

**West Virginia**  
**State Board of Barbers and Cosmetologists**



**ANNUAL REPORT**

**FY 2010**

Director

*Adam L. Higginbotham M.B.A.*

Board Members

*Michael Belcher*

*Justina Gabbert*

*Sarah Hamrick*

*Susan Poveromo*

*Rick Stache*

*James "Jim" Ryan*

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Governor Joe Manchin III  
1900 Kanawha Boulevard, East  
Charleston, West Virginia 25305

September 1<sup>st</sup>, 2010

The West Virginia State Board of Barbers and Cosmetologists presents the FY 2010 Annual Report as required by West Virginia Code § 30-1-12.

The report consists of the general operations and functions of the board, revenue and expenditure data, licensee and state statistics related to the beauty culture industry, past and recent activities of the board, and future goals.

Sincerely,

Adam L. Higginbotham M.B.A.  
Director

## STATUTORY HISTORY

West Virginia Code § 30-27, rewritten in July 2009, is accompanied by nine (9) rules and regulations that govern or detail the practice, operations, businesses, schools, curricula, fees, and fines associated with beauty culture.

The rules are:

Series 1- Procedures, Criteria, and Curricula for Examination and Licensure of Barbers, Cosmetologists, Manicurists, and Aestheticians

Series 2- Qualifications, Training, Examination, and Licensure of Instructors in Barbering and Beauty Culture

Series 3- Rules and Regulations for Licensing Schools of Barbering and Beauty Culture

Series 4- Operational Standards for Schools of Barbering and Beauty Culture

Series 5- Operation of Barber, Beauty Shops, and Schools of Barbering and Beauty Culture

Series 6- Schedule of Fees

Series 7- Schedule of Fines

Series 9- Complaint Procedures

Series 11- Continuing Education (new)

## **BOARD MEMBERS**

Michael Belcher  
Barber Crossover  
Charleston, West Virginia

Justina Gabbert  
Lay Member  
Martinsburg, West Virginia

Sarah Hamrick  
Cosmetologist  
Hurricane, West Virginia

Susan Poveromo  
Aestheticians  
Madison, West Virginia

Rick Stache  
Cosmetologist  
Morgantown, West Virginia

James "Jim" Ryan  
Barber  
Alum Creek, West Virginia

## **BOARD STAFF**

### **Board Office**

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Adam L. Higginbotham M.B.A.  
Executive Director

Mindi Stewart  
Secretary I

Patrick Western  
Office Assistant II

Vacant  
Office Assistant II

### **Field Inspectors**

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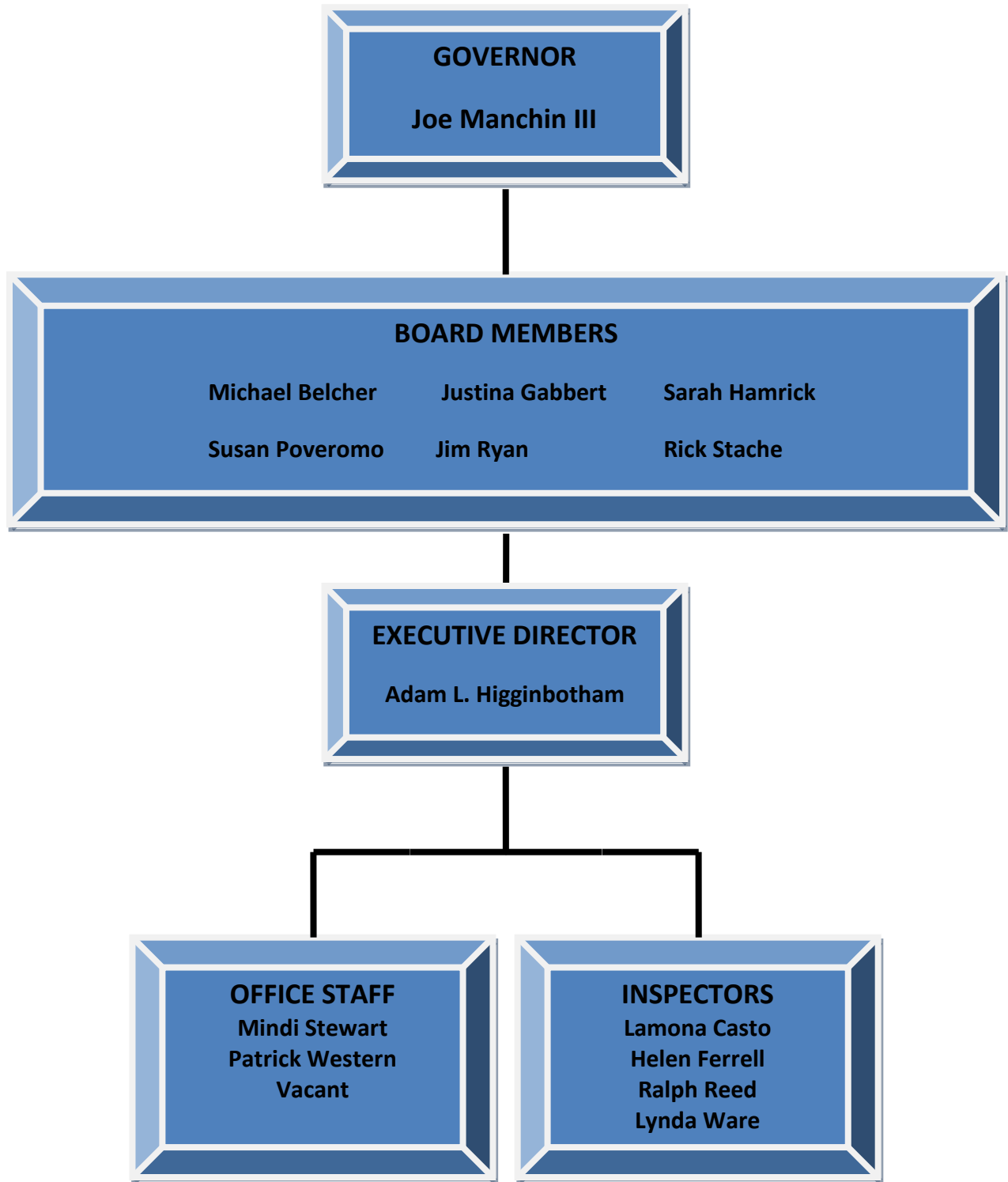
Lamona Casto  
Inspector II  
Burnsville, West Virginia

