

GM517

Measure Title: Submitting for consideration and confirmation to the State Board of Barbering and Cosmetology, Gubernatorial Nominee, AMANDA SEVERSON, for a term to expire 06-30-2021.

Report Title: State Board of Barbering and Cosmetology

Current Referral: CPH

Amanda Severson

AMANDA@MENS-HALL.COM

3012 Waialae Avenue
Honolulu, HI 96816

February 27, 2018

Sent via Electronic Mail and Hand Delivered

Ms. Veronique Jenkins
Legislative Assistant
Office of Senator Rosalyn Baker
South Beretania Street, #230
Honolulu, Hawaii 96813

Dear Ms. Jenkins:

Re: Governor's Message 517 – Nomination to the State Board of Barbering and Cosmetology

Attached is my response to the questionnaire you sent me via email last week. After she has reviewed my responses, I welcome the opportunity to talk by telephone with Senator Baker. I hope that after our conversation, Senator Baker will see fit to proceed with scheduling a confirmation hearing on my nomination.


Once it is certain my confirmation hearing will be scheduled, I will have supporters of my nomination submit their testimony prior to the hearing.

Please feel free to contact me on my private cell phone 808.354.1285 or via email at amanda@mens-hall.com. If I do not answer your call, it is likely because I am working with a client. Please leave a voice message or a text/email message, and I will use my best efforts to return your call or message as soon as practical. In closing, I look forward to hearing from you.

With warmest and best regards,

Amanda Severson

Enclosures

A handwritten signature in black ink, appearing to read 'Amanda', with a long horizontal line extending to the right.

Response submitted to Questionnaire provide by the
Senate Committee on Consumer Protection and Health (CPH)
Senator Rosalyn H. Baker, Chair
Senator Jill N. Tokuda, Vice Chair
by
AMANDA SEVERSION
Governor Ige's Nominee to the State Board of Barbering and Cosmetology
GM517

1) Why do you want to be a member of the Board?

I am mindful of the health, safety, and welfare of the customers our industry services. I want to focus my efforts on providing policy guidance to DCCA regulators in their monitoring of all local practitioners of barbering and cosmetology for licensee compliance of rules, regulations, and operating standards governing our industry.

With the advancement and introduction of new specialized barbering and cosmetology services, I also want to share my input on pre-licensing and post-licensing requirements to insure our licensing requirements are job specific and job-related.

Locally, our barbering industry continues to follow the national trend of significant growth. This growth has attracted newly formed national franchises opening operations throughout the State. Some new operations bring in new types of services not previously offered locally. It is important that these new operations comply with applicable Board rules and regulations, and the required course of study for all licensees be up to date to reflect the best operating practices used in the industry. It is equally important that our commission rules and regulations keep up with advances and changes in the industry.

I also understand the Board makes decision on licensing matters. After carefully review provided to the Board by the staff, I am also prepared to render appropriate decisions on their requested action items.

2) What do you perceive are the roles and responsibilities of a member of the Board?

As a board member, I believe it is necessary to work collaboratively with my fellow board colleagues to set minimum standards of practices, require all barber and cosmetology licensees to be knowledgeable and skilled in the services they offer to the public, and that they must practice in a professional manner using best accepted industry practices and standards. It is equally important that our commission rules and regulations keep up with advances and changes in the industry.

**Statements prepared by Amanda Severson
Governor Ige's Nominee to the
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for GM 517**

3) In what ways do you feel that you can help protect the consumer?

The Board needs to keep the public our licensees serve consistently informed of minimum levels of service and methods of operations and practices that they should expect from any licensed barber or cosmetology practitioner. When regulating our industry, we should also hold our licensee to practice at such levels of services and practices.

4) Given your understanding of the roles and responsibilities of a Board member, why do you believe that you are qualified for the position? Please include a brief statement of your skills, expertise, and knowledge that would aid you as a member of the Board.

I see the Board's role as first protecting the consumers our licensees serve. The Board needs to require its licensees to understand and practice in accordance with the Board's rules and regulations.

I have worked in this industry for approximately fifteen years as a cosmetologist. During that time, I rose to manage and supervised a team of cosmetologist in small to mid-size salon operations. I would share with my colleagues on the Board my experiences and practices as an active cosmetology practitioner that worked on and manage a diverse set of areas. I believe these work and managerial experiences allow me to serve as a contributing member of the Board. My barbering experience in Hawaii is over five years. I own and operate my own hair salon for men in Kaimuki.

5) What do you hope to accomplish during your term of service?

I hope to work with my colleagues on the board, and leaders in our industry, and collectively help our industry licensees enhance and elevate the quality and levels of their practice. I also want to be sure our commission rules, regulations, and policies are up to date.

6) Name three qualities that best describe you and how these qualities will benefit the Board.

