

BEFORE THE STATE OF WEST VIRGINIA  
BOARD OF BARBERS AND COSMETOLOGISTS

STATE OF WEST VIRGINIA  
BOARD OF BARBERS and  
COSMETOLOGISTS,

Complainant

CASE NO. 2019-03 and 2019-41

v.

ALISHA CONLEY,  
BEYOND BEAUTY FULL SERVICE SALON,

Respondent

CONSENT DECREE

Now comes Alisha Conley, Beyond Beauty Full Service Salon (hereinafter "Respondent"), and the West Virginia State Board of Barbers and Cosmetologists (hereinafter "Board"), by Danielle J. Cordle, its Executive Director, for resolving a complaint filed against Respondent. Pursuant to W. Va. Code § 30-27-20(d) the Board may enter into a Consent Decree. As reflected in this Consent Decree, the parties have reached an agreement in which Respondent agrees and stipulates to the Findings of Fact and Conclusions of Law and the proper disposition of this matter. The Board, having

approved such agreement, does hereby Find and Order as follows:

### FINDINGS OF FACT

1. The Board is a state entity and is charged with the responsibility to protect the health, safety and welfare of the public through its regulation of the practice of barbering and cosmetology.

*See W. Va. Code § 30-27-1 et seq.*

2. Respondent is a licensed cosmetologist (license no. 037809) and is the owner of Beyond Beauty Full Service Salon (salon license no. 015975) located at 207 Market Street, Spencer, West Virginia.

3. This matter arose after the Board determined that the Respondent's salon license was issued a 4th offense for citation 2.4; "Operating a shop with an expired shop license" and Respondent's cosmetologist license was issued a 3rd offense for citation 2.2; "Working with an expired license".

4. Respondent's salon license (license no. 015975) was issued a 1st offense for citation 2.4; "Operating a shop with an expired shop license" on or about 11/8/2017. Respondent was issued a \$200.00 fine per Series 7 of the Rules and Regulations of the Board.

5. Respondent's salon license (license no. 015975) was issued a 2nd offense for citation 2.4; "Operating a shop with an expired shop license" on or about 5/2/2018. Respondent was issued

a \$500.00 fine per Series 7 of the Rules and Regulations of the Board.

6. Respondent's salon license (license no. 015975) was issued a 3rd offense for citation 2.4; "Operating a shop with an expired shop license" on or about 7/13/2018. Respondent was not issued a fine at that time.

7. Respondent's salon license (license no. 015975) was issued a 4th offense for citation 2.4; "Operating a shop with an expired shop license" on or about 10/31/2018. Respondent was not issued a fine at that time.

8. On or about 11/14/2018, Respondent agreed to enter into an informal settlement for her 3rd offense for citation 2.4; "Operating a shop with an expired shop license" by voluntarily entering into a Consent Decree with the Board (case no. 2019-03)

9. Respondent's cosmetologist license (license no. 037809) was issued a 1st offense for citation 2.2; "Working with an expired license" on or about 2/5/2015. Respondent was issued a \$100.00 fine per Series 7 of the Rules and Regulations of the Board.

10. Respondent's cosmetologist license (license no. 037809) was issued a 2nd offense for citation 2.2; "Working with an expired license" on or about 11/8/2017. Respondent was issued a \$500.00 fine per Series 7 of the Rules and Regulations of the Board.

11. Respondent's cosmetologist license (license no. 038430) was issued a 3rd offense

for citation 2.2; "Working with an expired license" on or about 10/31/2018. Respondent was not issued a fine at that time.

12. Respondent has been fined a total of \$1,800.00 in connection to the citations mentioned within this Order.

13. Respondent has paid \$1,350.00 of the \$1,800.00 for administrative fines issued in connection to the citations mentioned with this Order.

14. Respondent has been issued a total of \$500.00 for administrative costs issued in connection to the Consent Decree (case no. 2019-03) mentioned within this Order.

15. Respondent has paid \$250.00 of the \$500.00 for administrative costs issued in connection to the Consent Decree (case no. 2019-03) mentioned within this Order.

### CONCLUSIONS OF LAW

1. The Board has the authority and responsibility to regulate the profession of barbering and cosmetology in the State of West Virginia. *See W. Va. Code § 30-27-1 et seq.*

2. The Board has jurisdiction to conduct investigations into complaints to determine if probable cause existed that the licensee was in violation West Virginia Code § 30-27-20(c) or any rule in West Virginia Code R. § 3-1-1 *et seq.*

3. The Board's authority to discipline licensees is found at West Virginia Code § 30-27-

4.



