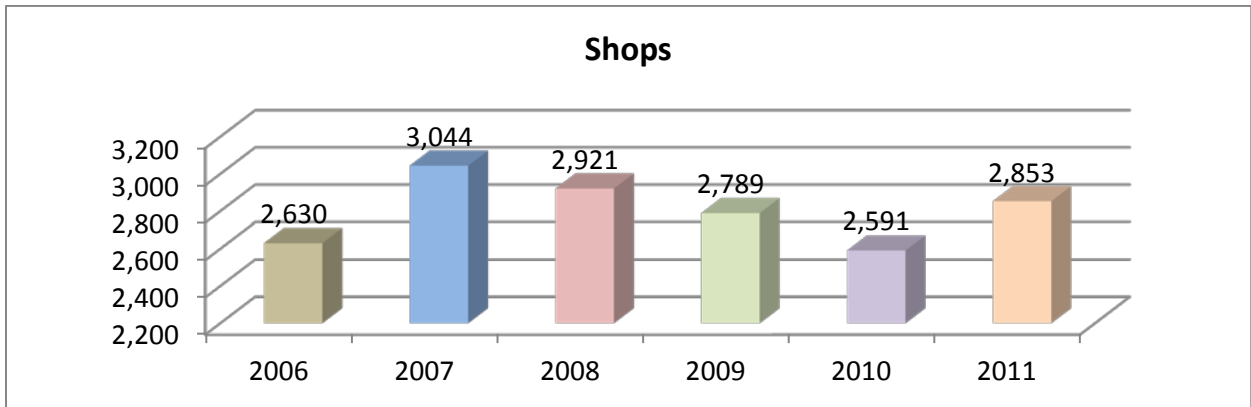


LICENSES ISSUED IN GRAPHS

Graph- Schools



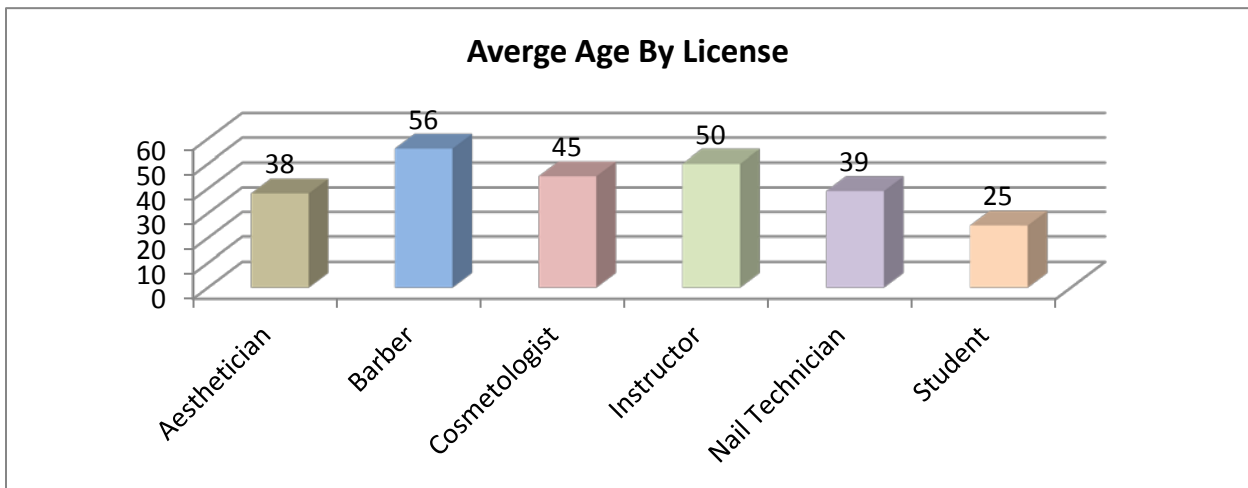
Graph- Shops



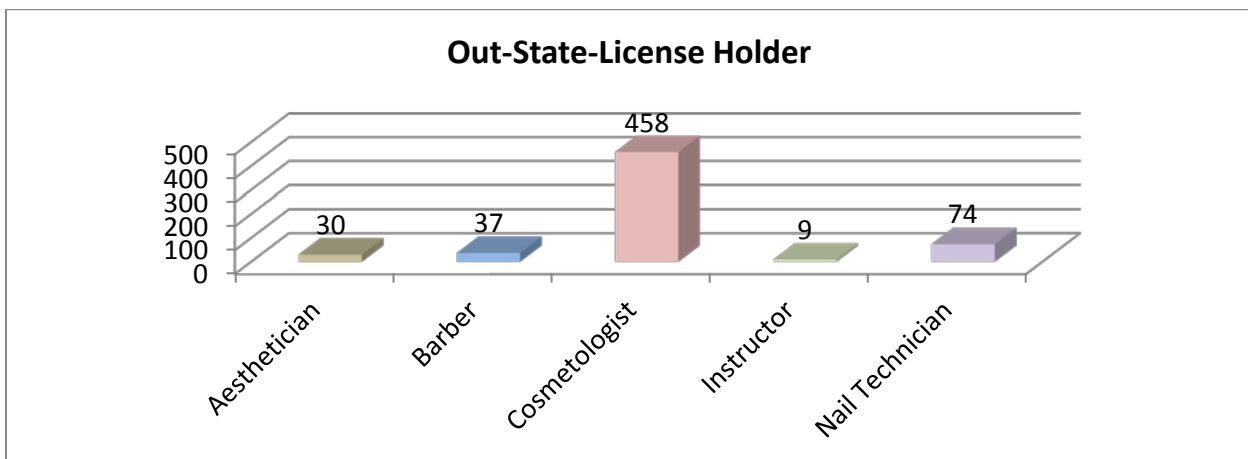
AVERAGE AGE BY LICENSE TYPE

LICENSE TYPE	AVERAGE AGE
Aestheticians	38 years old
Barbers	56 years old
Cosmetologists	45 years old
Instructors	50 years old
Nail Technicians	39 years old
Students	25 years old

Graph- Average Age by License



Graph- Out-of-State License Holder by License