Lynda Ware  
Inspector II  
Reedsville, West Virginia

Ralph Reed  
Inspector II  
Beckley, West Virginia

Helen Ferrell  
Inspector I  
Folsom, West Virginia

**ORGANIZATIONAL CHART**





## **MISSION**

The West Virginia Board of Barbers and Cosmetologists protects the health and welfare of all West Virginia citizens who seek professional services in barbering, cosmetology, manicuring, and aesthetics while ensuring good health standards and practices are kept within the law by frequent inspections of all licensed facilities.

## OPERATIONS

- Issues licenses to qualified applicants.
- Processes applications and documents for licenses and permits.
- Maintains database of all licensees, shops, salons, and schools.
- Maintains record of all proceedings of the board.
- Inspects licensed shops, salons, and schools within the jurisdiction of the board.
- Investigates and processes complaints against barbers, cosmetologists, manicurists, aestheticians, salons, shops, and schools.
- Establishes procedures and guidelines for the suspension or revocation of a license and suspends, revokes, and reinstates those licenses.
- Conducts hearings on licensing issues and any other matter within the jurisdiction of the board.
- Responds to requests for information relating to licensees, functions of the board, or upcoming events.
- Responds to requests related to verification of licensees and certification, discipline cases, complaints, and the functions of the board.
- Implements rules and regulations relative to the practice of beauty culture.
- Reviews and evaluates multistate regulations.
- Establishes, implements, and regulates the curriculum in all licensed schools by legislative rule.
- Establishes and regulates licensing standards for individuals, shops, salons, and schools by legislative rule.
- Oversees examination for applicants to become licensed barbers, cosmetologists, manicurist, or aestheticians.
- Prepares and supervises annual budget and reports.
- Provides support services for inspectors.
- Provides collection and accounting for license, permit, examination, and other applicable fees.

## **PERFORMANCE MEASURES**

### **2009 ACCOMPLISHED MEASURES**

- ✓ Completed new website with downloadable and printable forms and applications.
- ✓ Restructured state territories for reduced fuel consumption.
- ✓ Updated and re-organized all forms and applications.
- ✓ Implemented in-house accounting functions.
- ✓ New code governing the Board was introduced and passed.
- ✓ Introduced 10 set of rules and regulations changes or new rules for 2010 legislative session.

### **2010 ACCOMPLISHED MEASURES**

- ✓ Updated five rules through legislation.
- ✓ Legislation passed to implement continuing education.
- ✓ Outsourced examinations to professional third-party examiners.
- ✓ Developed informative newsletter and mailed to licensed salons/shops.
- ✓ Moved to an ADA compliant office.
- ✓ Implemented new software with better data extraction capabilities.
- ✓ Reengineered inspector reporting process to online database software.
- ✓ Added security protected features on licenses to prevent fraud.
- ✓ Changed violation notification procedure for better accountability and tracking.
- ✓ Moved to an ADA compliant office.
- ✓ Implemented new software with better data extraction capabilities.

