

LEADERSHIP

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Fred Jones

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Jim Edwards Salinas Beauty College	Richard Ouellette Angles Beauty Care Group
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Andre Nizetich American Board of Certified Haircolorists	Melissa Yamaguchi Yamaguchi Salon & Day Spa

PBFC MISSION

- To support the principles and the efforts of the national Professional Beauty Federation through state activism.
- To promote professionalism in every aspect of the professional beauty industry. Professionalism is at the heart of the health of our industry.
- To elevate the image of all licensed beauty and barbering professionals in California.
- To gather a broad spectrum of industry opinion through surveys, discussion and advisory groups and to use that data to develop public policy.

PBFC
12120 Herdal Drive
Auburn, CA 95603

www.beautyfederation.org

Pride

Passion

Professionalism

email us at: directors@beautyfederation.org
www.beautyfederation.org

PROFESSIONAL BEAUTY FEDERATION OF CALIFORNIA

PBFC

PROFESSIONAL BEAUTY FEDERATION OF CALIFORNIA

Professional Beauty Federation of California

For further information visit our website at www.beautyfederation.org or drop an email to directors@beautyfederation.org.

One State



One State - One Voice

With the Professional Beauty Federation in Washington, DC at work on behalf of our industry, we have had a chance to see how the cooperation and financial support of industry leadership can result in a true 'cross-industry voice' representing all our needs at the Federal level.

National Is Only Half The Battle

Cosmetology laws and regulations are established and enforced in the individual states, not the Federal government. With the Professional Beauty Federation's focus on cosmetology's needs in Washington, DC, our state level organization must concentrate on important industry concerns within the state of California. We must move the professional beauty industry forward, developing new avenues for business growth, with a clear and unified voice helping develop public policy and working alongside our state regulatory body. The Professional Beauty Federation of California is designed to meet these needs.

One Voice

PBFC Accomplishments

- Established the first all-inclusive 'cross-segment' industry association in California. The PBFC board of directors includes at least one representative from each of the following industry segments: independent salon owners, large chain salons, multiple salons groups, private schools, public schools, cosmetology educators, distributors, and industry suppliers.
- Obtained experienced Sacramento industry advocacy. The PBFC's General Counsel and lobbyist has served for well over a decade as a policy Committee Consultant, Budget Analyst, and legislative Chief of Staff in Sacramento.
- For the first time in California's history, the State Legislature officially recognized and honored our industry by passing PBFC-sponsored ACR 52 (Correa), naming the last full week of April the 'California Professional Beauty and Barbering Industry Week'."
- Obtained public relations support through beauty industry PR agency Esche & Alexander to create and coordinate PBFC's on-going PR and industry communications.
- Created THE LONG BEACH FALL SHOW (California Salon & Spa Expo), offering beauty industry professionals premiere industry educators and artists while establishing a long-term revenue resource to support the PBFC's mission.
- Debuted California's first industry 'Town Hall' during the show inviting influential Sacramento politicians to meet and greet industry members. Each year, key legislators attend this important industry forum.
- Established the PBFC Website (www.beautyfederation.org) to provide industry participants a convenient, easy-to-use 'window' on Sacramento activities and a direct line of communications to PBFC board members.
- Created California's annual "Welcome to Our World" lobbying event to heighten political awareness and strengthen support of beauty industry professionals by the politicians who influence their future. Every year, close to 100 Assembly Members, Senators and legislative staffers get 'beautified' by salon professionals while brushing up on California's \$6 billion dollar beauty industry! This annual event has generated Sacramento Bee 'front page' news and is covered by several Sacramento network affiliate TV stations.
- PBFC influentially supported SB 1482 which 'sunsetted' the former bureau of cosmetology' returning California to a 'board' based regulatory system.
- Worked with Sacramento to improve cosmetology license 'pre-application' for beauty school students. Under lobbying pressure, the system was re-worked to assure timely sittings for the licensing examination.

www.beautyfederation.org



- Beauty school education reforms suggested to Sacramento have streamlined and reduced administrative costs and delays, saving student's money and opening-up new opportunities. (Example: consolidation of course work taught in different languages now accomplished under one approval application and fee).
- AB2449 supported salon owners and legitimate booth renters by clarifying responsibilities of all 'booth renters' under existing law and enhancing compliance with those laws by educating relevant governing agencies about this rising industry segment. This initial effort helped to initiate a more 'level playing field' by identifying all licensees as either employer, employee, or independent contractor/booth renter thus dampening the desire to choose the booth renting sector for less than legitimate intentions (e.g., tax evasion, illegitimate business practices, etc.).
- Photographic licensure, to help reduce unlicensed activity in the state has been agreed to in principle by the Department of Consumer Affairs.
- SB362 provides for inter-state license reciprocity. This means that the California Board of Cosmetology will grant a license to an applicant who submits a completed application with the necessary fee, proof of a valid license issued by another state, and proof that the applicant has not been disciplined by another state. No more intolerable waiting times to go to work.

Future Objectives

- Aggregate scoring of licensure exam
- Streamlined examination procedures
- Remove duplicated DCA/BPPVE oversight/regulations
- Insure proper regulation of booth rental sector
- Protect manufacturers from product diversion and abuse
- Assist new state board in working with (not against) industry

Your Commitment Makes It Happen!

You can help support this important industry work by pledging your financial support. Mail a check (or your credit card information below) to the PBFC today! This schedule suggests pledge amounts for everyone, from individuals to larger industry entities. These are 'guidelines' only. Any amount you contribute will help to make a difference. Thank you.

Individual	\$25 to \$50
Individual Salon Owner	\$100 to \$500
Multi-Salon owner (5 to 25)	\$500 to \$5000
Chain Salons (25 or more)	\$ 2,500 to \$ 25,000
Distributor	\$ 1,000 to \$ 25,000
Manufacturer	\$ 2,500 to \$25,000
Association	\$ 1,000 to \$10,000

Please make your check payable to:

PBFC
12120 Herdal Drive
Auburn, CA 95603

PBFC

NAME _____

ADDRESS _____

CITY/STATE _____

HOME PHONE _____ ZIP _____

WORK PHONE _____

I authorize the PBFC to collect my donation of \$ _____

through my credit card. VISA MC DISCOVER AMEX

(Please check one)

CARD # _____ EXPIRES _____

SIGNATURE _____