



# Newsletter

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## August 2009

### A Message from the President



I am pleased to introduce our first issue of the Milan Institute and Milan Institute of Cosmetology Newsletter. The purpose of the newsletter is to keep students and alumni informed of school updates and industry news. I hope you will find the information provided here interesting, inspirational and valuable.

Thank you for joining the Milan Institute family and committing to your new career. I wish you all the success in your future endeavors.

Sincerely,  
Gary Yasuda, President  
Milan Institute | Milan Institute of Cosmetology

### Company Highlights:

#### Milan Institute is Now on Facebook!

On Monday, June 29, 2009, Milan Institute and Milan Institute of Cosmetology launched its first official company page on Facebook. The company decided to join the Facebook community in order to improve its communication with students and alumni as well as provide a platform for networking amongst its fans. The page content is accessible to the public; however, students and graduates are encouraged to join as fans in order to receive updates on news and post comments.

The new Milan page on Facebook will serve as a medium for information sharing between school staff, faculty, future/current students, alumni and clients. An event calendar will be featured on the page to notify the local communities of upcoming school functions such as open houses, grand openings, fundraisers and graduation ceremonies. Discussion boards will cover topics such as what to expect on the first day of school for prospective students and how to promote yourself as an independent cosmetologist for graduates. Photos of students, staff and events for all campuses will be

### What's New

#### Graduate Profile:



Hairstyling for Celine Dion, Jordan Sparks and the Spurs? 2007 Milan Institute Graduate Chance Bert takes San Antonio by storm.



Meet Cynthia Saenz, a single mother of three children with a 4.0 GPA, perfect attendance record and two Certificates of Completion from both AMA and MA programs at Milan.

#### Campus Profile:



This issue's featured campus is Milan Institute in Boise, Idaho. Get to know the city, Director and future plans for the school.

#### Company Highlights:



Milan Institute in Amarillo, Texas is recognized as the fourth largest contributor to the American Cancer Society Relay for Life®.

added to the page on an ongoing basis, and eventually videos will be uploaded as well. In addition, the notes section of the page will promote the monthly specials for each student salon and spa, helping to keep clients informed.

To find Milan Institute on Facebook go to <http://www.facebook.com/pages/Milan-Institute/82527245418?ref=ts>

We hope you enjoy our new page!

## Graduate Profile: Chance Bert, Class of 2007

Cosmetology Program (Operator License)  
Milan Institute – San Antonio, Ingram Park, TX



***“If you’re not ready to work hard, you won’t get ahead. Stay on top of current trends. And remember, don’t leave the house without being camera ready. You never know who will be asking to take your picture!”***

“When I hit the student salon floor, I was a tornado and hurricane rolled up into one,” recalls Chance Bert, a 2007 graduate from the Cosmetology program (Operator License) at Milan Institute in San Antonio. “All I wanted to do was work, work, work. Everyday I made sure I was on time and ready to go. I felt that cosmetology was truly what I wanted to do.”

Chance joined Milan Institute because he wanted to train for a career that would allow him to express his creativity. Before enrolling, he was working in retail, but his real passion was for doing hair and makeup. Growing up surrounded by musicians, painters, fashion designers and everything in between, his talent and appreciation for beauty clearly came from his

family. His biggest inspiration? His mother, a stylist who continues to impart her knowledge of hair and business savvy on Chance.

Chance’s drive enabled him to complete his program three months early with perfect attendance and a very high GPA. “My instructors would tell me to slow down,” says Chance about his days as a student at Milan Institute. “I asked a lot of questions. I was trying to gain as much of my instructors’ knowledge as possible to help me get ahead in my future career. I was blessed to have awesome instructors who understood the business and wanted to see all of us progress.” Chance received numerous job leads and clients from his participation in school events.

Chance is now a stylist at The Unlimited in San Antonio. “I love my current job,” boasts Chance. “I couldn’t ask for a better position or company to work for.” His talent and passion for cosmetology was quickly noticed at his company. He has had the opportunity to be a platform artist at many of the company’s shows, applying makeup for educators.