## FISCAL YEAR 2010 BOARD GOALS AND OBJECTIVES SET IN 2009 REVIEW

1. Resolve complaint findings within 9 months. **ACCOMPLISHED MORE THAN 85%**
2. Implement online license renewals. **SET TO BE IMPLEMENTED NOV. 2010**
3. Create online form submission capabilities for applicable documents. **NA**
4. Develop and implement new web-based licensing database software. **ACCOMPLISHED**
5. Switch individual licenses to security protected features to prevent fraudulent documents. **ACCOMPLISHED**
6. Modify inspector's violation process. **ACCOMPLISHED**
7. Improve operations and reduce expenses by implementing new inspector job functions of utilizing web-based licensing database software, computer reporting system, and data-entry functions. **ACCOMPLISHED**
8. Inspect all licensed facilities twice per year. **ACCOMPLISHED**
9. Inform licensees of rules and regulations changes and of website capabilities through mailings. **ACCOMPLISHED**
10. Move office into ADA compliant office by December 1<sup>st</sup>, 2009. **ACCOMPLISHED**

## FISCAL YEAR 2011 BOARD GOALS AND OBJECTIVES

1. Research scan bar technology and photographs of licensees to be placed on licenses.
2. Implement online license renewals.
3. Improve customer service and turn-around time for renewals.
4. Research biennial renewals for facilities and/or individuals.
5. Develop and implement "grading" system for inspection report results of salons/shops.

## **BOARD'S NATIONAL PRESENCE**

The national beauty culture industry is experiencing large amounts of fraudulent, questionable, and improbable documentation and certification from individual applicants for reciprocity. The Virginia Board recently revoked nearly 80 licenses that were deemed fraudulent through Pennsylvania and Massachusetts State Boards license certificates.

A license certificate is an official document that is requested to a state board by a licensee in their state of residence to the state board where the licensee will be moving. The license certificate contains: name of applicant, school hours obtained, previous address, school(s) attended, test results, and other miscellaneous information.

These license certificates are compromised through exact replicas and other means to a level unknown by any state board. Most, if not all, state boards lack the resources to perform in-depth background checks to determine if all documents and supporting evidence are accurate.

In order to fight fraudulent documents, protect the public health, and protect individual licensees' careers across the county, the West Virginia Board of Barbers and Cosmetologists is in the process of designing an online software application with the help of the West Virginia State Treasurer's Office to prevent fraudulent documentation through online license certifications (state-to-state board information transmittal). It is the Board's goal to accomplish this regionally in the next two years. As of 8/14/2009, two states will implement the software application and two others are waiting for the development to be completed before making any decision.

The online application will be based on the premise to securely transmit individual information from one state board to another with the individual licensee's permission through an online license certificate (an individual seeking to transfer a license in one state to another).

The online software application will work like a website that is logged into but for information transmittal. The data transferred, which will be approved by the applicant, will be a series of 10 questions that will verify the applicants name and qualifications. Another question will ask how many states the individual license has transferred their specific license to in order to prevent individuals from working on someone else's license in another state, which is a very suspected act that cannot be proven without proper communication in place.

UPDATE- The Board is still in the developmental stages and has backers ready to implement the new process. One key aspect is conjuring up more than 10 states before launching the software application.

## RECEIPTS AND DISBURSEMENTS FOR FY 2010

### 2009 CARRYOVER

2009 Carryover	\$129,965.58
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### 2009

#### 1<sup>ST</sup> QUARTER

Month	Receipts	Disbursements	Balance with Treasurer
July 09	\$46,557.57	\$35,445.27	\$139,438.70
August 09	\$27,369.33	\$29,261.10	\$136,940.09
September 09	\$15,910.00	\$38,868.75	\$112,212.52
<b>1<sup>st</sup> Quarter Totals</b>	<b>\$89,836.90</b>	<b>\$103,575.12</b>	<b>\$129,530.66 qtr. avg.</b>

### 2009

#### 2<sup>ND</sup> QUARTER

Month	Receipts	Disbursements	Balance with Treasurer
October 09	\$19,873.00	\$35,297.38	\$96,492.41
November 09	\$10,715.00	\$25,298.22	\$80,499.21
December 09	\$59,935.50	\$50,073.68	\$87,975.26
<b>2<sup>nd</sup> Quarter Totals</b>	<b>\$90,523.50</b>	<b>\$110,669.28</b>	<b>\$88,322.33qtr. avg.</b>

### 2010

#### 3<sup>RD</sup> QUARTER

Month	Receipts	Disbursements	Balance with Treasurer
January 10	\$114,840.00	\$35,357.87	\$167,457.39
February 10	\$75,959.05	\$36,689.02	\$202,537.05
March 10	\$61,370.25	\$43,832.91	\$217,133.53
<b>3<sup>rd</sup> Quarter Totals</b>	<b>\$252,169.30</b>	<b>\$115,879.80</b>	<b>\$195,709.33 qtr. avg.</b>

### 2010

#### 4<sup>TH</sup> QUARTER

Month	Receipts	Disbursements	Balance with Treasurer
April 10	\$25,513.50	\$30,761.36	\$211,133.53
May 10	\$1,685.00	\$43,738.68	\$166,792.68
June 10	\$22,065.00	\$47,163.12	\$136,183.14
<b>4<sup>th</sup> Quarter Totals</b>	<b>\$49,263.50</b>	<b>\$121,663.16</b>	<b>\$171,370.00 qtr. avg.</b>

