



# Newsletter

## December 2009

### Company Highlights: Milan Institute in Visalia Doubles Its School Size



On Monday, February 2, 2009, the very first school of the Milan Institute chain announced its plan to expand the Visalia, California, campus this year. The campus opened in October 1985, and due to the volume of interested students, it now requires a larger facility. The school moved from its location at 3356 South Fairway Street to the Former Lumber Jack building at 6500 South Mooney Boulevard on November 12. This added 12,000 sq. ft. of space, which is double its former campus size.

The expansion will bring more career training programs and staff in addition to more students. Currently, the campus offers the following programs: Administrative Medical Assistant, Medical Assisting, Office Administration and Massage Therapy. The extra space will enable Milan Institute to offer new programs in the near future, which may include Dental Assistant, Healthcare Billing and Coding and Pharmacy Technician as well as possibly some industrial programs. The campus will need to expand its staff in order to support the addition of more programs and students. Milan anticipates the hiring of 8 to 10 new staff members within the next year, creating new jobs for the Visalia community.

The Visalia team is very excited about the opportunities the move presents. The school plans to take advantage of the increased visibility of the new location as well as the publicity from its expansion. "Milan Institute already provides a great service to the local community by offering the training and knowledge unemployed and under-employed individuals need to start new careers," states School Director Patrick Taylor.

### What's New

#### Graduate Profile:



With the support of her instructor, Sharon Staiger earned and maintained a 4.0 GPA in the MA program. She achieved the goal her family and friends said she couldn't.



Jennifer Wight receives a career makeover from Milan, going from a stay-at-home mom in Clovis, CA to an Esthetician at a skin and laser center in Southern California.

#### Campus Profile:



This issue's featured campus is Milan Institute of Cosmetology in Concord, California. Get to know the city and future plans for the school.

#### Industry News:



Get expert tips on how to establish your client base as a cosmetologist or massage therapist.

#### ★ Company Highlights:

Milan President Gary Yasuda receives STAR Award at CAPPS Annual Conference.

"However, we want to do even more. We endeavor to become more active in the community by increasing staff and student involvement in charitable events." The campus is also researching continuing education classes for local medical and dental offices and for massage therapy. If all goes well with the expansion, there is even more space available at the new location that the school can acquire to accommodate accelerated growth.

## Graduate Profile: Sharon Staiger, Class of 2009

Medical Assisting Program  
Milan Institute – Amarillo, TX



*“If you have a dream, then shoot for it. Never say you can’t, because I know from experience that you can.”*

When Sharon Staiger first enrolled in the Medical Assisting program at Milan Institute in Amarillo, Texas, she was working in the food service industry and wasn’t happy. She wanted more than what her current job could offer. When asked why she decided to enroll at Milan, she responded, “Because I was tired of being in a dead-end job going nowhere. It was my lifelong ambition to go into the medical field, and Milan could make it happen.”

She set her goals high from the very beginning. During her first week, her Instructor, Celeste Erwin, asked her what she hoped to achieve in school. Sharon responded that she wanted a 4.0 GPA. Her instructor told her that as long as she

applied herself, she could do it. “Everyone outside of school told me that I was aiming too high, that I was setting myself up to fail,” recalls Sharon Staiger. “But I knew that I could do anything I set my mind to.” With the encouragement of her instructors and the school’s administrative staff, Sharon earned and maintained a 4.0 GPA throughout all eight months of her program. She had reached the goal her friends and family said she couldn’t.

“Sharon is an amazing person with the drive to succeed in anything,” states Celeste Erwin, Sharon’s Medical Assisting instructor. “She not only achieved perfect attendance throughout her time with me, she was a wonderful classroom mentor as well. She always took the time to help new students with getting organized and preparing for daily tasks. She was a blessing to have in class, and we are proud of her achievements. I have no doubt she will go the extra mile in everything she does.”

