



Training The Trainer



2016 Barber & Cosmetology Instructors Seminar

August 14th & 15th, 2016

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

Conference Keynotes

High Impact Learning: Be the Coach

All successful teams have a winning coach. It's time to take your already successful teaching techniques to the next level! Discover when to coach the adult learner, when to send them back into the game and most importantly, when and how to celebrate the success of your student. Whether you've been teaching for 50 years or just started your career, this training will allow you to dive in and explore teaching in a way you never have before.



Carol Woodard has helped thousands of students reach their dreams while inspiring the teachers who educate them. Carol is the Chairperson for the Career Educators Alliance (CEA), where she serves a role in planning annual events, leading a committee of more than 20 people and teaching workshops. Her public speaking engagements have gained national attention. Her wit, humor and relatable style have audiences everywhere captivated. Carol recently released her new book: *The Educator's Diet: Teaching With 21st Century Recipes*.

Teaching Essential Business Skills for Success

In this course, MiLady offers ideas and solutions for teaching your students how to communicate with their customers. You'll be able to guide them to effectively recommend services and retail products. This intense day-long session focuses on building clinic floor traffic, increasing retail sales, doubling chemical sales, finding and filling clients' needs, and much, much more!



Samantha Ferreira has been actively engaged in the Cosmetology field for nearly two decades and has been giving back to the industry, by teaching the "Master Educator's Program" and "Leadership Series" for student instructors at the Empire Beauty School. Additional, Samantha is currently the Manager/Senior Stylist of "Hair Havoc Salon" located Philadelphia, PA. Samantha is a highly motivated instructor filled with a wealth of knowledge. She is a great source of motivation to her students, consistently encouraging her students to stay positive and focused. Samantha's passion for teaching is quite evident, the moment you enter her classroom. Her dynamic teaching techniques are designed to engage each type of learner and transform every lesson into a great adventure.

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

Sunday - August 14th 2016 Barber & Cosmetology Conference Agenda

August 14th & 15th | Tennessee State University | Avon Williams Campus | Nashville, Tennessee

"Training the Trainer"

7:30am-8:00am	Visit Exhibitors in Resource Center		
8:00am-10:00am	Welcome, Introductions, and Program Objectives Greetings: Roxana Gumucio Executive Director, State Board of Cosmetology and Barber Examiners Keynote Speaker, Carol Woodard Topic: "High Impact Learning" (AWC Auditorium)		
10:00am-10:15am	Break - Visit Exhibitors in Resource Center		
	Classroom 1	Classroom 2	Classroom 3
Teach In Session 10:15am-10:30am	Theory, Design & Curriculum	Innovation In Teaching & Technologies	Successful Business Development: Techniques
12:00am-12:45pm	Networking Lunch (AWC Atrium) Visit Exhibitors in Resource Center		
	Classroom 1	Classroom 2	Classroom 3
Teach In Session 12:45pm-2:30pm	Innovation In Teaching & Technologies	Successful Business Development: Techniques	Theory, Design & Curriculum
2:30pm-2:45pm	Break - Visit Exhibitors in Resource Center		
	Classroom 1	Classroom 2	Classroom 3
Teach In Session 2:45pm-4:30pm	Successful Business Development: Techniques	Theory, Design & Curriculum	Innovation In Teaching & Technologies
4:30pm-4:45pm	Break - Visit Exhibitors in Resource Center		
4:45pm-6:00pm	PSI Candidate Information, Bulletin & Announcements (AWC Auditorium)		
6:00pm	Summary and Review; Complete Evaluations Closing and Dismissal		

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"Training the Trainer"

7:30am-8:00am	Day 2: Continental Breakfast Visit Exhibitors in Resource Center
8:00am-10:00am	Welcome, Introductions, Agenda Opening Activity and Program Objective Facilitator: Samantha "Mrs. Sam" Ferreira Who are our Customers? What Creates Success? The Misconception of Success; Self Management (AWC Auditorium)
10:00am-10:15am	Break - Visit Exhibitors in Resource Center
10:15am-12:00pm	Guidelines for Keeping Customers: Know Why they Leave; Why they Choose; How to Keep them Coming Back; Communication; Building Trust and Rapport; The Needs Assessment
12:00am-12:45pm	Networking Lunch (AWC Atrium)
12:45pm-2:30pm	Service vs. Selling; Retail Success; 3 Ways to Make More; Increase Average Ticket; Increase Number of Visits; Turn Ratio; Re-booking Script
2:30pm-2:45pm	Break - Visit Exhibitors in Resource Center
2:45pm-4:30pm	Increase Customer Count; Marketing Promotion; Triple Sales; Building Accountability
4:30pm-5:00pm	Summary and Review; Complete Evaluations Closing and Dismissal
5:00pm	Continuing Education Certificates Awarded (must achieve attendance requirements to participate) (AWC Atrium)

Area Hotels

There are numerous hotels in downtown Nashville. The hotels listed below are the closest to the Avon Williams Campus. Please contact the hotel directly for room rates and booking.