### 2010 TOTALS

<b>2010 TOTALS</b>	<b>\$481,793.20</b>	<b>\$451,787.36</b>	<b>\$146,233.25 mo. avg.</b>
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Receipts – Disbursements Total	\$30,005.84
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### 2010 CARRYOVER

2010 Carryover	\$136,183.14
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## FIVE YEAR REVIEW- RECEIPTS AND DISBURSEMENTS

<b>Fiscal Year</b>	<b>Receipts</b>	<b>Disbursements</b>	<b>Carryover Balance</b>
2010	\$481,793.20	\$451,787.36	\$136,183.14
2009	\$520,381.36	\$438,552.18	\$129,965.58
2008	\$412,220.10	\$412,672.22	\$66,177.66
2007	\$418,307.32	\$415,950.54	\$66,629.78
2006	\$407,304.01	\$435,909.44	\$60,909.44
<b>Average</b>	<b>\$448,001.20</b>	<b>\$430,974.35</b>	<b>\$91,973.12</b>

### REVIEW COMMENTS

The separation from the Department of Health and Human Resources in HB 2531 increased the board's expenditures as expected. The board planned for a \$50,000 increase in expenditures. Due the economy, the decline in receipts, and the DHHR separation the Board held off on several office and operational improvements to ensure responsible spending.

## EDUCATIONAL OVERVIEW

The educational training and school curricula for barbers, cosmetologists, manicurists, and aestheticians are detailed in Title 3, Series 1: Procedures, Criteria, and Curricula for Examination and Licensure of Barbers, Cosmetologists, Manicurists, and Aestheticians.

The following are the required hours for each profession governed by the Board:

PROFESSION	HOURS NEEDED TO TEST
Barber	1,800 hours
Barber Permanent Wavist	2,000 hours
Barber Crossover (barber/cosmo)	2,000 hours
Cosmetologists	2,000 hours
Manicurist	400 hours
Aesthetician	600 hours



## LICENSED BEAUTY SCHOOLS IN WEST VIRGINIA

Art and Science Institute of Cosmetology  
33 Corey Road  
White Hall, WV 26554  
304-363-2015

Carver Beauty Academy  
4799 Midland Drive  
Charleston, WV 25306  
304-348-1968

Clarksburg Beauty Academy  
120 South Third Street  
Clarksburg, WV 26301  
304-624-6473

International Beauty School  
201 West King Street  
Martinsburg, WV 25401  
304-267-6231

Morgantown Beauty College, Inc.  
276 Walnut Street  
Morgantown, WV 26505  
304-292-8475

Scott College of Cosmetology  
1502 Market Street  
Wheeling, WV 26003  
304-232-7798

Valley Beauty School  
707 Market Street  
Parkersburg, WV 26101  
304-422-2226

Buena Vista Beauty School  
Alderson Prison Camp  
PO BOX B  
Alderson, WV 24910  
304-445-2901

Beckley Beauty Academy  
109 South Fayette Street  
Beckley, WV 25801  
304-253-8326

Charleston School of Beauty Culture  
210 Capitol Street  
Charleston, WV 25301  
304-346-9603

Huntington School of Beauty Culture  
5636 US Route 60 East, Suite 2  
Huntington, WV 25705  
304-736-6289

Mercer County Beauty School  
1397 Strafford Drive  
Princeton, WV 24740  
304-425-9551

Mountaineer Beauty College  
700 6th Avenue  
PO BOX 547  
St. Albans, WV 25177  
304-727-9999

Southern WV Community & Technical College  
3505 Daniel Boone Parkway  
Danville, WV 25053  
304-792-7041

Wyoming Co. Vocational Technical Center  
HCR 72, Box 200  
Pineville, WV 24874  
304-732-8050

## LICENSED BARBER SCHOOLS IN WEST VIRGINIA

Charleston School of Barbering  
210 Capitol Street  
Charleston, WV 25301  
304-346-9603

**NATIONAL WRITTEN AVERAGES ANNUAL REVIEW BY SCHOOL**

**NATIONAL WRITTEN AVERAGES ANNUAL REVIEW**

SCHOOL	AUG. 2009	NOV. 2009	FEB. 2010	MAY 2010	YEAR AVG.
Art & Science Institute	77.3%	75.7%	78.3%	84.0%	<b>78.8%</b>
Beckley Beauty Academy	76.6%	81.5%	81.5%	78.8%	<b>79.6%</b>
Carver Beauty Academy	83.2%	83.2%	81.0%	88.8%	<b>84.0%</b>
Charleston School of Beauty	80.4%	83.3%	83.3%	85.5%	<b>83.1%</b>
Clarksburg Beauty Academy	75.7%	74.3%	72.0%	79.5%	<b>75.3%</b>
Huntington School of Beauty	76.0%	78.3%	79.1%	83.0%	<b>79.1%</b>
International Beauty School	71.3%	76.3%	67.8%	69.8%	<b>71.3%</b>
Mercer County Beauty School	NA	74.0%	NA	81.5%	<b>77.7%</b>
Morgantown Beauty College	81.0%	82.6%	82.9%	80.4%	<b>81.7%</b>
Mountaineer Beauty College	75.0%	81.3%	81.3%	83.3%	<b>80.2%</b>
Scott College of Cosmetology	74.8%	75.6%	82.3%	87.6%	<b>80.0%</b>
Southern WV Comm. College	79.3%	78.0%	NA	NA	<b>78.6%</b>
Valley Beauty School	77.4%	77.4%	86.0%*	82.4%	<b>80.8%</b>
Wyoming Vocation Center	NA	78.5%	89.0%*	78.0%*	<b>81.8%</b>
<b>TOTAL</b>	<b>78%</b>	<b>79.1%</b>	<b>80.4%</b>	<b>79.5%</b>	<b>79.2%</b>

