



LINDA LINGLE
GOVERNOR
JAMES R. AIONA, JR.
LT. GOVERNOR

STATE OF HAWAII
OFFICE OF THE DIRECTOR
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
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LAWRENCE M. REIFURTH
DIRECTOR
RONALD BOYER
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TO THE SENATE COMMITTEE ON
COMMERCE AND CONSUMER PROTECTION

TWENTY-FIFTH LEGISLATURE
Regular Session of 2009

Friday, March 6, 2009
8:30 a.m.

TESTIMONY ON GOVERNOR'S MESSAGE NO. 244.

TO THE HONORABLE ROSALYN H. BAKER, CHAIR,
AND MEMBERS OF THE COMMITTEE:

The Department of Commerce and Consumer Affairs ("Department") thanks you for the opportunity to testify on Governor's Message No. 244, regarding the **reappointment** of Lee Ann M. Apao to the Board of Barbering and Cosmetology ("Board"). The Department supports the confirmation of Ms. Apao's reappointment to the Board.

Ms. Apao is being reappointed to the Board as a licensee member. She has been licensed as a cosmetologist since February 29, 1988, and her license is current, active, and in good standing.

Ms. Apao is a reliable member and has had excellent attendance at the Board's meetings, missing only one meeting since her appointment on July 1, 2005. By sharing valuable insights that she has gained as a small business owner providing cosmetology

services on a neighbor island, Ms. Apao contributes to the information that the Board has found useful when making its decisions. We believe that Ms. Apao's interest in serving on the Board, her experience in the profession, and desire to contribute to the community will continue to enhance the effectiveness of the Board.

The Department supports the confirmation of Ms. Apao to the Board of Barbering and Cosmetology and thanks you for the opportunity to provide testimony.

FEB 13 2009

February 10, 2009

Honorable Senator Rosalyn Baker
Hawaii State Capitol Rm 231
415 S. Beretania St.
Honolulu, HI 96813

Dear Honorable Senator Rosalyn Baker,

My name is Shirley Yoshida and I am a Hawaii resident currently employed as an accountant with the Hawaii State Judiciary. I am writing in support of the reappointment of Kauai resident Lee Ann Apao to the Beauty & Barber Board.

I have been fortunate to have known Lee Ann as a friend for many years. She is a successful entrepreneur and a valuable asset to our island community. Lee Ann is also very trustworthy, reliable and well-grounded in her values and faith. She will be a worthy member of the Beauty and Barber Board.

Thank you for the opportunity to voice my support for Lee Ann Apao in the confirmation process for her reappointment to the Beauty and Barber Board.

Best regards,



Shirley Yoshida

[Redacted contact information]

February 10, 2009

Senator Rosalyn Baker
Hawaii State Capitol
415 S. Beretania Street, Room 231
Honolulu, HI 96813

Dear Senator Baker:

It is with great pleasure that I recommend Lee Ann Apao to be re-appointed to the Beauty and Barber Board. I have known her for over twenty-five years and recognize her reputable profession as a Cosmetologist on the Garden Island of Kauai.

Lee Ann has always displayed a high degree of integrity, responsibility and ambition. She has proven her leadership ability by currently serving on the Beauty and Barber Board for four years, serving as Recording Secretary for the National Cosmetology Association for the past five years, and representing Goldwell, Inc. as the Color Educator in the State of Hawaii.

She is a very dependable and highly motivated individual. Her good judgment and mature outlook ensures a sensible and reasonable approach to her endeavors.

Lee Ann would be an asset to the Beauty and Barber Board and I am happy to give her my wholehearted endorsement. Should you have any questions, please feel free to call me at 808.246.1234.

Sincerely,



Lorna L. Probasco
P. O. Box 1107
Lihue, HI 96766

From: David & Hamilton [mailto:dmona@hawaii.rr.com]
Sent: Tuesday, February 17, 2009 10:09 PM
To: Sen. Roz Baker
Cc: David & Hamilton
Subject: State Board of Barbering and Cosmetology

Dear Senator Rosalyn Baker;

I understand that Lee Ann Apao (gm#244) is being re-considered for the State Board of Barbering and Cosmetology.