She is now happily employed at the Acute Chronic Pain and Spine Center in Amarillo, Texas. “I love to

**Continued on Page 4**

## Graduate Profile: Jennifer Wight, Class of 2008

Esthetician Program  
Milan Institute – Clovis, CA



*“Going to Milan Institute and becoming an esthetician was the best thing I did for my children and myself.”*

Jennifer Wight came to Milan Institute in Clovis, California, looking for a change. She was a stay-at-home mom of two children, a 13-year-old daughter and a 5-year-old son, and was going through a tough time at home with a difficult marriage. “I guess I was stuck in a rut,” states Jennifer. “I wanted more from life than just being a housewife.” That’s when she discovered the short-term career training opportunities at Milan and enrolled in the Esthetician program in February 2008.

Jennifer’s journey over the next six months was not an easy

one. She continued to struggle with marital problems, which eventually resulted in divorcing her husband of 6 ½ years after she passed the state board exam. “I was determined to make it,” recalls Jennifer about her time in school. “I feel that Milan helped me through those tough times. I got a great education, and I also made some wonderful friends that I still keep in contact with to this day, even though I’ve moved to Southern California.”

She currently works at the Visage Laser and Skin Care Center in Anaheim Hills, California. The center specializes in the latest non-surgical medical aesthetics and augmentations such as laser skin rejuvenation with Titan or Genesis, dermal filler injections such as BOTOX® and Juvederm™, Lipodissolve™ and laser spider vein removal. Jennifer personally performs facials, SilkPeels and Lipomassage with an Endermologie machine. “I love being an esthetician,” states Jennifer. “I

**Continued on Page 4**

## Campus Profile: Milan Institute of Cosmetology • Concord, CA



Concord Campus

Milan Institute of Cosmetology opened its newest campus in Concord, California, in September 2008. It currently offers Cosmetology and Esthetician programs. The school's student salon has value-priced beauty services available to the public, such as facials, waxing, pedicures,

haircuts and extensions. All services are performed by students under instructor supervision. The staff members provide support to approximately 70 students, a population that is expected to grow rapidly over the next several months, positioning Milan to be the premier provider of cosmetology education in the East Bay area. The school's first graduation ceremony is expected to take place in March of 2010.

Milan Institute of Cosmetology's home, Concord, is located just 29 miles east of San Francisco, adjacent to beautiful Mt. Diablo. Concord provides ready access to San Francisco, Napa Valley, Silicon Valley and Sacramento. This convenient, central location, along with a temperate climate, provides Milan students with a wide variety of unique

and scenic attractions within the immediate Bay Area as well as throughout Northern California.

The Concord campus is steadily gaining recognition in the East Bay. Its staff is focused on creating an awareness of its career training programs within the local community. The school is expected to grow quickly over the next few years much like its sister cosmetology campuses have done in the past. The school staff also plans to promote more community involvement projects in the near future.



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## Industry News: Techniques for Establishing Your Client Base By Charlene Abretske



"What is the best way for cosmetologists to get new clients?" There is no magic bullet to make the clients suddenly appear and love you forever. What it does take is consistent good habits, innovative ideas and plenty of work. The race to establish your client base is not a sprint that is fast, furious and done quickly.

Growing and maintaining your base will be a constant throughout your cosmetology career—knowing what to do is critical to your success and a skill every stylist must cultivate. Targeting your efforts to make sure

you are looking for clients who fit into your schedule is critical to your success. When you apply the following methods and techniques consistently, your base will grow.

### Cause Marketing/Community Involvement

Find a cause or organization or choose an event that represents what your business stands for and what you feel passionate about. People like to see you active in the community and giving back.

### Internet Networking

MySpace, Facebook, Twitter and LinkedIn are just a few of the sites that are cropping up and gaining popularity rapidly. Creating fan pages on these sites will keep you in front of your clients on a regular basis and will change the way you do business. Anywhere you have an audience of five or more people who have an interest in you and what you do should be utilized. Yelp and Kudzu are great consumer rating websites where

people can see what others are saying about you and your services. Beauty industry services are very personal, and many times prospective clients want to know what people like themselves think of you and your work.

### Cross Promoting

There are ways to approach other businesses, and I recommend all of them. Get creative; meet other small businesses you can support, and they will be more likely to support your business.