LICENSES ISSUED

2010  
RENEWALS

PROFESSION	NUMBER OF RENEWALS
Barbers & Barber Perm.	685
Cosmetologists	6,038
Barber/Cosmetologists	99
Manicurists	765
Aestheticians	112
Instructors	84
Shops	2,331
Schools	16
<b>Total Renewals</b>	<b>10,130</b>

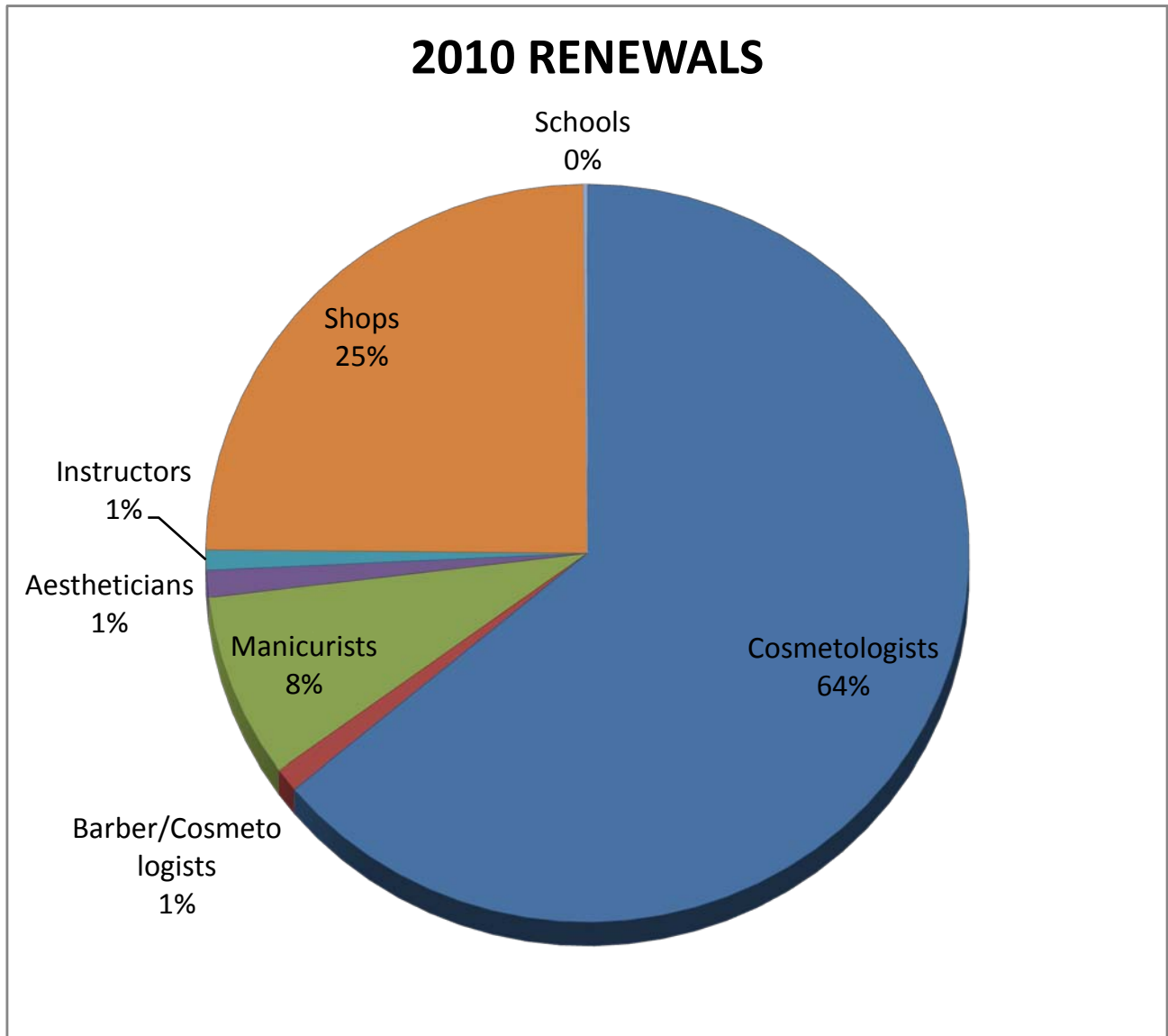
2010  
NEW REGISTRATIONS

PROFESSION	NUMBER OF REGISTRATIONS
Barbers	10
Cosmetologists	212
Barber/Cosmetologists	1
Barbers Permanent Wavist	X
Manicurists	68
Aestheticians	35
Instructors	6
Shops	260
Students	936
Instructor In-Training	17
Booth Rentals	1818
<b>Total Registrations</b>	<b>3,363</b>

