



# **2015 Barber & Cosmetology Instructors Seminar August 2<sup>nd</sup> - 3<sup>rd</sup>**



**Sponsored by Tennessee Cosmetology and Barber Board  
in cooperation with the Office of Continuing  
Education at Tennessee State University**

# Milady's Career Institute

## The Master Educator Program

STUDENTS//EDUCATORS//SCHOOL OWNERS//TECHNICIANS//SALON/SPA OWNERS  
DREAM/INSPIRE/DEVELOP/CREATE/GROW

### The Action-Packed Classroom

Sometimes classrooms can become quite boring! We've all seen students looking uninterested, with their eyes glazed over and heads propped up with their hands. When students are not involved or are unable to move around during class and engage in the learning process, they become bored. During this session you will discover techniques to keep your classrooms action packed. You will learn how to kick start your class in the morning, incorporate powerful engagers throughout the day and end your day with action packed closing activities, all of which will help keep your students engaged and involved in the learning process!

### Making the Student Salon an Adventure

This program will prepare educators to meet the needs of the industry through the success of their graduates. Participants will learn to assist students in developing a solid client base using referrals, rebooking, ticket upgrading and so much more. The importance of teaching learners how to develop success habits while in school will be reviewed in detail.

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### Patti Wanamaker - Educator

Patti Wanamaker currently serves as an Academic Trainer for Milady. She is responsible for delivering academic and business programs for the Cosmetology Industry. Her intimate understanding of the salon/school/beauty industry comes from 17 years of hands-on experience, includes 8 years of salon/spa ownership, co-owner and co-manager of three salon locations with an annual sales of \$5 million. She has 6 years experience as a multi-faceted, training specialist within the industry, specializing in customer relations, increasing the bottom line and creating client loyalty.



# Sunday Agenda

## Milady's Career Institute Master Educator Program The Action Packed Classroom Sunday, August 2, 2015

|            |  |
|------------|--|
| 7:30 a.m.  | Registration   |
| 8:00 a.m.  | Welcome, Introductions, Agenda<br>Opening Activity and Program Objectives  |
| 8:15 a.m.  | What is Active Learning? Traditional Education;<br>Beyond the Traditional  |
| 10:00 a.m. | Break  |
| 10:15 a.m. | Why is Active Learning Important? Benefits of<br>Active Learning   |
| 12:00 noon | Lunch  |
| 12:45 p.m. | How do we make learning active? Learning<br>Motivation; Icebreakers; Action Packed Subject<br>Matter; Technology; Word Clouds; Energizers;<br>Gallery Stroll |
| 2:15 p.m.  | When to Use Learning Activities? Putting it into<br>Action   |
| 3:15 p.m.  | Summary and Review; Collect Evaluations  |
| 3:30 p.m.  | Milady Closing/Break   |
| 3:45 p.m.  | PSI Candidate Information Bulletin   |
| 5:30 p.m.  | Closing  |

*Milady's Career Institute is approved as a Provider of Continuing Education by the National Accrediting Commission of Cosmetology Arts and Sciences.*

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# Monday Agenda

## Milady's Career Institute Master Educator Program Making the Student Salon an Adventure Monday, August 3, 2015

|            |   |
|------------|---|
| 8:00 a.m.  | Welcome, Introductions, Agenda<br>Opening Activity and Program Objectives   |
| 8:15 a.m.  | Advantages for Cosmetology Schools; 85/15 Rule;<br>Student Salon Philosophy; Educators Goal; Financial<br>Structure; Change                         |
| 10:00 a.m. | Break   |
| 10:15 a.m. | Teamwork; Student Salon Image; Culture; Plan<br>Your Day; Tools of the Educator; Zone Teaching;<br>Supervising Multiple Students; Grading; Contests |
| 12:00 noon | Lunch   |
| 12:45 p.m. | Real World Training; Customer Service; Greeting<br>the Client; Teaching Business Skills; The Needs<br>Assessment; Upgrading Clients; Retail         |
| 2:15 p.m.  | Rebooking; Repeat Services; Client Referrals;<br>Marketing; Student Tracking; Down Time; Record<br>Keeping; Hold Harmless; Client Intake Records    |
| 3:15 p.m.  | Summary and Review; Collect Evaluations   |
| 3:30 p.m.  | Milady Closing/Break  |
| 3:45 p.m.  | TN Board of Cosmetology Q&A   |
| 4:15 p.m.  | Certificate Presentation  |

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# Area Hotels

Hotels Located in the Downtown Nashville Area (Near Avon Williams Campus). Rates are subject to availability. Contact the hotel to verify current room rates.