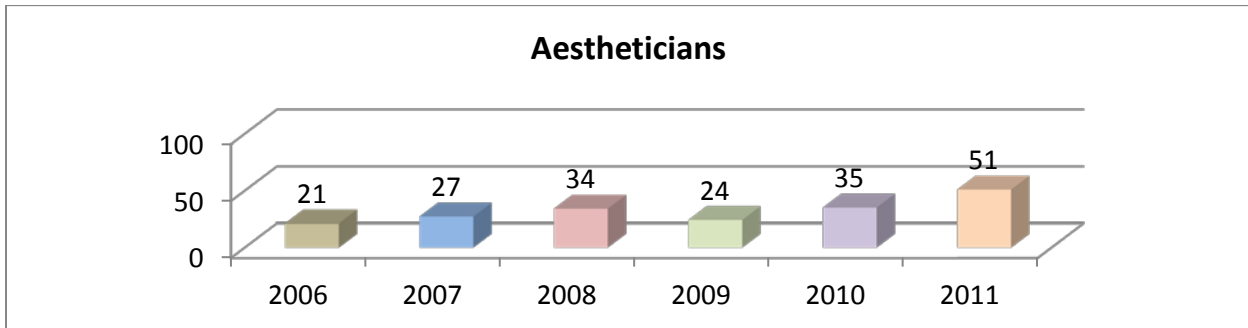


SIX YEAR REVIEW OF NEW LICENSE/PERMIT REGISTRATIONS

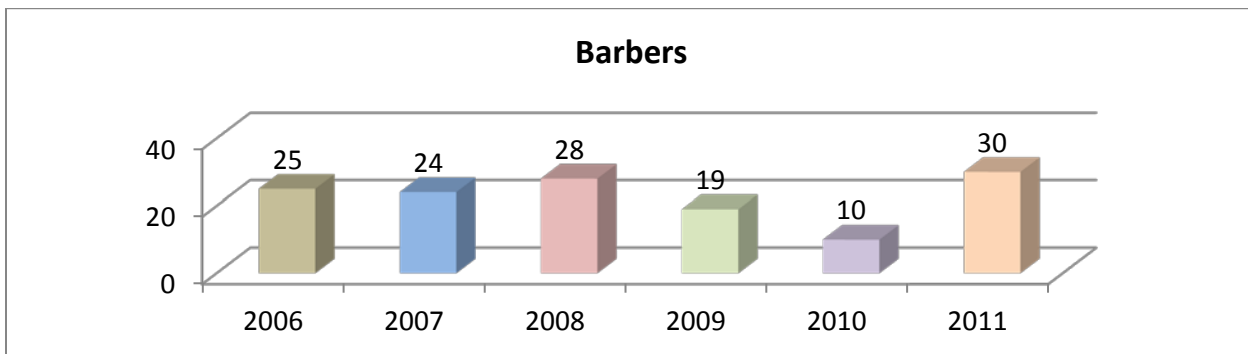
PROFESSION	2006	2007	2008	2009	2010	2011
Aestheticians	21	27	34	24	35	51
Barbers	25	24	28	19	10	30
Barber/Cosmetologists	0	3	2	0	1	1
Cosmetologists	377	369	317	292	212	520
Instructors	14	13	27	8	6	9
Nail Technicians	111	92	85	99	68	168
Shops	335	368	595	275	260	299
Students	916	799	740	817	936	960
Total	1,799	1,695	1,828	1,534	1,528	2,038

