



*Where Education Meets the Expert*



## **2017 Barber & Cosmetology Instructors Conference**

**August 13<sup>th</sup> & 14<sup>th</sup>, 2017**

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

# Conference Keynotes

## *Binge Teaching*

You're a pro at binge-watching a Netflix series and can sit through a marathon of your favorite TV show, but how good are you at teaching to a generation who can play Pokemon Go, tweet their every step and Snapchat what they had for breakfast? This 12-hour class will give you the armor for engaging the selfie and hashtag generation. Discover ways to turn your classroom into a learning-based environment and start embracing the technologies your students are craving. You'll learn how Emotional Intelligence can mold your lesson plans and you'll bring excitement back into the classroom



Carol Woodard

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.

## *Empowering You to Excel*

Ciara Gordon is the Executive Director of ExpertEase Consulting Edu as well as the author of a The Expert Educator textbook. She successfully owns and operates one of the most popular professional development and continuing education companies in the country, conducting seminars and other educational opportunities in multiple cities and states. Gordon is an author, writer, activist, instructor, and curriculum developer. She has expertise in the application of research to adult education program planning, curricula, assessments, and professional development. In her roles, she works directly with adult education directors, programs, state directors, and experts in the field of education, professional development, and communications. Ciara Gordon is a highly qualified, mature and dedicated professional with extensive cosmetology, continuing education, personal and professional development training experience. She currently holds a license as a cosmetologist, an Instructor of Cosmetology, and is actively pursuing a Bachelor's of Science degree in psychology. Ciara has successfully expanded her teachings to online (continuing education) training courses for beauty industry educators and professionals, and she has a solid foundation from which her administrative, management, and customer service experiences have been built.



Ciara Gordon

Gordon has a proven passion for education, training, and team building. She promotes all three of these things by inspiring and encouraging individuals and teams to meet and exceed their own expectations. Ciara brings a different flavor to adult education and professional development. She enjoys the light bulb moment when participants and students "get it."

# Sunday - August 13<sup>th</sup> 2017 Barber & Cosmetology Conference Agenda

August 13<sup>th</sup> & 14<sup>th</sup> | Tennessee State University | Avon Williams Campus | Nashville, Tennessee

## *Where Education Meets the Expert*

DAY 1	
7:00 am - 7:45 am	Conference Registration & Continental Breakfast (AWC Atrium)
8:00 am - 10:00 am	Welcome and Program Objectives Keynote Speaker, Carol Woodard (AWC Auditorium)
10:00 am - 10:15 am	Break
10:15 am - 11:15 am	The Successful Entrepreneur (AWC Auditorium)
11:15 am - 12:15 pm	PSI Candidate Information Bulletin & Announcements (AWC Auditorium)
12:15 pm - 1:15 pm	Lunch (AWC Atrium)
	Breakout Sessions
1:25 pm - 2:40 pm	Classroom 1: Theory, Design & Curriculum
	Classroom 2: Innovation in Teaching & Technologies
	Classroom 3: The Classroom
2:40 pm - 2:55 pm	Break
2:55 pm - 4:10 pm	Classroom 2: Theory, Design & Curriculum
	Classroom 3: The Classroom
	Classroom 1: Successful Business Development Techniques
4:15 pm - 5:30 pm	Classroom 3: The Classroom
	Classroom 1: Innovation in Teaching & Technologies
	Classroom 2: Successful Business Development Techniques
5:30 pm	Closing

Monday – August 14<sup>th</sup>

# 2017 Barber & Cosmetology Conference Agenda

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## Where Education Meets the Expert

DAY 2	
7:00 am – 7:45 am	Continental Breakfast (AWC Atrium)
8:00 am – 9:00 am	<b>What's New This Year?</b> Roxana Gumucio, Executive Director State Board of Cosmetology & Barber Examiners
9:00 am – 9:15 am	Break
9:15 am – 10:15 am	<b>The Expert Educator, ExpertEase Consulting</b>
10:15 am – 10:30 am	Break
10:30 am – 12:00 pm	<b>The Expert Educator, ExpertEase Consulting</b>
12:00 pm – 1:00 pm	Lunch (AWC Atrium)
1:00 pm – 2:30 pm	<b>The Expert Educator, ExpertEase Consulting</b>
2:30 pm – 2:45 pm	Break
2:45 pm – 5:00 pm	<b>The Expert Educator, ExpertEase Consulting</b>
5:00 pm	<b>Continuing Education Certificates Awarded</b> (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>

(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>

(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, 2017) is \$220\* 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 \$220 if received by May 15 2017. Fees received between May 16, 2017 and August 3, 2017 will be \$245. Individuals registering after August 3, 2017 will be required to register On-Site on Sunday, August 13, 2017. The fee for On-Site registration is \$295. 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 3, 2017.

### 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  
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 13, 2017. The fee for On-Site registration is \$295.

**Refund Policy** - Registration fees will be refunded, if notice of cancellation is received in writing and postmarked by August 3, 2017. No refunds will be issued after August 3, 2017.

**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](mailto:ContinuingEd@tnstate.edu)

TSU-17-0095(B)-16b-17000 – 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: Rita Williams Seay, Office of Equity and Inclusion, [rseay@tnstate.edu](mailto:rseay@tnstate.edu), 3500 John Merritt Blvd., McWhorter Administration Building, Suite 260, Nashville, TN 37209, 615-963-7438. The Tennessee State University policy on nondiscrimination can be found at [www.tnstate.edu/nondiscrimination](http://www.tnstate.edu/nondiscrimination).

# Registration for the Barber & Cosmetology Instructors Conference

(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/](http://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 3, 2017)

Fee: \$220 postmarked by May 15, 2017. Fees received between May 16, 2017 and August 3, 2017 will be \$245. No Registration will be accepted after August 3, 2017. You may register on-site on Sunday, August 13, 2017. On-Site registration will be \$295. **No personal checks will be accepted.**





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