



# Newsletter

## April 2010

### Company Highlights:

Milan Institute Donates \$17,000 to Clinton Bush Haiti Fund



Milan Institute Students Present Haiti Fundraiser Check to Owner Gary Yasuda and Goodwill Ambassador Batman

On Saturday, February 13, 2010, Milan Institute held a company-wide Valentine's Day fundraiser for Haiti earthquake relief efforts. The proceeds from all services performed at the 14 student salons and massage spas located in California, Nevada, Idaho and Texas from Saturday totaled at \$17,045; all of which was donated to the Clinton Bush Haiti Fund (CBHF). The CBHF was established to respond to unmet needs in the country, foster economic opportunity, improve the quality of life over the long term for those affected, and assist the people of Haiti as they rebuild their lives and "build back better."

The "Open Your Hearts to Haiti" Valentine's Day Fundraiser was a huge success within all of the Milan Institute communities. Most student salons and massage spas received twice as many clients as a typical Saturday, the majority of which were thrilled to get a massage, haircut, manicure, etc. while supporting a worthy cause. Some clients even provided an extra donation on top of the cost of their service. For many

### What's New

#### Graduate Profile:

From Amarillo, TX to one of New York's leading salons, Cosmetologist Graduate James Boucher has come a long way.

Meet Claudia Denham: Massage Therapy Program Coordinator for Milan Institute, ten-year veteran in the massage therapy field and a Milan graduate!

#### Campus Profile:

This issue's featured campus is Milan Institute in Sparks, Nevada. Get to know the city, school director and future plans for the school.

#### Company Highlights:

Get the details on the new location and new program of Milan Institute in Bakersfield, California.

students, this was the opportunity they had been waiting for to help support Haiti earthquake relief efforts. Students unable to donate money of their own were able to contribute their valuable time. Those not scheduled to work on Saturdays came anyway to volunteer their services, and some students even donated their tips to the CBHF. "This company believes in goodwill towards others, which was demonstrated by the hard work of all our schools' students and staff during the fundraiser. I couldn't be more proud," said Milan Institute President and Owner Gary Yasuda.

## Graduate Profile: James Boucher, Class of 2008

Cosmetologist Program

Milan Institute of Cosmetology – Amarillo, TX

***“I honestly feel you can do anything you set your mind to. Work hard and take your career as far as you can.”***

When James Boucher first enrolled at Milan Institute of Cosmetology in Amarillo, Texas, he was only 17 years old. He dropped out of high school during his senior year just one month before beginning the Cosmetologist program. “I wanted to better myself; make something of my life,” recalls James about his decision to train for a career in cosmetology. “Cosmetology seemed like a good choice at the time because I wanted to do something fun and creative instead of sitting in a classroom all day.”

James’s path to success was not an easy one. At first, he struggled with his attendance at Milan. He lost focus and began skipping class. Unfortunately, this caused him to drop out of the program just a few months after enrolling. Six months later, he realized that he was right back where he started a year ago, going nowhere. He realized it was crucial for him to go to school in order to get the knowledge and training he needed to have a serious career in the cosmetology field. After several meetings with the Milan Institute of Cosmetology staff,

he was allowed to re-enroll in the program. Initially he struggled with his attendance again, but this time he was determined to graduate. James successfully completed the program two years after his first enrollment.

The Amarillo native is now employed at Bumble and Bumble Salon, one of the leading salons in New York, and “One of the 10 best salons in America” as reported by VOGUE Magazine. James couldn’t be more excited about his current career. Bumble and Bumble is renowned for treating its staff well, including offering advanced training for its stylists. He has had the opportunity to work with the Bumble and Bumble styling teams that prepare the models for Fashion Week in New York, Paris, London and Milan. “I love working for Bumble and Bumble,” says James. “From working in the salon to working backstage for events at New York’s Bryant Park, I love everything Bumble has to offer. The products are pretty amazing too!”

