

Dear Chairman, Senators, and Committee Members,

My name is Jill Krahn. I am an owner of Salon Professional Education Company, a franchisor of L'Oréal and Redken partnered beauty schools across the country. I also am also a salon owner and a school owner in Fargo ND. I am a member of the AACSB state's relations committee, which gives me the opportunity to see what is happening in the beauty school industry. I am a committee member for Beauty Changes Lives.

To address the bills: SB 2092

The letter you are seeking to lower the minimum requirement of training an instruction in cosmetology programs to 1,500 hours from 1,800 hours. You have referenced that your goal is to get the students out of school so they can make money faster. It has been proven that salons do not have the curriculum or the training to onboard a new hire to the degree needed for them to be successful in this business. In fact, what has historically happened is that graduates in other states with shorter programs are often used as "shampoo people" and cleaners to sweep up after a busy stylist – for a year or two at minimum wage. Many of these new hires quit the industry due to the lack of training provided by the salon. Salon margins are modest, so it makes it very hard to find the training budget that is needed if a student is not properly trained at the school they attended. At our schools, we offer business training and personal development so that the student is properly prepared to work with guests in a professional manner. If you reduce the hours available to properly train, you will see the need for certain essential training fall back on to the salon owner, which does not work well in other states. We teach and strongly believe the **more you learn, the more you will earn and the better you will live**. This is an amazing industry that can get students to start earning \$40,000 in their first year, which is a great return on a modest 1800-hour investment, and very low student debt. I implore you NOT to change what is working for North Dakota students and salon owners. I would like the opportunity to Amend this bill. I vote do not change what is NOT broken and proven to be doing very well. If you cut the hours you will see more people that graduate and drop out of the industry due to not trained to handle the career. This Career Choice requires a lot of training with technical skills, personal development skills and business skills on how to run your business behind the chair and to be a tax paying cosmetologist and not working in the unregulated arena's that are not paying the taxes on cash collected. This is a Proven statistic with PBA economic snapshot.

Primary Request: As Congress prepares to introduce new legislation seeking to reauthorize the Higher Education Act of 1965, as amended (HEA), the members of the American Association of Cosmetology Schools requests that you support the inclusion of the beauty and wellness education communities' Legislative Priorities in the Education Committee's initial draft legislation.

The basis for our request on behalf of the beauty and wellness education community include the fact that our community —

- Is a growing sector of our nation's skilled workforce, a sector which is considerably outpacing job growth in other vocational occupations.
- Possesses characteristics which make us unique, even amongst our peers within the proprietary sector of higher education; and
- Seeks the opportunity to fully engage in the development of revisions and reforms to higher education policy which are equitable and beneficial to students, institutions, and taxpayers.

Bureau of Labor Statistics Data the U.S. Department of Labor's Bureau of Labor Statistics estimates that the employment of —

- 1) Barbers, hairstylists, and cosmetologists are projected to grow 13 percent from 2016 to 2026—faster than the average for all occupations and almost double the national average for all occupations of 7 percent.
- 2) Massage therapists are projected to grow 26 percent from 2016 to 2026—much faster than the average for all occupations and more than 3.7 times the national average for all occupations; and
- 3) Skincare specialists (estheticians) are projected to grow 14 percent from 2016 to 2026— faster than average for all occupations and double the national average for all occupations of 7 percent.

We Are Growing Salon Leaders One Student At A Time.

Submitted by Jill Krahn

North Dakota Salon and School Owner and National Beauty School Franchise Franchisor for L'Oréal and Redken