NEW REGISTRATIONS IN GRAPHS

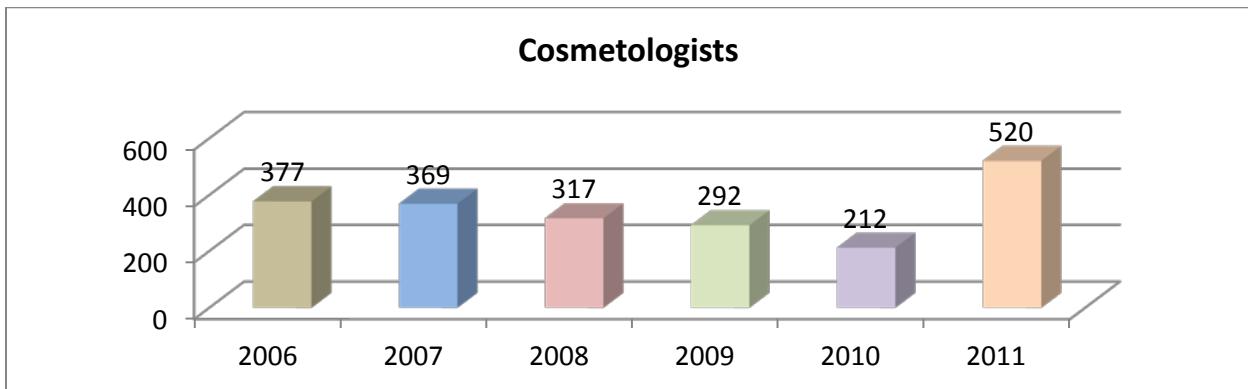
Graph-Aestheticians



Graph- Barbers

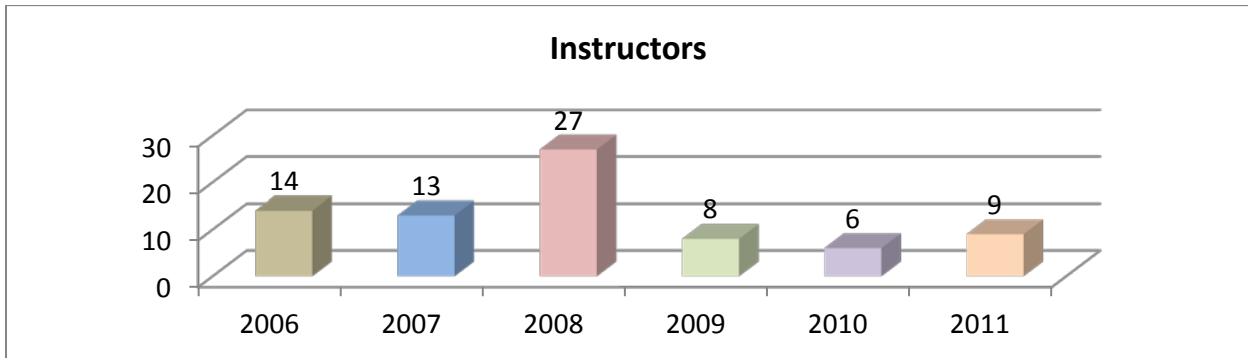


Graph-Cosmetologists

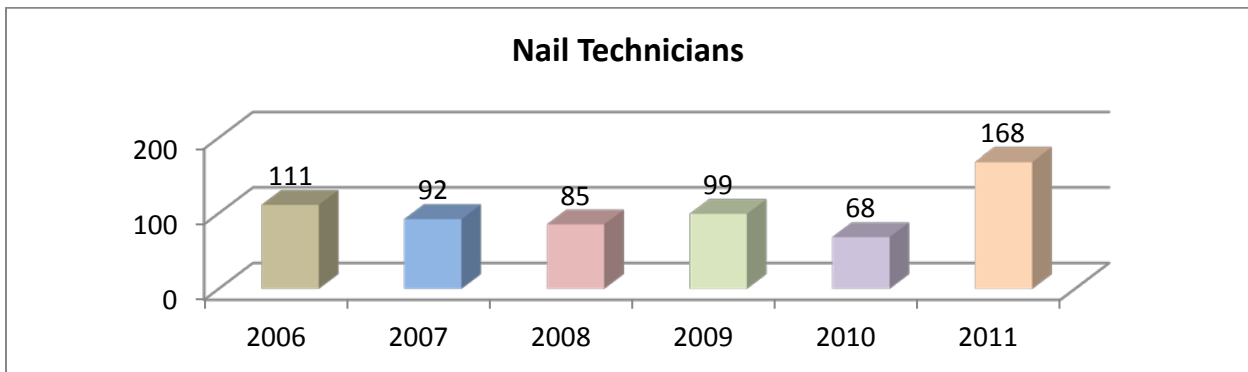


NEW REGISTRATIONS IN GRAPHS

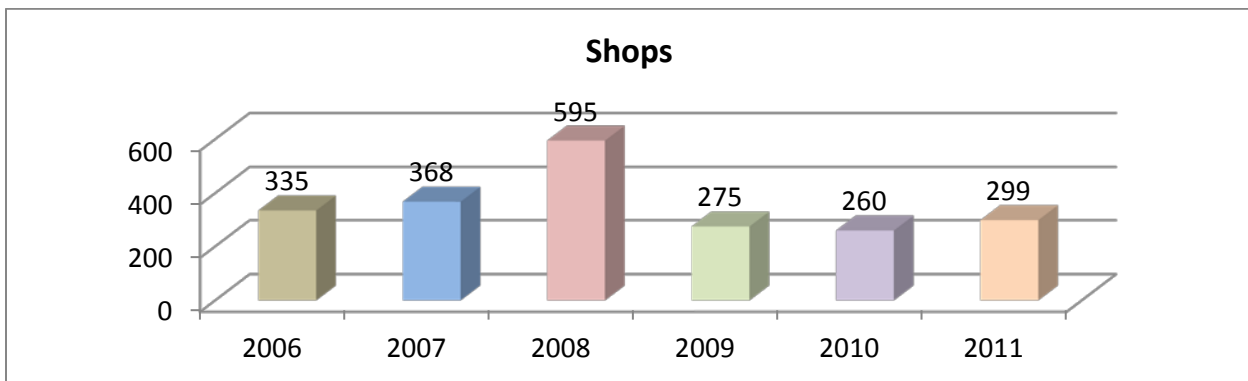
Graph- Instructors



Graph- Nail Technicians

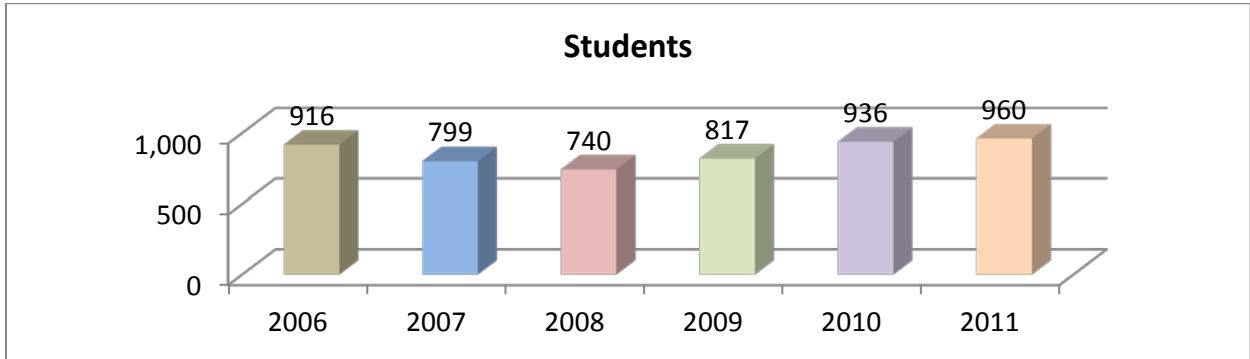


Graph- Shops

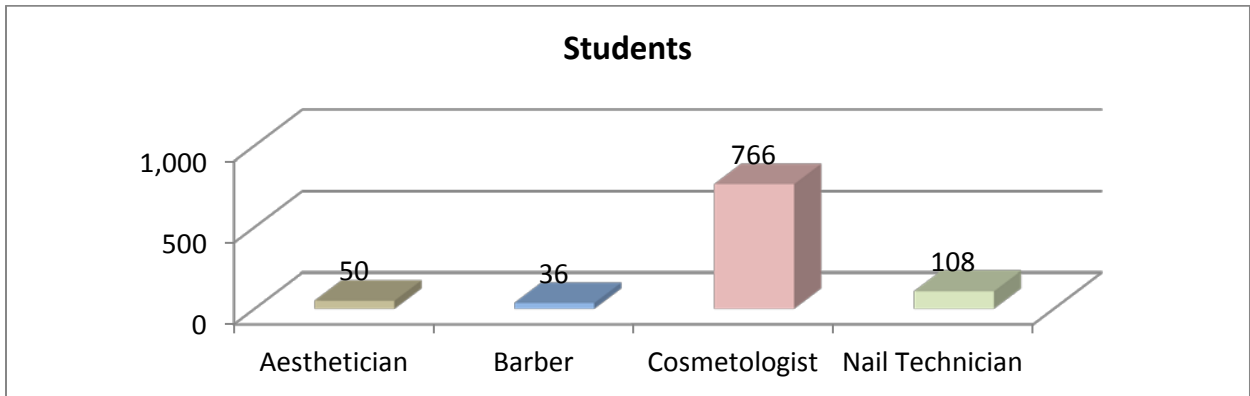


NEW REGISTRATIONS IN GRAPHS

Graph-Students



Graph- Registered Students by Profession



ESTIMATED NUMBER OF NEW JOBS

PROFESSION	NUMBER OF NEW REGISTRANTS
Aestheticians	51
Barbers	30
Cosmetologists	520
Nail Technician	168
TOTAL	769

INSPECTION REPORTS

INSPECTIONS CONDUCTED	5,241
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VIOLATION NOTICES ISSUED PER SERIES 7 RULE	997