Homewood Suites

615-742-5550

706 Church Street

<http://www.homewoodsuites3.hilton.com>

Rates starting from \$145 plus tax/night (ask for the "TSU" rate).
0.3 miles from the Avon Williams Campus.

Holiday Inn Express Downtown

615-244-0150

920 Broadway

<http://www.hiexpress.com>

Rates starting from \$145 plus tax/night (ask for the "State" rate). Complimentary
Downtown Shuttle Service, 0.4 miles from the Avon Williams Campus.

Directions

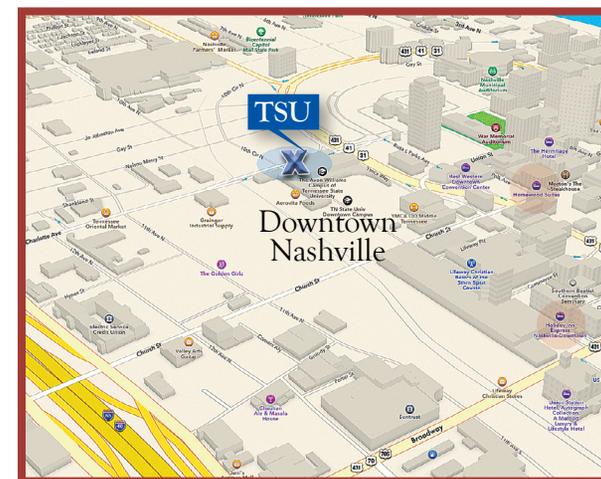
TSU | Avon Williams Campus
330 Tenth Avenue North,
Nashville, TN 37203-3401

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 May 15, 2016) 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 May 15, 2016. Fees received between May 16, 2016 and August 4, 2016 will be \$250. Individuals registering after August 4, 2016 will be required to register On-Site on Sunday, August 14, 2016. 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 August 4, 2016.

Unaccepted Methods of Registration:

Participants may not register for the conference by phone or by fax. Personal checks are not accepted.

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

Tennessee State University
Avon Williams Campus
Office of Continuing Education
P.O. 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 14, 2016. The fee for On-Site registration is \$275.

Refund Policy - Registration fees will be refunded, if notice of cancellation is received in writing and postmarked by August 4, 2016. No refunds will be issued after August 4, 2016.

Methods of Payment - Money order (payable to: Tennessee State University), Credit/debit cards, electronic check (online only, see "online registration and payment"), cash (on-site registration only).

Contact - Office: (615) 963-7372 | E-mail: ContinuingEd@tnstate.edu

TSU-16-0239(B)-3-17030 – Tennessee State University does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/ expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by Tennessee State University. The following person has been designated to handle inquiries regarding non-discrimination policies: Tiffany Cox, Director, Office of Equity and Inclusion, tcx9@tnstate.edu, or Justin Harris, Assistant Director, Office of Equity and Inclusion, jharri11@tnstate.edu, 3500 John Merritt Blvd., McWhorter Administration Building, Suite 260, Nashville, TN 37209, 615-963-7435. The Tennessee State University policy on nondiscrimination can be found at www.tnstate.edu/nondiscrimination.



Early Registration for the Barber & Cosmetology Instructors Seminar

(Please Print Legibly)

Registration is not accepted via phone or fax.

Online Registration form, and credit/debit card & electronic check payments at www.tnstate.edu/continuinged/

Name _____

Address _____

City State, Zip _____

DOB _____ Gender _____

Social Security Number (last four digits) _____

Instructor's License Number _____

Home Phone, Work Phone _____

Email Address _____

Special Dietary Needs _____

(Must be requested by August 4, 2016)

Fee: \$215 postmarked by May 15, 2016. Fees received between May 16, 2016 and August 4, 2016 will be \$250. No Registration will be accepted after August 4, 2016. You may late register on-site on Sunday, August 14, 2016. On-Site registration will be \$275. **No personal checks will be accepted.**





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330 Tenth Avenue North
Nashville, TN 37203