2010  
TOTAL LICENSES, PERMITS, CERTIFICATIONS ISSUED

<b>TOTAL ISSUED</b>	<b>13,493</b>
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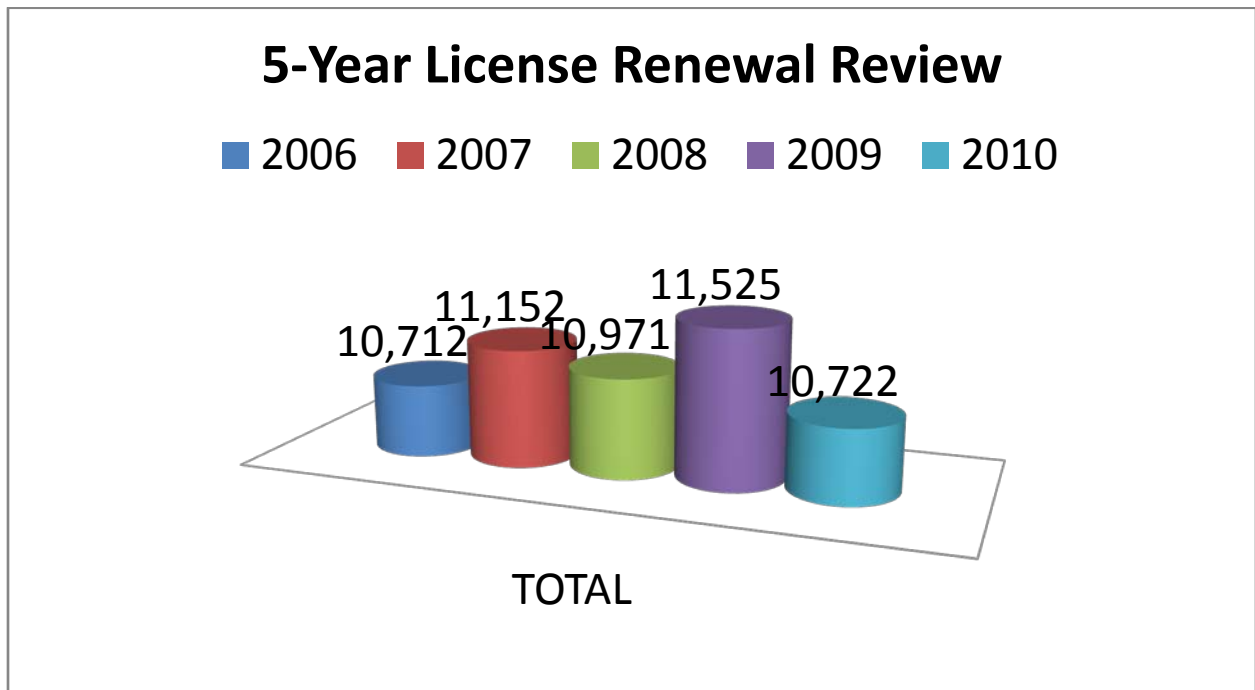
DISTRIBUTION OF LICENSES  
2010



### FIVE YEAR LICENSES ISSUED REVIEW

PROFESSION	2006	2007	2008	2009	2010
Barbers & Barber Perm.	785	772	754	741	695
Cosmetologists	6,376	6,375	6,301	6,568	6,250
Barber/Cosmetologists	91	98	97	99	100
Manicurists	655	684	714	830	833
Aestheticians	78	87	91	133	147
Instructors	83	78	77	90	90
Shops	2,630	3,044	2,921	2,789	2,591
Schools	14	14	16	16	16
<b>TOTAL</b>	<b>10,712</b>	<b>11,152</b>	<b>10,971</b>	<b>11,525</b>	<b>10,722</b>