Chance’s relentless motivation continues to bring him success in his career. The first salon he joined

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## Graduate Profile: Cynthia Saenz, Class of 2009 and 2007

Administrative Medical Assistant and Medical Assisting Programs  
Milan Institute – Indio, CA



***“If a single mother of three children can achieve perfect attendance, a 4.0 GPA and a Certificate of Completion in two programs, anyone can!”***

Before Cynthia Saenz enrolled at Milan Institute in Indio, California, she was a homemaker of five years struggling through a divorce. “As a single mother of three children with only a high school diploma and a few college credits, I knew a two- or four- year college wasn’t in the cards for me,” states Cynthia. “I figured if I could find a school that offered night classes, was affordable, and had a short-term program, that

school would be the school for me.” She found exactly what she was looking for at Milan and enrolled in the Administrative Medical Assistant program (AMA program) in early 2007.

In addition to the skills and knowledge she learned in her AMA program, Cynthia also received the support she needed to build her confidence. “I thought it was great that the school recognized students for their academic achievements,” recalls Cynthia Saenz on her experience at Milan Institute. “I knew students who had never been acknowledged for their school performance, but at Milan students from every program would gather and cheer when a student received an award. The importance the school placed on the students

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## Campus Profile: Milan Institute • Boise, ID



Boise Campus

Milan Institute first opened its doors to Boise, Idaho, in January 2001. It only had two programs to begin with, but now it offers seven: Healthcare Billing and Coding, Administrative Medical Assistant, Medical Assisting, Dental Assistant, Pharmacy Technician, Massage Therapy and its newest program,

Esthetician. The school also opened an auxiliary classroom in Nampa, Idaho, in September 2003 due to the Boise campus's increasing popularity. To date, the school has helped over 2,200 students graduate.

Milan Institute is located in the scenic city of Boise, which is known as "The City of Trees." It is the capital and most populous city in Idaho. The Boise River offers recreational activities such as swimming, fishing or rafting, and Boise also boasts great skiing and snowboarding during the winter. In addition, the city hosts cultural events throughout the year and possesses vibrant music and theatre scenes.

The Boise campus has come a long way since it first opened, largely due to the efforts of School Director Barb

DeHaan. Barb has been the acting Director for the school since 2002. Prior to working for Milan Institute, she was an instructor at ITT Technical Institute for 21 years. She spent the first 17 years of her time at ITT developing and implementing a Medical Secretarial/Transcription program. From there, Barb went on to teach communications, proofreading, math and project management classes. Since joining Milan Institute, she has learned a lot and loves her job. "I have surrounded myself with a great staff, and we all share common goals," states Barb DeHaan about the Boise campus. "The one comment we hear most often from guests is that 'it just feels good here,' and that's the way we like it."

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## Company Highlights: Milan Institute in Amarillo Raises Thousands of Dollars for the American Cancer Society Relay For Life®



Relay Team Captains, Lindsey Sullivan and Laura Wideman

On Friday, June 12, 2009, Milan Institute in Amarillo, Texas, participated for its fifth year in the American Cancer Society Relay For Life®. This life-changing event brings together more than 3.5 million people across the country each year to celebrate the lives of those who have battled cancer, remember loved ones lost and fight back against a disease that takes too much. The overnight relay empowered everyone to fight cancer by raising money and awareness.

Relay teams camped out at various locations and took turns walking or running around a track. Each team had a representative on the track at all times during the event. The relay was held at the Amarillo National Bank Dilla Villa in Amarillo, Texas.

Twenty Milan Institute staff members and forty-five students participated in the event. Crystal Follis, School Director of Milan Institute, showed her support by serving as the Accounting Officer on the Amarillo Relay For Life® Committee. Laura Wideman, Registrar, and Lindsay Sullivan, Career Services Coordinator, led the Milan Institute teams as captains in the relay. "We supported Relay For Life® because of the awareness we were able to raise here at our school and also because many of our own loved ones have fought this terrible disease," stated Laura Wideman. "This was a great way for Milan Institute to give back." The students' energy at the event caught the attention of the relay committee,

which presented them with an award for the most inspirational team.

Both the staff and students of Milan Institute worked hard to raise money for the relay. Students organized raffles, bake sales, and lunch sales to help support the fundraiser. They also set up one collection pot for their Director and one for their Dean. Students added money to the pot for the staff member they wanted to see doused with goo. In the end, it was Crystal Follis who was slimed for having the most money in her pot. "I smelled like garlic for two days!" exclaimed Crystal on "winning" the collection pot. The staff also sold luminary bags, which were placed along the track during the relay. Each bag represented the life of someone who had battled cancer. At the end of the event, the school had raised an amazing \$4,180 and was recognized as the fourth highest contributor to the fundraiser.