Committed to Community Service – I want serve our community and my industry. I will spend the time before the meeting to come prepared to contribute when appropriate at each meeting.

Believes the Board speaks with one voice – While I expect and welcome each board member to contribute actively in board discussions and deliberations, once the majority of the Board makes a decision, the Board speaks with one unified voice.

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Listen carefully, be open to alternative points of views and serve with compassion. I have come to learn that there is always someone who can be just as passionate in his or her view as your own. Understanding and remaining open and compassionate to consider an alternative point of view leads to a better decision-making process.

7) Name a previous experience you've had that will be beneficial as a Board member.

I have worked on a number of community outreach and service programs (YMCA, American Cancer Society, and the University of Hawaii). Those activities required interacting closely with the leadership of each organization and administrative program leaders. I have experience working collaboratively and constructively with non-profit organizations both at the board and staff levels.

8) Can you foresee any possible conflicts of interest that could arise during your service on the Board? How would you overcome conflicts of interest?

I do not see any possible conflicts at this time. I understand my role is to serve and not use this appointment to promote my own self-interest.

Should a possible conflict of interest arise, I will immediately notify the board chair of a possible conflict, wait for the chair's ruling on whether it is best to abstain from voting and, if necessary, seek additional counsel from the State Ethics Commission.



DAVID Y. IGE
GOVERNOR
DOUGLAS S. CHIN
LT. GOVERNOR

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TO THE SENATE COMMITTEE ON
COMMERCE, CONSUMER PROTECTION, AND HEALTH

TWENTY-NINTH LEGISLATURE
REGULAR SESSION OF 2018

Wednesday, March 7, 2018
10:00 a.m.

TESTIMONY ON GOVERNOR'S MESSAGE NO. 517.

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

My name is Constance Cabral, and I am the Executive Officer of the Board of Barbering and Cosmetology ("Board"), Department of Commerce and Consumer Affairs ("Department"). The Department thanks you for the opportunity to testify on G.M. No. 517, regarding the **appointment** of Amanda Severson, to the Board of Barbering and Cosmetology. The Department supports the confirmation of Ms. Severson's appointment to the Board.

Ms. Severson has served on the Board as an interim appointee since February 2018 and is being appointed as a cosmetologist member. She has been licensed since December 28, 2012, and her license is current, active, and in good standing.

She attended her first Board meeting on February 28, 2018 and was able to contribute to discussion of agenda matters as she had come to the meeting well prepared, having read and reviewed all the materials and documents provided to Board members prior to the meeting. As a result, she was able to discuss the business at

hand and offer guidance to the Board on issues ranging from applications and examination.

By bringing her knowledge, background and expertise to discussions, Ms. Severson offers a unique perspective and because of this, the Board has had the necessary information and knowledge on which to base its decisions.

The Department believes that Ms. Severson'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. Severson to the Board of Barbering and Cosmetology, and thanks you for the opportunity to provide testimony.

GM-517

Submitted on: 3/4/2018 9:41:05 AM

Testimony for CPH on 3/7/2018 10:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
RR Kemble	Individual	Support	No

Comments:

Please favorably advise and consent to Amanda's nomination to the State Board of Barbering and Cosmetology. I have found her kind, compassionate, and always willing to share her knowledge and skills in barbering, cosmetology, and fashion for the YWCA's Dress for Success program. She was an outstanding community volunteer and will do the same serving on this board.

March 5, 2018

To: Whom it may concern

Re: Amanda Severson

From: Wesley Millacci

Please accept this letter of my recommendation for Amanda Severson to be appointed to the State of Hawaii board of Barbering and Cosmetology. I met Amanda about three years ago, sometime before helping her to open her Business Checking account with First Hawaiian Bank. It was at First Hawaiian Bank where I am employed as a Personal Banker since 2011 that I learned of Amanda's strong ethical values and beliefs.

I've personally visited Amanda's Shop Men's Hall every 30 days for my own haircuts since her shops opening and have enjoyed seeing her commitment to doing things the right way the first time and every time. I have noticed that Amanda and her staff are held to high standards by way of dedicated training, affiliations and commitment. Amanda is very community oriented and understands the value of creating a positive sense of place.

As a Banker whom has knowledge of Amanda's financial management skills and understands the challenges of small business, I feel Amanda has the time and energy and right attitude to help lead our states board of Barbering and Cosmetology into the future. Even though Amanda can respect, appreciate and uphold some of those old school values, she also has innovative ideas that would be useful to the evolution of the State of Hawaii's handling of future endeavors related to Barbering and Cosmetology.

I would be happy to discuss my recommendation of Amanda Severson via my business phone at 808-373-2005, my cellular phone 808-383-5629 and/or by email at: wmillacci@fhb.com or wmillacci@aol.com

Sincerely,

A handwritten signature in black ink, appearing to read 'Wesley Millacci', written in a cursive style.

Wesley Millacci