### FIVE YEAR BEAUTY INDUSTRY REVIEW

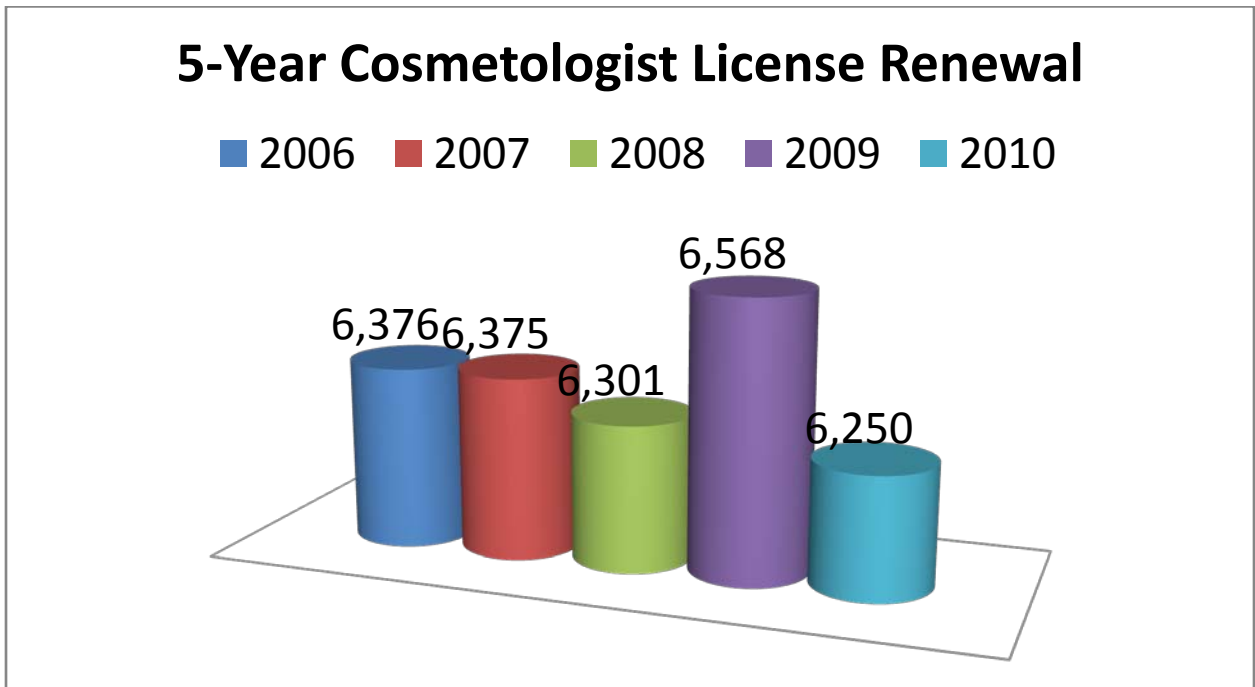


BARBER, COSMETOLOGISTS, MANICURISTS, AESTHETICIAN, AND SHOP RENEWALS

BARBER FIVE YEAR REVIEW



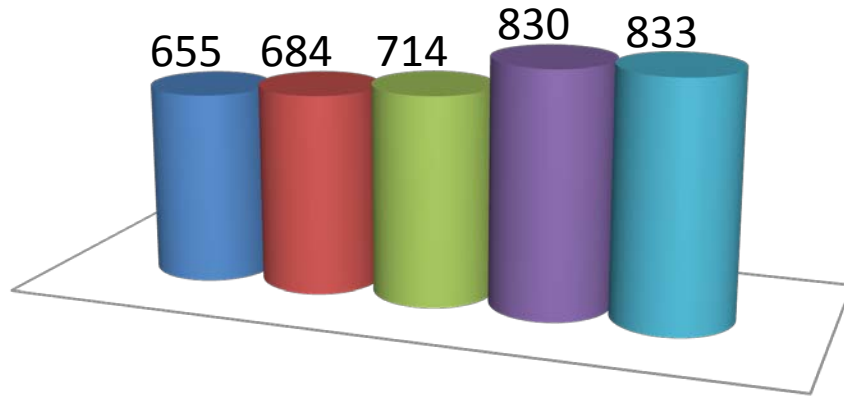
COSMETOLOGIST FIVE YEAR REVIEW



MANICURISTS FIVE YEAR REVIEW

### 5-Year Manicurist License Renewal

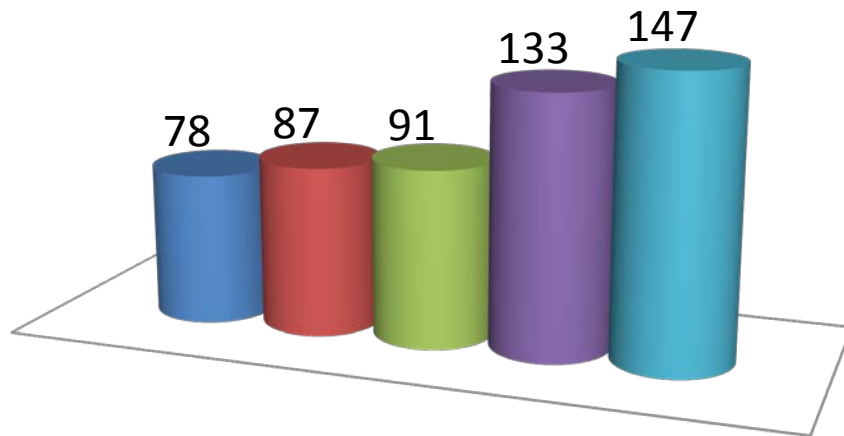
■ 2006 ■ 2007 ■ 2008 ■ 2009 ■ 2010



AESTHETICIANS FIVE YEAR REVIEW

### 5-Year Aesthetician License Renewal

■ 2006 ■ 2007 ■ 2008 ■ 2009 ■ 2010

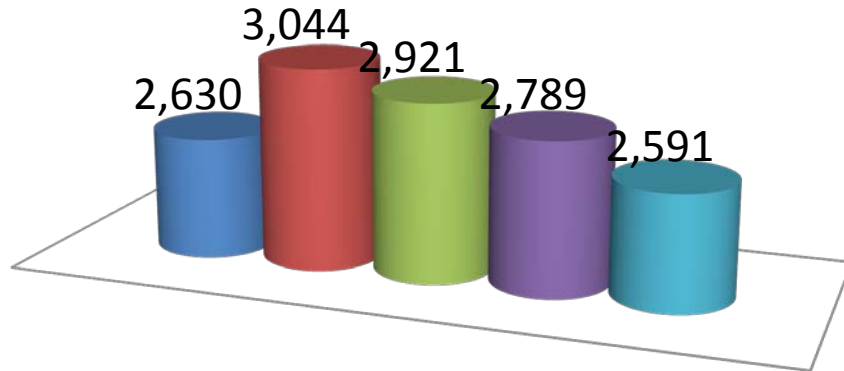




SHOP FIVE YEAR REVIEW

### 5-Year Shop License Renewal

■ 2006 ■ 2007 ■ 2008 ■ 2009 ■ 2010



## FIVE YEAR NEW REGISTRATION GROWTH

<b>PROFESSION</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>5 Yr. TOTAL</b>
Barbers	7	8	26	17	10	<b>68</b>
Cosmetologists	377	369	317	292	212	<b>1,567</b>
Barber/Cosmetologists	0	3	2	0	1	<b>7</b>
Barbers Permanent Wavist	18	16	16	2	X	<b>52</b>
Manicurists	111	92	85	99	68	<b>455</b>
Aestheticians	21	27	34	24	35	<b>141</b>
Instructors	14	13	27	8	6	<b>68</b>
Shops	335	368	595	275	260	<b>1,833</b>
Students	916	799	740	817	936	<b>4,208</b>
Instructor In-Training	17	13	9	13	17	<b>69</b>
Booth Rentals	544	575	476	825	1,818	<b>4,238</b>

**ESTIMATED NUMBER OF JOBS CREATED**

<b>PROFESSION</b>	<b>2010</b>
Barbers/Perm	11
Cosmetologists	212
Manicurists	68
Aestheticians	35
<b>TOTAL</b>	<b>326</b>

**INSPECTION TOTALS**

<b>2010 Shop Inspections</b>	<b>5,810</b>
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## SHOPS PER COUNTY

County	Shops	County	Shops
Barbour	25	Mingo	69
Berkeley	111	Monongalia	134
Boone	42	Monroe	23