He advises fellow Milan Institute of Cosmetology

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## Graduate Profile: Claudia Denham, Class of 2000

Massage Therapy Program

Milan Institute – Visalia, CA



***“There is no shame in asking questions or having to go over something twice. If I hadn’t done this myself, I never would have made it this far, running the same program I took as a student years ago.”***

Claudia Denham is not only the Massage Therapy Instructor and Program Coordinator at Milan Institute in Visalia, she is also a Milan graduate. She first started taking Massage Therapy evening classes in June 1999 and was among the first group of students to begin the program. “I had great instructors and made good friends,” says Claudia about her

days as a Milan student. “Going through the actual program has taught me patience and understanding. I think it has helped me become a better instructor and coordinator.”

Her decision to enroll in the Massage Therapy program was based on her interest in massage and strong desire to help others. At the time, Claudia was working in the photography department at JCPenney and taking classes at the local junior college. Her aunt had recently suffered a stroke and was paralyzed on one side of her body. During her aunt’s physical therapy sessions, she noticed the therapist incorporated massage into the treatment. “I thought to myself ‘I can do that! I would love to do that!’” recalls Claudia. She began assisting her aunt with massage therapy on the days she was not receiving physical therapy in the hopes that it would aid her recovery and provide some relief.

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## Campus Profile: Milan Institute • Sparks, NV



Sparks Campus

Milan Institute first introduced itself to the Sparks, Nevada, community in February 2003. The campus offers hands-on training in Healthcare Billing and Coding, Medical Assisting, Dental Assistant, Pharmaceutical Technician and Massage Therapy. In addition, the school has a student spa where value-priced massage

services are provided to the public; services are performed by students under instructor supervision. Milan is currently home to 32 staff members and 290 students.

The campus is located in the beautiful and family-oriented city of Sparks, Nevada. The city is located in the Truckee Meadows between the Carson and Virginia Mountain Ranges at an elevation of nearly 4,500 ft. Sparks shares the beautiful valley on the eastern slope of the Sierra with its neighbor to the west, Reno. Since the 1990s the city has grown tremendously, offering its approximately 90,000 residents a variety of services. In particular, the city offers many summer and winter outdoor activities. Sparks was reported as the fastest growing city in Nevada between 1999 and 2008 and

continues to grow. Quality of life is cited as one of the main reasons people relocate to the Sparks area.

Leading, motivating and "mothering" the entire Sparks campus is School Director Susan Hutchison. Susan has a total of 18 years experience as a School Director. Before becoming a member of the Milan Institute family, she developed and taught a prep class at North-West College in Southern California where she later became School Director. In November 2003 she joined the Milan Institute company as a Dean of Education and soon after became School Director for the Sparks campus. Susan returned to her California roots as School Director of Milan Institute in Clovis,

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## Company Highlights:

### Exciting New Changes at the Milan Institute Bakersfield Campus



Bakersfield Campus

Exciting changes have recently occurred at Milan Institute in Bakersfield, California. The school recently moved to a larger facility located at 2822 F Street. The new building comes equipped with a spacious student salon floor complete with styling booths, manicure/pedicure stations and shampoo bowls, which will accommodate the students of the recently added Cosmetology program. The first cosmetology class

was held on January 13 with 46 students in attendance. Approximately 150 students are anticipated to start the new program over the next year.

The school first came to Bakersfield in June 2002 as an auxiliary classroom of the Visalia campus and became a branch campus in May 2009. Up until now, the school has only offered massage therapy training to the community, which is why the faculty and staff are so excited about the new program. "Our school has been well received by the local community," states School Director Natalie Erickson. "Cosmetology is one of the hottest industries right now, and the Bakersfield area was in need of more schools that could provide professional career training for it. Milan has already experienced success here, and we are excited to see what the future will bring."

In addition to the new Cosmetology program, the Milan Institute Bakersfield location also offers

Massage Therapy. Both day and evening class schedules are offered, and financial aid available for those who qualify. Milan's faculty offers academic credentials with years of training or work experience in their areas of specialization. The school's administrative staff is committed to providing the individual student attention necessary to achieve success in the fields of cosmetology and massage therapy. In addition, the school provides employment services assistance to all of its graduates to assist them with their new job search.