This letter is to give a STRONG recommendation for her re-appointment to the Board. Having been in business on Kauai for over 30 years, knowing Lee Ann for most of her adult life I can attest to her knowledge and professionalism.

If you are in a position to make that decision, I give you my urging. If not, please forward this to the appropriate person.

Please feel free to call me if you have any questions or concerns.

Thank You,
Hamilton Florendo

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

MAR 02 2009

February 20, 2009

Senator Rosalyn Baker
Hawaii State Capitol, Rm. 231
415 South Beretania St.
Honolulu, HI 96813

Re: Letter of recommendation for Lee Ann Apao
Confirmed Process for Barber Beauty Board; Governess message (GM) # 244

Dear Senator Baker:

My name is Michelle German. I grew up on the island of Kaua'i and have been a makup artist for 18 years. I am writing you to recommend Mrs. Lee Ann Apao to be reinstated to the Barber Beauty Barber Board. I have known Lee Ann for approximately 22 years. I find her to have many great qualities and attributes. You will find Lee Ann to be very responsible, dependable, trustworthy and organized. She also has great integrity and determination. Lee Ann has managed two hair salons, one of which she is also the owner. She also had to relocate her current salon on short notice and within two months, she managed to find space remodel, and keep all her stylist as well as customers in the process.

Lee Ann is a very hard worker who is very focused. She cares a great deal for her clients and fellow employees. She has apprenticed a number of people, some of whom have opened their own successful salons. She is also Gold Well color specialist and travels or host classes in her salon to teach other stylist. Lee Ann also attends numerous hair symposiums throughout the year as a means to continue her education and stay up-to-date on trends and techniques. She has a huge clientele, some of which have been with her for numerous years. Her salon, Studio 203, has been voted number one by the community for the past five years.

As I am sure you are aware, Lee Ann has served on the Barber Beauty Board before and I know how important it is to her. She sees it as a great responsibility as well as an honor. When I ask Lee Ann "how do you do it all", she always replies "I love my job".

As you can see Lee Ann really cares about her career, her peers, well as the people in her community. This is why I hope that you consider her once again for the Barber Beauty Board. Should you have any further questions, you me reach me at 808 652-4030 or m.german@hotmail.com.

Sincerely,



Michelle German

FEB 27 2009

February 26, 2009

To : Rosalyn Baker

From : Jonathan Ota
Manager
Tip Top Café & Bakery
[REDACTED]
[REDACTED]

Re : Lee Ann Apao Confirmation Process for reappointment for Barber & Beauty Board. Governors message (gm) number 244

Rosalyn,

I recommend the reappointment of Lee Ann Apao for the board as she has been a tenant in good standing with us. She has been a good business owner and has supported others in the beauty field.

Sincerely,



Jonathan Ota

Lee Ann M Apao



OBJECTIVE

Protect the health and safety of the consuming public by licensing qualified individuals and enforcing standards of practice.

AWARDS AND INDUSTRY RECOGNITION

- *JCPenney's manager of the year 1996
- *Awarded best salon for the year 2004-2008
- *Awarded best hair stylist for the year 2005-2008

PROFESSIONAL EXPERIENCE

- *Train staff assistants and beauty school graduates in traditional/innovative haircutting techniques and salon management.
- *Proficient at manual and computerized scheduling bookkeeping supplies and equipment inventory.
- *Put people at ease by listening to their concerns and providing consultation with hairstyle decisions.

SALON & STAFF MANAGEMENT * CLIENT RELATIONS

PRODUCT SALES AND KNOWLEDGE

- *Trained by Goldwell USA, Paul Mitchell, Scruples, Joico, Wella, American Crew KMS, Nexxus, Aveda
- *Highly motivated to sell hair care products to clients and to educate on product uses and benefits.
- *Exceed sales goals on consistent basis through hands-on demonstrations and need analysis.

