



Newsletter

August 2010

Company Highlights:

Milan Institute Donates \$6,700 to Help Combat Domestic Abuse



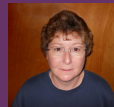
Milan Institute Operations Director Summer Smylie, Regional Director Doug Dunn and staff present Cut It Out Fundraiser Check to National Cosmetology Association Director Beth Hickey

On June 25, 2010, Milan Institute presented a check for \$6,739 to the CUT IT OUT program of the Salons Against Domestic Abuse Fund. The donation was the total revenue raised from all services performed at the 14 Milan Institute student salons and massage spas located in California, Nevada, Idaho and Texas on Monday, May 17. The CUT IT OUT program of the Salons Against Domestic Abuse Fund is dedicated to mobilizing salon professionals and others to fight the epidemic of domestic abuse in communities across the United States. CUT IT OUT builds awareness of domestic abuse through educational materials displayed in salons, the Adopt-a-Shelter initiative to involve salons in helping local domestic violence agencies, and training salon professionals to recognize warning signs and safely refer clients to resources.

The Cut It Out Fundraiser was a success at all Milan Institute locations thanks to the hard work and dedication of the students, faculty and staff. Most of the student salons and massage spas received more clients than on a typical Monday. Clients were happy to know that the cost of their haircut, highlights, pedicure, massage and other services that day would help support a worthy cause. Students embraced the

What's New

Graduate Profile:



Learn how Healthcare Billing and Coding Graduate Cathy Collins gained a competitive edge in today's job market.



After 25 years in property management, Lois Garber decided to change careers. Share her experience on going back to school to become an Esthetician.

Campus Profile:



This issue's featured campus is Milan Institute in San Antonio-Ingram Park, Texas. Get to know the city, school director and future plans for the school.

Company Highlights:



Learn what it takes to become a member of the Milan Institute Gold Team and the perks that come with it.

opportunity to combat domestic abuse, a growing epidemic in the U.S. It is estimated that one in every four women will experience domestic violence in her lifetime,¹ and 1.3 million women are victims of physical assault by an intimate partner each year.² "We all know someone who has been hurt by domestic abuse, whether it was a co-worker, friend or family member," said Milan Institute President and Owner Gary Yasuda. "It is important we do our part to help end that violence."

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Graduate Profile: Cathy Collins, Class of 2009

Healthcare Billing and Coding Program

Milan Institute – Nampa, ID



“Set goals for yourself, attainable goals that will push you to achieve them. Success is measured by what you perceive it to be.”

back to school. “It was my background in finance and interest in the medical field that led me to the Healthcare Billing and Coding program.”

With the help of her caring instructor, she went on to graduate eight months after enrolling. “I had a wonderful Instructor, Nancy Owens, who had a positive attitude and a desire to see each and every one of her students succeed,” said Cathy. “She taught me to stay focused and to enjoy new challenges.” Cathy grew to love learning something new each day in class and became more goal-oriented. She increased her skill set as well as her self-esteem.

Towards the end of 2008, the Idaho job market was saturated with job seekers who had just been laid off. Cathy Collins was one of them. She had worked in finance for 12 years and after 4 frustrating months of job searching, she decided to take a different approach. That’s when she enrolled in the Healthcare Care Billing and Coding program at Milan Institute in Nampa, Idaho. “I felt I needed to gain additional experience as well as more confidence in order to compete in the job market of a downturned economy,” recalls Cathy on her decision to go

Cathy is now happily employed as an Accounts Receivable Coordinator for MWI Veterinary Supply in Meridian, Idaho. MWI is one of the largest veterinary distributors in the United States and carries a wide variety of products for every type of veterinarian. “I really enjoy my current job; it’s very fast-paced and high energy,” she said. “My training in coding has prepared me for the attention

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Graduate Profile: Lois Garber, Class of 2009

Esthetician Program (Facialist License)

Milan Institute of Cosmetology – San Antonio-Windcrest, TX



“I followed my heart and decided to pursue a new path doing something I had a true passion for.”

Cosmetology in the Windcrest neighborhood of San Antonio in August of 2008. When asked why she had chosen a career so different from her previous one, Lois replied, “I followed my heart and decided to pursue a new path doing something I had a true passion for.”

Over the next nine months, Lois embraced her new career training. “Milan was a whole other world from my previous work history,” she recalls. “It was exciting, fun, educational, fun, interesting, fun. Did I mention fun?” She found the school faculty and staff to be friendly, helpful and knowledgeable and felt they truly wanted her to succeed. She also formed friendships with some of her classmates, who she still communicates with to this day. They swap tips and share experiences on establishing themselves in the skin care field.

After 25 years of property management for upscale apartments in San Antonio, Texas, Lois Garber was ready for a change. She had just been laid off and with no sign of the economy picking up again in the near future, she headed back to school to train for a new career. She enrolled in the Esthetician program (Facialist License) at Milan Institute of

Today, Lois is loving her new career as an

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Campus Profile: Milan Institute • San Antonio-Ingram Park, TX



San Antonio-Ingram Park Campus

The San Antonio – Ingram Park campus became part of the Milan Institute company in January 2004 and has come a long way since then. It is currently training and supporting 223 students. Operator/Cosmetologist and Facialist programs are available as well as

Instructor program for cosmetologists. In addition, the school also has a student salon where value-priced beauty services such as haircuts, hair color, pedicures, waxing and more are performed by students under instructor supervision. In fact, the Milan Institute student salon in Ingram Park often performs the most weekly services in the entire company, averaging over 1,000 services per week.