20.

4. The Board has jurisdiction to conduct disciplinary hearings and issue orders. *See W. Va. Code § 30-27-5(14).*

5. Disciplinary action can include reprimand, probation, administrative fine not to exceed \$1,000.00 per day per violation, mandatory attendance at continuing education seminars or other training, practicing under supervision or other restriction, requiring licensee to report to the board for periodic interviews for a specified period of time, or other corrective action considered by the board to be necessary to protect the public. *See W. Va. Code § 30-27-20(h).*

6. The Board is authorized to enter into a Consent Decree to resolve a complaint without further adjudication. *See W. Va. Code § 30-27-20(d) and W. Va. Code R. §3-9-2.11.*

7. The Board has the authority to assess administrative costs incurred. *See W. Va. Code § 30-1-8(a).*

#### CONSENT

1. By signing below Respondent agrees that he or she has had the opportunity to consult with counsel and executes this Consent Decree voluntarily, freely, without compulsion or duress and is mindful that it has legal consequences. No person or entity has made any promise or given any inducement whatsoever to encourage Respondent to make this settlement other than as set forth

herein.

2. Respondent acknowledges that he or she may pursue this matter through appropriate administrative and/or court proceedings and is aware of his or her legal rights regarding this matter, but intelligently and voluntarily waives such rights.

3. Respondent accepts the findings set forth above.

4. Respondent acknowledges that the Board may reject this proposal and may hold a hearing to impose such sanctions of a disciplinary nature as it deems appropriate. Should the Board not approve this Consent Decree, Respondent waives any objections to the Board or any of its members participating in the adjudication of this matter.

5. Respondent understands that this Consent Decree and the underlying complaint are public records and agrees that the sum and substance of the complaint and this agreement in part or in their entirety may be set forth in Board publications and placements deemed appropriate by the Board.

6. Respondent acknowledges that proof of any misstatement or misrepresentation made in connection with this matter will result in the rescission of this Consent Decree, the reinstatement of the complaint, and the addition of any other charges which may arise or ensue from providing false information to the Board in violation of West Virginia law as it pertains to the practice.

## ORDER

1. On the basis of the forgoing, and upon entry of this Consent Decree by this tribunal, the Board hereby **ORDERS** that this Consent Decree shall serve as an informal settlement of this complaint pursuant to W. Va. Code § 30-1-8(a).

2. This Consent Decree is executed by Respondent for the purpose of avoiding further administrative action with respect to this case. In this regard, Respondent authorizes the Board to review and examine all investigative file materials concerning the Respondent prior to or in conjunction with consideration of this Consent Decree. Furthermore, should this Consent Decree not be accepted by the Board, it is agreed that it shall not preclude the Board or any of its members from further participation, consideration, or resolution of these proceedings.

3. The Board **ORDERS** Respondent to pay administrative fines in the amount of \$500.00.

4. The administrative fines imposed herein in the amount of \$500.00 must be paid within thirty (30) days of the date Respondent receives Notice of Entry of this agreement by the Board, with such amount made payable to WVBBC (Administrative Fines). Failure to remit the payment of these administrative fines will result in further disciplinary action by the Board.

5. The Board **ORDERS** Respondent to pay administrative costs in the amount of \$500.00.





law.

16. This matter shall be closed upon the execution of this Consent Decree by both parties, satisfactory completion of the terms contained with this Consent Decree and the full payment of the administrative costs and fines agreed to herein.

17. This Consent Decree relates solely to matters within the jurisdiction of the West Virginia State Board of Barbers and Cosmetologists and does not evidence compliance with any other laws of the State of West Virginia or its political subdivisions, nor should any such compliance be implied.

AGREED TO BY:

Alisha Conley

Alisha Conley

Beyond Beauty Full Service Salon,

Respondent

2/22/19

Date

**NOTARY SIGNATURE**

The above information and signature are true to the best of my knowledge.

Notary's Name: Jason P. Graves

Notary's Signature: [Handwritten Signature]

County Of: Kanawha

State Of: West Virginia

Sworn and subscribed to me on:

Date: 2/22/2019