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TOP ISSUED VIOLATION NOTICES ISSUED IN 2011

VIOLATION #	DESCRIPTION	# OF VIOLATIONS ISSUED
2.4	Expired shop license	187
2.46	Failing to keep tools and implements clean and sanitary	145
2.1	Failing to post licenses	114
2.64	Not registering as a booth renter or renewing cert.	100
2.52	Failing to keep equipment/tools clean and good repair	68
2.47	Failing to keep work station clean	60
2.55	Failing to keep walls, floors, ceilings clean and free of dirt	53
2.2	Expired individual license	46
2.12	Unlicensed worker	38
2.43	Failing to disinfect tools and implements	37

SHOPS CITED FOR UNLICENSED WORKER(S)

SHOP NAME	SHOP CITY	OFFENSE
American Nails	Charleston	1 st
Bally Nails	Beckley	1 st
Da-Vi Nails	Triadelphia	1 st
Da-Vi Nails	Triadelphia	2 nd
Diamond Nails	Beckley	1 st
Diamond Nails	Beckley	2 nd
Diamond Nails	Beckley	3 rd
Director's Cutz	Bluefield	1 st
Elegant Nails	Beckley	1 st
Euro Nails	Bunker Hill	1 st
J.C. Penny	Barboursville	1 st
LA Nails	Beckley	1 st
LA Nails	Beckley	2 nd
LJ Nails	Lewisburg	1 st
Nail Studio and Spa	Huntington	1 st
Nail Studio and Spa	Huntington	2 nd
Nail Studio and Spa (new owner)	Huntington	1 st
Perfect Nails	Bunker Hill	1 st
Perfect Nails	Bunker Hill	2 nd
Perfect Nails	Martinsburg	1 st
Pretty Nails	Mason	1 st
Pretty Nails	Vienna	1 st
Pretty Nails	Vienna	2 nd
Pretty Nails	Vienna	3 rd
Pro Nails	Princeton	1 st
Pro Nails	Princeton	2 nd
Pro Nails	Princeton	3 rd
Regal Nails	Martinsburg	1 st
Regal Nails (new owner)	Martinsburg	1 st
Royal Nails	Barboursville	3 rd
Salon Da Vinci	Chester	1 st
Top Nail	Beckley	1 st
Top Nail	Beckley	2 nd
Top Nails	Morgantown	1 st
Top Nails	Morgantown	2 nd
Tony's Spa	Triadelphia	1 st
Tony's Spa	Triadelphia	2 nd
Tony's Spa	Triadelphia	3 rd