## Graduate Profile: Chance Bert (Continued)

after he graduated from Milan Institute was the official salon for the San Antonio Spurs, which allowed him to work closely with both the players and cheerleaders. This salon was also the first to be offered contracts for special events and concerts to be held at the AT&T Center in San Antonio, providing Chance the opportunity to work with celebrities both big and small.

Shortly after Jordan Sparks won the American Idol competition in 2007, Chance was contracted to do her hair and makeup for her performance of the National Anthem at the playoff games in San Antonio. "She was just as excited as I was," states Chance on his encounter with Jordan. "She was really down to earth. I have kept in touch with her family and told them to contact me if they are in the area and ever need anything."

Chance has also had the privilege of working with Celine Dion and her entire team of backup singers, dancers, musicians and body guards. "That alone was an experience to remember," says Chance. "She gave us private VIP seating in her sound booth, which provided perfect center stage viewing of her performance." The opportunity opened the door for Chance's salon to work on more celebrity concerts in the future.

"If you are not ready to work hard, you won't get ahead," advises Chance to Milan Institute students and alumni. "Stay on top of current trends. Don't refuse volunteer work; you may make valuable contacts during it. And remember, don't leave the house without being camera ready. You never know who will be asking to take your picture!"

## Graduate Profile: Cynthia Saenz (Continued)

helped us to feel proud and stay motivated."

Success continued to follow her even after graduation from the AMA program. Soon after completing her externship, Cynthia was hired by her extern site; but she didn't stop there. In early 2008 she enrolled at Milan Institute in Indio again, this time in the Medical Assisting program. "Six months after I started working as an administrative medical assistant, I saw that a lot of the action was happening in the back," says Cynthia. "The interaction and involvement that the medical assistants had with the patients interested me. That was when I decided to continue my education."

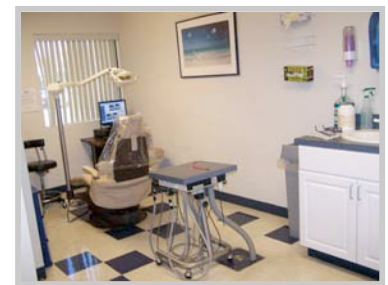
Cynthia was again hired immediately after completing her Medical Assisting externship. She currently works for a family practitioner at the Eisenhower Medical Center in Rancho Mirage, California, and loves her job. "Not only am I applying what I have already learned, but I'm also learning new things every day," states Cynthia about her new position as a Medical Assistant. "The staff is great, and the doctor is fantastic. I constantly ask questions,

and the doctor is always ready and willing to "school me." She is also in the process of completing a phlebotomy course as a part of her continuing education efforts.

She advises other students to be confident and ambitious and to not be easily discouraged. "Be forgiving of your mistakes because that is how you learn," says Cynthia to her fellow Milan students. "And remember that you alone are responsible for the outcome of your future. If a single mother of three children can achieve perfect attendance, a 4.0 GPA and a Certificate of Completion in two programs, anyone can do it."

## Campus Profile: Milan Institute • Boise, ID (Continued)

Barb credits much of the success of the Milan Institute Boise campus to the continuous support of her husband, Larry DeHaan. Larry has over 35 years' experience in



private education, primarily in admissions and marketing. He worked at ITT Technical Institute for 22 years, was the School Director of the Court Reporting Institute in Boise for 5 years and has assisted Milan in various capacities since its inception. Larry was instrumental in the development and building of the student dental clinics at the Boise and Nampa locations. Additionally, his strong eye for interior design proved invaluable during the remodeling of the student massage and esthetics spas. Both Barb and her staff are greatly appreciative of his expertise.

Student Dental Clinic Bay

Milan Institute has big plans for the future. The population of the auxiliary classroom in Nampa now rivals that of the Boise school for a total of over 375 students combined. As a result, Barb is recommending that the auxiliary classroom be transitioned to a free-standing campus. She believes the Nampa location would benefit from the presence of a complete administrative staff due to the large student population. She hopes to begin the transition in early 2010. If the Nampa location does successfully become a separate campus, it will eventually offer valued-priced dental services to low income families like the Boise student dental clinic. Both locations anticipate the addition of new programs within the next year.