The school's home, San Antonio, captures the spirit of Texas. Now the seventh largest city in the United States, the city has retained its sense of history and tradition, while carefully blending in cosmopolitan progress. This bustling city is a great place for aspiring cosmetologists and facialists alike to pursue career training and start a new profession.

The success of the Ingram Park campus is headed by Regional Director Doug Dunn. Doug's initial career as a C-130 Flight Engineer and Command Master Chief in the United States Coast Guard (USCG) established his impressive leadership skills. During his 24 years in the USCG, he logged over 3,000 flight hours and flew on many hi-profile missions such as the Exxon Valdez oil spill and has traveled from the Arctic to the Antarctic. After retiring from the USCG, Doug went on to work as a Campus Director for two universities and has been in the proprietary school business since 2003. He joined the Milan Institute family in February 2008 as a School Director for the Ingram Park campus and

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Company Highlights: An Inside Look at the Milan Institute Gold Team



Milan Institute of Cosmetology in Amarillo, TX Gold Team (from left to right): Meagan Boydston, Natasha Cavazos, Vicente Trevino, Abenicia Lozano

In 2007, Milan Institute launched the Gold Team Mentoring Program. The objective of the program is to give exemplary Milan Institute students the opportunity to mentor new students in order to help provide a successful transition into school. Gold Team Members mentor new students following orientation and

help coach Phase I students. The commitment is 90 days. It is a coveted role as only three to four students are selected from each session and program quarterly. The Gold Team Mentoring Program was first implemented at the Milan Institute of Cosmetology campus in Amarillo, Texas, and is now a part of all Milan Institute and Milan Institute of Cosmetology schools offering a Cosmetology (Operator License) or Esthetician (Facialist License) program.

Students must meet a list of requirements in order to become a part of the Gold Team, but it does come with benefits. Gold Team Members must have excellent attendance and be in good academic standing as well as reach practical, client referral and student salon product sale benchmarks. They must also demonstrate positive leadership skills and professionalism when interacting with clients, peers, faculty and staff. As a reward for outstanding

performance as well as mentoring new students, members receive a monthly complimentary lunch with the director or dean, a Gold Team T-shirt and pin, a Certificate of Participation and Recognition, her/his photo and name posted on campus and permission to wear jeans or professional attire instead of the standard school uniform.

Since its inception, the Gold Team Mentoring Program has had a positive impact on the schools. "The Milan Institute of Cosmetology Gold Team in Amarillo, Texas, has been a success," said the campus's Director Lanecia Errington. "It's become quite the campus competition. Our students' service numbers have increased, some with over 100 services in a single month." Many of the schools also report that their Gold Team members have significantly helped Phase I students by guiding and encouraging them in

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Company Highlights: Milan Institute Donates \$6,700 to Help Combat Domestic Abuse (Continued)

Sources

¹ Tjaden, Patricia & Thoennes, Nancy. National Institute of Justice and the Centers of Disease Control and Prevention, "Extent, Nature and Consequences of Intimate Partner Violence: Findings from the National Violence Against Women Survey," (2000).

² Costs of Intimate Partner Violence Against Women in the United States. 2003. Centers for Disease Control and Prevention, National Centers for Injury Prevention and Control. Atlanta, GA.

Graduate Profile: Cathy Collins (Continued)

to detail and accuracy necessary for creating new accounts. And, of course, my love for animals makes my new career a perfect match for me."

Cathy encourages Healthcare Billing and Coding students to stay focused even during hard times. "You may find yourself in some tough situations in life, whether they are financial, personal or family-related, but never give up," she advises. "Set goals for yourself, attainable goals that will push you to achieve them. Always try to remain positive, laugh out loud and smile. Success is measured by what you perceive it to be."

Graduate Profile: Lois Garber (Continued)

Esthetician at Nellie's Nail Salon and Spa in north San Antonio. The spa has a relaxed, country-style atmosphere that helps her feel at home. She chose to rent a booth space at an already established spa to tap into an existing client base as well as operate as an independent esthetician. "I love my new career," said Lois. "Being my own boss is liberating." The spa also has two hair stylists, a nail technician and a massage therapist. The staff trade services with one another and attract new business from each others' clients.

Lois offers seasoned advice to new esthetician graduates. She recommends choosing a spa or work environment that fits the personality of the esthetician, preferably one that already has an established client base. "Figure out what advertising you may need, especially if you are working for yourself," she advises. "Service menus, business cards, ads in subdivision newsletters of local newspapers, magnetic car signs, fence signs, I have done them all." She also suggests that independent estheticians join the chamber of commerce and attend chamber functions to network with other members of the community. "Set a realistic budget and keep track of all business-related expenses and income for tax season,"

said Lois. "And don't forget to have fun in your new career!"

Campus Profile: Milan Institute – San Antonio-Ingram Park, TX (Continued)

now oversees all three Milan Institute campuses in San Antonio as Regional Director.

Doug has big plans for the Ingram Park campus in the near future. He anticipates moving into a larger facility in September 2010, which will double the school size from 11,000 square feet to 22,000. The additional space will not only accommodate more Operator/Cosmetologist and Facialist students but will also provide room for new programs like Massage Therapy. With an outstanding administrative staff and faculty, Milan Institute in San Antonio – Ingram Park is poised for even greater success.



San Antonio-Ingram Park Student Salon Floor

Company Highlights: An Inside Look at the Milan Institute Gold Team (Continued)

their first few weeks as well as making their transition into Phase II easier. The Gold Team creates an inviting atmosphere on the student salon floor for incoming students. "They are great team players and perfect examples of exceptional students!" said Lanecia Errington.

Coming Soon!

Our next newsletter will announce the top performers at each of our student salons.