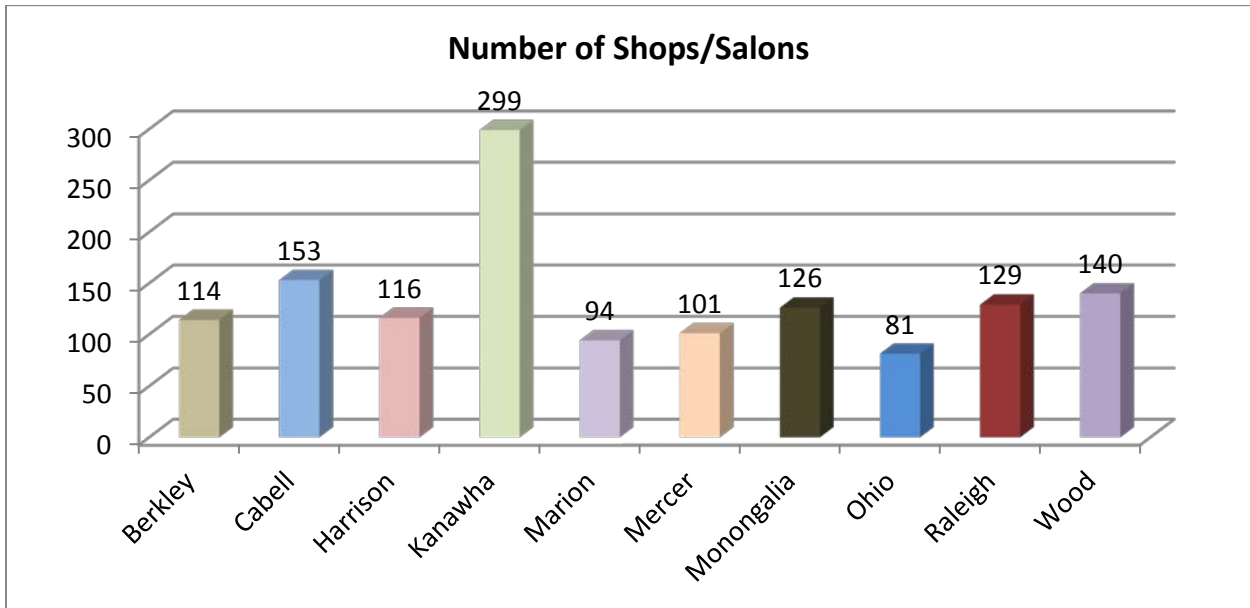
SHOP/SALON DATA

Shops/Salons per County

County	Shops	County	Shops
Barbour	23	Mingo	65
Berkeley	114	Monongalia	126
Boone	42	Monroe	22
Braxton	20	Morgan	23
Brooke	22	Nicholas	47
Cabell	153	Ohio	81
Calhoun	11	Pendleton	16
Clay	12	Pleasants	7
Doddridge	8	Pocahontas	18
Fayette	60	Preston	63
Gilmer	8	Putnam	71
Grant	30	Raleigh	129
Greenbrier	77	Randolph	44
Hampshire	31	Ritchie	18
Hancock	44	Roane	29
Hardy	27	Summers	20
Harrison	116	Taylor	14
Jackson	40	Tucker	13
Jefferson	54	Tyler	12
Kanawha	299	Upshur	39
Lewis	23	Wayne	59
Lincoln	24	Webster	12
Logan	74	Wetzel	39
Marion	94	Wirt	4
Marshall	40	Wood	140
Mason	41	Wyoming	50
McDowell	30		
Mercer	101		
Mineral	41		

SHOP/SALON DATA

Top 10 Counties for Salons



Type of Shops/Salons