Braxton	25	Morgan	23
Brooke	22	Nicholas	47
Cabell	151	Ohio	81
Calhoun	12	Pendleton	17
Clay	14	Pleasants	7
Doddridge	8	Pocahontas	16
Fayette	66	Preston	68
Gilmer	9	Putnam	74
Grant	31	Raleigh	134
Greenbrier	81	Randolph	40
Hampshire	28	Ritchie	21
Hancock	46	Roane	36
Hardy	28	Summers	20
Harrison	119	Taylor	14
Jackson	38	Tucker	15
Jefferson	47	Tyler	14
Kanawha	322	Upshur	40
Lewis	24	Wayne	64
Lincoln	28	Webster	17
Logan	82	Wetzel	41
Marion	102	Wirt	6
Marshall	35	Wood	149
Mason	42	Wyoming	57
McDowell	42		
Mercer	101		
Mineral	37		

## LICENSEES PER COUNTY

County	Licensees	County	Licensees
Barbour	74	Mingo	104
Berkeley	371	Monongalia	353
Boone	104	Monroe	48
Braxton	54	Morgan	69
Brooke	94	Nicholas	105
Cabell	524	Ohio	223
Calhoun	20	Pendleton	22
Clay	24	Pleasants	15
Doddridge	17	Pocahontas	29
Fayette	167	Preston	133
Gilmer	15	Putnam	247
Grant	57	Raleigh	305
Greenbrier	159	Randolph	87
Hampshire	59	Ritchie	40
Hancock	102	Roane	44
Hardy	34	Summers	46
Harrison	352	Taylor	54
Jackson	96	Tucker	24
Jefferson	172	Tyler	38
Kanawha	884	Upshur	83
Lewis	47	Wayne	110
Lincoln	59	Webster	19
Logan	167	Wetzel	68
Marion	258	Wirt	15
Marshall	53	Wood	386
Mason	128	Wyoming	110
McDowell	103		
Mercer	260		
Mineral	92		

## **DATA SOURCE**

The information contained within this annual report was extracted from the new licensing database software the Board implemented in April 2010. Some data may be slightly skewed due to the software transition and the conversion of the old system data to the new system data fields.

Currently in its fourth month of operations, the software glitches and bugs are being eliminated.