

**Proponent Testimony on HB 189  
from  
Rowena Yeager  
Before the House Government Accountability and Oversight Committee  
Wednesday, June 21, 2017**

Chairman Blessing, Vice Chair Reineke, Ranking Member Clyde and members of the House Government Accountability and Oversight Committee thank you for the opportunity to provide written proponent testimony on the cosmetology reforms contained in HB 189, jointly sponsored by Rep. Kristina Roegner (R-Hudson) and Rep. Alicia Reece (D-Cincinnati). My name is Rowena Yeager.

I have over 30 years of experience in the beauty industry. During this time I have been recognized nationally as a guest artist, business owner, and Artistic Director. In 2001, I opened Studio Wish Salon now located in Twinsburg, Ohio. I have won several Awards in my career, including “Best Educational Presentation” by the State Board of Cosmetology Indiana for my stage work with Graham Webb in 2001, “Small Business Person of the Year” by the Streetsboro Chamber of Commerce in 2005, as well as the PBA Spirit Award in 2007. My salon has been named one of the #1 color salons in the Akron Canton area for 4 years, was pictured in Salon Today Magazine during the “Salon of the Year 2001” contest, and was awarded again in 2017 for the 9th time as a “Top 200 Salon” in Salon Today Magazine. I serve as the President of the Salon/Spa Section of the Professional Beauty Association (PBA). I’m also serving my first term on the Ohio State Board of Cosmetology.

My biggest concern in the cosmetology industry today is helping create reciprocity between states. I believe HB 189 has the means to create that unity in my industry. State-to-state license reciprocity is something I hope to see happen as soon as possible. I believe Ohio can lead the way and bring my industry together for a larger purpose. That purpose ultimately is education, and education never ends. I do believe that a new Cosmetologist coming into the industry will always have a lot to learn regardless of the education they receive in school. My job as an employer is to make sure I provide on-the-job, extended education to my employees to help further their skill sets as they progress in their careers.

It takes many years to develop customer service skills. Much of these skills are taught in the work environment. Continuing education in my salon is of utmost importance.

I believe that 1,000 hours for initial schooling is what is needed to acquire a license for a cosmetologist in Ohio and throughout the country.

I am also excited to see there are provisions in this bill for apprenticeship. I will be pursuing becoming an apprentice salon sponsor as soon as it passes to provide an opportunity for individuals, many of which are women, wanting to enter the profession. I believe my knowledge is valuable and can be passed on to individuals coming into this industry setting them up for success.

All in all, it is about unity, and our industry prevailing as professionals with professionally licensed Cosmetologists. Safety and sanitation must be kept in the highest regard to ensure public safety. This will only happen within a licensed facility. Deregulation is a threat—and costly additional educational hours that cannot be substantiated are a major concern. Over the course of my career, I have been in make shift salons in a basement... in a kitchen... and other unsanitary environments that should never be allowed. Appropriate educational hours and the opportunity for apprenticeship are necessary to allow as many individuals as possible to enter the cosmetology profession.

The knowledge behind the chemicals we use is far beyond elementary sciences. The understanding of what we use and how to use it safely for a client can only come through education. The 1,000 hour requirement proscribed in this legislation for a full cosmetology license is plenty of time to provide the initial education for individuals to become licensed and begin their careers in the beauty industry.

Mr. Chairman and members of the committee, thank you for the opportunity to provide written proponent testimony. I cannot be with you today because as a small business owner I will be behind the chair today providing services to my clients. I urge your support and expedient passage of HB 189.