

Proponent Testimony on HB 399
Before the
House State and Local Government Committee
By
NeCole Cumberlander, Owner
The Ohio Academy Paul Mitchell School
January 29, 2020

Chairman Wiggam, Vice Chair Stephens, Ranking Member Kelly, and members of the House State and Local Government Committee. Thank you for the opportunity to provide written proponent testimony on HB 399. I urge your support for the bill.

I have enjoyed a successful career in the beauty industry for over 25 years as a stylist and salon owner. In 2004, my husband, Orlando, and I expanded our company and opened Paul Mitchell Cosmetology Schools in the Cleveland and Columbus markets where we employ over 70 people and graduate over 300 students per year. I also formerly served on the State Board of Cosmetology for several years, representing the school owners' seat on the Board. I currently serve on the Board as the cosmetologist member, but I'm submitting my proponent testimony today in my individual capacity.

As you have heard in other testimony, HB 399 contains several provisions that reasonably reform Ohio's cosmetology statute. In particular, I would like to address the move to 1,000 hours. What I have realized is that state mandates requiring more hours which cost more for students to pay back are of concern to us and our students. Studies show that 1,000 hours is the right number. And we have actual proof of that working in Ohio.

In Ohio, career technical cosmetology programs have historically only required approximately 1,000 hours of education. The other 500 hours are achieved through high school math, science and anatomy classwork to reach the 1,500 hour state requirement. Private cosmetology education requires 1,500 hours for licensure. The state should not mandate 500 hours more in private education versus public education. More private hours simply force students to stay in training longer and take on more student debt before entering the job market to begin earning wages to pay back student loans. We want our students to be able to get into the workforce as soon as they are able to begin building their reputation, and be gainfully employed, so that they can service the public and begin to pay back their loans.

I was that young woman starting my journey in the beauty industry as a student 25 years ago. I believe so strongly in providing a solid educational foundation for men and women entering the profession that I became a private school owner myself. If the state changes the required hours for all cosmetology education, whether public or private, my school will adapt to ensure students are prepared to start their careers in the beauty industry.

Mr. Chairman, thank you for your time and the opportunity to provide proponent testimony on HB 399 to the committee. Your consideration to support the comprehensive reform package to Ohio's cosmetology laws will greatly be appreciated.

Proponent Testimony on HB 399 (Written)

By David Boucher

Before the House State and Local Government Committee

On Wednesday, January 29, 2020

Chairman Wiggam, Vice Chair Stephens, Ranking Member Kelly, and members of the House State and Local Government Committee, thank you for the opportunity to present proponent testimony on HB 399. My name is David Boucher and I am the President of Bhooshay Enterprises of Ohio, LLC, an Ohio company that is a Franchisee of Sport Clips Haircuts, with 4 stores located in Ohio – West Chester, South Lebanon and two in Greene Township. I want to express my support for the cosmetology reforms contained in HB 399.

As a small business owner in the salon business I face a significant challenge in staffing our stores and I believe that HB 399 will directly benefit my stores, my stylists and my clients. We are fortunate to have more clients who would like to patronize our stores than we can support. Yes, our sales are constrained due to a limitation in the number of service providers (licensed cosmetologists) we can hire. If the unnecessary burden of 1,500 hours was reduced to 1,000 hours we anticipate more people will enter the cosmetology industry and that we could employ at least 2 more people per location. These are good jobs that are going unfilled with most positions earning from \$18-\$36/hour. We know from our stylists and from research that the commitment needed by a student to pay for and attend school for 1,500 hours is excessive and prohibits many people from entering the cosmetologist profession. Reducing that requirement to 1,000 hours will ease that burden and encourage people to enter into a great profession. The national research shows that 1,000 hours will not reduce the quality of the education nor cause a lack of knowledge on the part of the new graduates. In fact, Ohio already licenses stylists through our vocation schools with just over 1,000 hours of cosmetology training. Why should those whom attend a Beauty School be required to complete, and pay for, 50% more hours to accomplish the same licensing?

Similarly, we have people who would like to work in Ohio for us, but whom do not have an Ohio license (for example: due to a relocation). They subsequently realize that their license from another state is not valid in Ohio and that Ohio requires additional testing and potentially additional hours. License reciprocity between states would make this issue what it should be - a non-issue. While many relocated stylists do go through the process of getting their Ohio license, I have never seen a stylist change any of their cutting skills, client skills, or any behavior, in any way due to this additional process. Cutting hair is a 'universal' skill that should easily transfer from state to state. Why shouldn't a stylist be able to find employment in Ohio in order to do the exact same thing she does in any other state with licensure?

Thank you for the opportunity to provide proponent testimony on HB 399, the Cosmetology Reform Act, to the committee. I urge your favorable action on the bill in early 2020.

Proponent Testimony on HB 399 (Written)

By Bhooshay Enterprises LLC

Before the House State and Local Government Committee

On Wednesday, January 29, 2020

Chairman Wiggam, Vice Chair Stephens, Ranking Member Kelly, and members of the House State and Local Government Committee, thank you for the opportunity to present proponent testimony on HB 399. My name is David Boucher and I am an Independent Area Developer for Sport Clips Haircuts in Ohio. My company oversees the expansion and operations of Sport Clips Franchised stores in Central and Southern Ohio where we currently operate 46 stores.

In my area, we currently employ approximately 425 licensed cosmetologists now and we are in the process of trying to hire ~135 stylists for our existing stores as well as 4 new stores preparing to open by the end of the year. Over the past several years, the unexpected closing of so many beauty schools in Ohio has constrained our supply of stylists and brings great apprehension to our independent franchised business owners.

This concern slows the expansion of the business in Ohio, which is harmful to the Ohio business owners, the stylists and the franchisor. With a greater supply of stylists to fill the open positions, paying from \$18-\$36 per hour, we would largely alleviate that hesitation by the business owners, thus continuing to expand our Ohio retail store count.

HB399 helps specifically by increasing the number of students who will enter cosmetology school due to the reduction of hours (1,500 down to 1,000) and the related decrease in expense to the students. Additionally, the ability to have an apprentice program will be directly beneficial to our stores.

HB 399 picks up where the 131st General Assembly finished with the passage of SB 213. The Ohio Salon Association, (an organization of which many of the Sport Clips franchisees are involved) along with many lawmakers, wanted to tackle several other issues, but wanted to take the time to research what model occupational licensing reform legislation should look like for the cosmetology industry in all 50 states. For more than five years a group called the Future of the Beauty Industry Coalition (FBIC) has been developing research from all 50 states to use as the basis for this legislation. The FBIC is made up of cosmetologists, students, salon owners, manufacturers, distributors, and cosmetology schools. This group came together to provide reasonable reforms to state cosmetology law rather than simply deregulating the industry.

Common, sensible licensing standards are crucial to the sustainable growth of our Sport Clips salons as well as the entire industry, while still protecting public safety. Together, we will build a stronger future for our industry and continue to support accountability and licensing of our professionals. But we need HB 399 to pass in order to continue to bring stylists into the business to allow our businesses to continue to grow and expand.

Thank you for the opportunity to provide proponent testimony on HB 399, the Cosmetology Reform Act, to the committee. I urge your favorable action on the bill in early 2020.