### Fishbowl/Vase/Box

Offer services to employees of another business your target market also frequents; those employees will be excited, and you will get a better response if they have experienced your service. Ask if you can place a fishbowl, vase or box with a special offer of a free haircut, facial or massage attached to the vessel in

Continued on Page 4

## Graduate Profile: Sharon Staiger (Continued)

help people, and I love the fast-pace environment," comments Sharon on her new position. "I also like to learn new things; and in the medical field, no two days are alike." She plans to remain in the medical field for a long time.

Sharon felt well-prepared for her new medical assisting career upon graduation. During her training, Sharon and her classmates received one-on-one attention. "My instructors always took the time to answer everyone's questions, no matter how long it took," says Sharon. "No one was ever made to feel like their questions weren't important." She was also impressed with her instructors' knowledge in the medical field.

Her advice to other Milan Institute students is to aim high and persevere. "If you have a dream, then shoot for it," states Sharon Staiger. "Never say you can't, because I know from experience that you can."

## Graduate Profile: Jennifer Wight (Continued)

feel really good about what I do because my job is to help others feel good. I couldn't be happier in any other career."

Jennifer's recommendation to her fellow Milan esthetician students is to never stop learning. "For all the students in the beauty industry, you must keep up with the current trends, products and equipment," advises Jennifer. "Read industry magazines and do online research. Product knowledge is key!" Since graduating from Milan Institute, she has gone on to take 47 hours of advance training classes. Her next goal is to become certified by the National Coalition of Estheticians, Manufacturers/Distributors and Associations (NCEA).

Jennifer also notes the importance of marketing oneself. Upon passing her state board exam and obtaining her esthetician license, she created a website where details of her training and services are provided. "A website is a must-have tool for any professional," states Jennifer. "It is your 24/7 virtual salesman." To view Jennifer's website go to [www.jenniferwight.com](http://www.jenniferwight.com).

## Industry News: Techniques for Establishing Your Client Base (Continued)

their business. This is for the purpose of collecting names and contact info of that business's patrons. Collect them weekly or when you have down time, and then call to let them know they are a winner.

### E-Marketing Exchange

Exchange email addresses with another business, and ask if you can offer their clients a special offer and vice versa. Two client lists are better than one.

### Gift Card Exchange

Work with another business by your giving gift cards to the top clients of your business partners and ask them to do the same for you.

### Join Networking Organizations

Le Tip, your Chamber of Commerce, or any networking organizations where you can meet face to face with the participants would be beneficial to join. Choose an organization where they encourage a lot of interaction with each other.

### Business Cards

Your business cards should be in the hands of clients who can get you in touch with new renters' packages at apartment complexes, large corporations, hotels, colleges and schools.

Now that you have worked so hard at bringing in the clients, there are two critical and key factors to assure you keep your clients coming back. Your continued success depends on rebooking the clients you worked so hard to get. You want to retain as many clients as possible and consistently asking every single client, every single time to rebook will help you keep them.

Keeping in touch with your clients on a regular basis keeps the relationship going even between appointments. The easiest way to do so is by utilizing e-marketing for your clients to give them a "Hi, I am here and still want you as a customer." To let them know you care is simpler and easier than you might think. Make sure you use a service specifically designed for e-marketing; not only will you have a reporting capability, but you will have much better results than from your personal email address.

Charlene Abretske is a business advisor with Your Beauty Network (YBN). For more information about how YBN can help, call toll free (866)364-4926 or email [info@iybn.com](mailto:info@iybn.com).

## Company Highlights: Milan Institute President Receives STAR Award

On October 15, 2009, Milan Institute President Gary Yasuda was presented with a STAR Award at the California Association of Private Postsecondary Schools (CAPPS) Annual Conference. CAPPS has a membership of over three hundred institutions and is dedicated to ensuring that the needs of private postsecondary schools are met from an educational, policy and business perspective. This is the first year CAPPS presented the STAR Award, which was created to honor its dedicated members who have generously donated their time and resources to supporting the organization. Gary was one of five recipients and delivered a heart-felt speech that expressed his passion for education and gratitude for the support of his management team and parents who were present at the ceremony. Congratulations, Gary!