HAIRSTYLIST.MAKE-UP ARTIST & COLOR SPECIALIST

- *Expert knowledge of chemicals, experienced in mixing and education color for all stages of application.
- *Apply specialized techniques to create styles for all ages and genders, including makeovers from natural to theatrical.

EDUCATION

Kauai High School graduated, 1986
Hollywood Beauty College graduated.1987
Gary Gerald International graduated 1988
Vidal Sassoon Academy graduated 1999
Kauai Community College

EMPLOYMENT

Liberty House 1991-1992, Cosmetologist
JCPenney's 1992-1998, Cosmetologist/Manager
Studio203 Salon 1998- present , Owner
Salon@ Puako 2008-present, Owner
Goldwell USA 1999-present, Color educator

Senator Rosalyn Baker, members of the Senate.

I would like to be a member of the Beauty and Barber board to serve, protect, and be a voice for our consumers. Also, to license individuals according to the state board rules and enforce standards of practice.

My perception of being a member of this board would be committing to attend bi-monthly meetings, reviewing and researching all the items on the agenda, listening to the concerns of the community, providing guidance and expert advice, analyzing information, evaluating results to choose the best solution to solve problems, and having a positive and respectful attitude toward the other board members and the guest attending the meeting.

I feel I am qualified to serve on this board because of my **commitment** and **passion** for the beauty industry. I will strive to keep this industry as professional and health hazard as possible with my expertise and knowledge for my love of the profession. Having the characteristic of being honest, loyal, having organizational skills, and take charge with a positive and caring attitude I know I can make a difference.

In conclusion, being the owner of 2 successful salons one for 13 years and the other for 1 year it has given me the opportunity to develop constructive and cooperative working relations with the public and my workers. I am also employed by Goldwell USA for the past 10 years as a color educator for the state of Hawaii (educating other stylist on this number 1 color line in the world). Working with this company has allowed me to travel around the world meeting other hairdressers, sharing our dreams and being able to do hair shows. I've attended numerous beauty hair shows across the country; and have been trained on numerous products and services in this industry, just to name a few Bioionic (Japanese air straighten), Nioxin, Matrix, Aveda Wella, Sunglitz, American Crew Pureology, Rusk, Vidal Sassoon, Tigi, etc.....

I volunteer with a lot of charity organizations such as Relay for Life, American Red Cross, Salvation Army, Locks of Love, and Women and children of domestic violence. I have a great desire to want to make people feel and look the best that they can and to help others to achieve their same goals. With your reappointment I will be able to do that.

Thank you for your consideration and patience.

FEB 17 2009

Karen -

Confirmations

the Senate Commission on Commerce and Consumer Protection

February 10, 2009

Lee Ann Apao

State Board of Barbering and Cosmetology

and members of the Senate Committee on Commerce and Consumer Protection, thank you for this opportunity to present myself in your consideration of my confirmation to the Barber and Beauty Board.

I was born and raised in Hawaii. I grew up on Kauai and attended and graduated from Kauai High School in 1986. I went to Hollywood Beauty College, graduated and left to further my schooling at Gary Gerald's International in San Francisco. I then went on to take more advanced training in Santa Monica at the Vidal Sasson Academy. I returned to Kauai and took classes in business law, accounting and computers.

I am the owner of Studio 203 Salon, which has been in business for 13 years. A year ago, I opened Salon at Puako, to meet the needs of the adult living community. They are both very successful salons located in Lihue. I am also an educator of 10 years working for a German Color Company called "Goldwell". It allows me to travel the world and build relationships with other hairdressers who share the same passion and desire to continue to learn.

I am actively involved in numerous community organizations including The National Cosmetology Association, Women in Business Roundtable, The Chamber of Commerce, our church Sunday school program, and my daughter's high school girl's varsity and club volleyball committees.

I currently reside on the Beauty and Barber Board and my term expires in June. I humbly ask for your support to reappoint me, so I can finish and contribute my expertise and education to the health and protection of our consumers.

In this era of uncertainty I know there will be a lot of challenges ahead. I expect those challenges and know that with dedication and honesty I can be hopeful in fulfilling my position.

Thank you and God Bless,