The campus will eventually open a student salon where value-priced beauty services such as haircuts, highlights, pedicures, facials and waxing will be offered to the public. All services will be performed by students under instructor supervision. The student salon is expected to begin accepting clients the end of April this year.

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## Graduate Profile: James Boucher (Continued)

students to stay goal-driven. "As cheesy as it sounds, I honestly feel you can do anything you set your mind to," encourages James. "Work hard and take your career as far as you can. Also, get your hours in! Don't waste time. Success is just around the corner."

James would also like to personally thank the Milan staff members who supported him at school. "To Summer Smylie, Kathy Milford and all the staff at Milan Institute of Cosmetology in Amarillo, thank you so much for your hard work, dedication and putting up with me for two whole years," says James. "Without you none of this would be possible."

## Graduate Profile: Claudia Denham (Continued)

Thankfully her goals of helping her aunt were realized. "My aunt would always tell me that I should do this as a career, that I was good at it," says Claudia about her early experience with massage therapy. Since she also really enjoyed it, she looked into training programs and found Milan Institute in Visalia. Before passing away from cancer, her aunt continued to benefit from the gift Claudia shared with her. "I truly believe massage therapy helped my aunt through tough days by easing the pain," says Claudia. "I am so thankful that I was able to comfort her while she was here."

Upon program completion, Claudia went on to join several businesses including the school where she graduated. Her first positions just out of school were assisting with the student massage spa and Massage Therapy classes as a Teacher's Aid at the Milan Institute Visalia campus and providing massage services at Salon Mirage. She also went back to work for Valley Industrial Physical Therapy Center, which is where she did her externship as a student. After staying with Milan for three years, Claudia was offered a position as a full-fledged Massage Therapy Instructor. She decided to take a leap of faith and has been teaching ever since.

When asked about her current position as an instructor, she notes that she loves being a mentor and watching her students grow both technically as massage therapists and personally as professionals. As a program coordinator she is able to give a voice to students' opinions and guidance to help push them in the right direction. Another aspect Claudia enjoys about her career is her co-workers. She describes the massage therapy faculty as fun, close-knit and dependable. "They work really hard and care for the students as much as I do," comments Claudia on her fellow instructors. "Sometimes for me coming to work is like going home. I have grown up here and have worked with some of these people since I joined Milan ten years ago. It's great to have a second family at work."

Claudia encourages all students to pursue a career they are passionate about and believes that focus and determination can help anyone succeed. "Take a leap of faith and don't look back," advises Claudia. "Also, ask for help if you need it. There is no shame in asking questions or having to go over something twice. If I hadn't done this myself, I never would have made it this far, running the same program I took as a student years ago."

## Campus Profile: Milan Institute – Sparks, NV (Continued)

California in early 2007 but decided to move back to Sparks in June 2008 and resume her role there as Director. "The mountains and lakes here are just gorgeous," comments Susan Hutchison on the Sparks/Reno community. "The people are very friendly, and I love the cowboy/Native American culture."

At 18,500 sq. ft., the Milan Institute facility in Sparks has plenty of room to grow. The school plans to eventually start a Hygienist program and open a community dental clinic, where low-income families can receive quality dental care at discounted prices. Since Sparks is an industrial area, Susan would also like to see a Heating, Ventilation and Air Conditioning (HVAC) program started in the near future. Have a great new idea for the Sparks campus? Please email them to Susan at [SHutchison@milaninstitute.edu](mailto:SHutchison@milaninstitute.edu). She would love to hear them!

## Company Highlights: Exciting Changes at the Milan Institute Bakersfield Campus

The school also has a student massage spa where massage services are available to the public. Services such as Swedish, Deep Tissue, Sports, Therapeutic and Reflexology massage are available for just \$25 for 50 minutes and \$40 for 80 minutes. All services are performed by students under instructor supervision. Gift certificates are also available.



Bakersfield Campus