## Holiday Inn Express Downtown

615-244-0150

920 Broadway

<http://www.hiexpress.com>

Rates starting from \$132 plus tax/night (ask for the “State” rate). Complimentary Downtown Shuttle Service, 4 Blocks from the Avon Williams Campus.

## Homewood Suites

615-742-5550

706 Church Street

<http://homewoodsuites3.hilton.com/en/index.html>

Rates starting from \$209 plus tax/night (ask for the “best available” rate). 5 Blocks from the Avon Williams Campus.

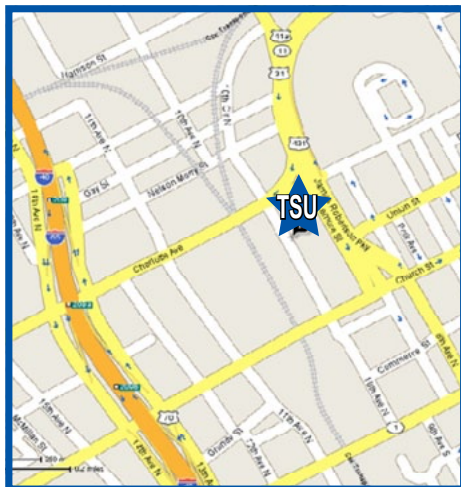
# Directions

**From the north, via I-65, or the northwest, via I-24:** Approaching Nashville, I-24 merges with I-65. Continue south on I-65 and then to I-40. At split take I-40 East and take exit 209 –Charlotte Avenue. Turn left on Charlotte and then turn right on 10th Avenue.

**From the east, via I-40:** Take exit 209 – Charlotte Avenue exit. Turn right at the end of the exit ramp onto Charlotte, and then turn right on 10th Avenue.

**From the west, via I-40:** Take exit 209. Turn left at the end of the exit ramp onto Charlotte Avenue and then turn right on 10th Avenue.

**From the south, via I-65, or from the southeast, via I-24:** Take either route to I-40 and proceed west. Take the Exit 209 –Charlotte Avenue exit. Turn right at the end of the exit ramp onto Charlotte, and then turn right on 10th Avenue.



# Registration Information

The registration fee (postmarked by April 1, 2015) is \$215\* per person. The fee includes the following:

- 1.6 Continuing Education Units (CEUs)
- Certificate of Completion
- Continental Breakfast and Luncheons
- Refreshment Breaks
- Course Materials
- Parking



\*The registration fee is \$215 if received by April 1, 2015. Fees received between April 2, 2015 and July 22, 2015 will be \$250. Persons registering after July 22, 2015 will be required to register On-Site on Sunday, August 2, 2015. The fee for On-Site registration is \$275. Payment will **only** be accepted in the form of cash or money order. **No personal checks will be accepted by mail or on-site.** Registration will not be accepted by mail or online after July 22, 2015.

## Methods of Registration:

Participants **may not** register for the conference by phone or by fax.

**By Mail** - Complete the registration form, enclose your money order, and mail to:

**Tennessee State University  
Avon Williams Campus  
Office of Continuing Education  
330 Tenth Avenue North, Box 138, Nashville, TN 37203**

**Online Registration and Payment** - <http://www.tnstate.edu/continuinged/>  
Electronic check, credit/debit cards accepted. Visa, MasterCard and American Express.

**On-Site** - On-Site registration will be held on Sunday, August 2, 2015. The fee for On-Site registration is \$275. **Participants may not register for the conference by phone or by fax.**

**Refund Policy** - Registration fees will be refunded, if notice of cancellation is received in writing and postmarked by July 22, 2015. No refunds will be issued after July 22, 2015.

**Methods of Payment** - Money order, Credit/debit cards, electronic check (online only, see “online registration and payment”), cash (on-site registration only).

**No Personal checks will be accepted.**

**Contact** - Office: (615) 963-7001

E-mail: [conted@tnstate.edu](mailto:conted@tnstate.edu)

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