

- (1) Why do you wish to be a member of the State Board of Barbering and Cosmetology?

I have always had an interest in becoming a member of the State Board of Barbering and Cosmetology (SBBC) ever since I received my nail technicians license in 2001. I knew at that time my lack of experience in our industry would not make me a good candidate. Now that I have 20 years in the Beauty industry as a nail technician, salon owner and customer I know I will be an asset to the SBBC.

- (2) What do you perceive are the roles and responsibilities of a member of the State Board of Barbering and Cosmetology?

SBBC regulates our industry guidelines and licensing for salons, cosmetologists, barbers, nail technicians & estheticians. I believe that the SBBC's function is to maintain the integrity and safety of our industry for the protection of our consumers.

- (3) Given your understanding of the roles and responsibilities of a State Board of Barbering and Cosmetology 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.

In my 20 years as a licensed nail technician, I started in a mom-and-pop salon from there moved up to a high-end salon. I became an educator with OPI which led me to a position as the lead nail technician at a Waikiki spa and now I own my own salon and spa. All my experience in the beauty industry has shown me that our industry is constantly evolving. The creativity of our stylists and technicians have surpassed some of the rules and requirements given by the SBBC. I believe in always educating myself in new techniques and services offered around the world. Having someone like me on the SBBC will be beneficial to be prepared for new requirements needed in our industry.

- (4) What do you hope to accomplish during your term of service?

If you had asked me this question before 2020 my answer would have been I hope to give a nail technician's perspective to the board because I felt, we were not represented well in the past. But now my hope after COVID lockdowns of 2020 is to keep the integrity of the Beauty industry intact. Many non-licensed beauty providers are popping up on social media offering services they learned over the internet during lockdown. This is not safe for the public because licensed Beauty Professionals must pass a test on sanitation and disinfection protocols because we

are dealing with the scalp and other body parts that are extremely sensitive. Non-licensed beauty operators could potentially pass on infections or cause harm to the clients without the knowledge of these safety protocols.

- (5) Name three qualities that best describe you and how these qualities will benefit the State Board of Barbering and Cosmetology.

Dedication – Inquisitive - Persistence

1) We have some of the most talented stylists in Hawaii. Many of them are successful because they are consistent in their style and services.

Others are successful by keeping up with new techniques and trends.

I am dedicated to making both types of stylists successful in the State of Hawaii.

2) My need to learn and acquire the knowledge of these evolving services will benefit the SBBC should they come up during a meeting.

3) As evidenced by my actions during the Covid-19 experience, I reached out first to fellow Beauty Industry business owners and then to City and State decision makers.

In doing so I became a part of a Small Business Advisory Committee with the Chamber of Commerce. This committee met with Mayor Kirk Caldwell and Governor David Ige which allowed me to point out there were no outbreaks in salons and spas across America according to CDC data. Due to the safety guidelines licensed stylist have already been following for many years because of the SBBC rules and regulations.

- (6) Name a previous experience you've had that will be beneficial as a State Board of Barbering and Cosmetology member.

2020/2021 was and is the experience.

Salon owners had to follow the guidelines given by Mayor Kirk Caldwell.

The Mayor's Proclamation guidelines had zero input from any of the members of the SBBC, this made it difficult for salon owners.

Luckily, during the lockdown I was able to reach out to salon owners in Hawaii and other states to see what they were doing to keep their stylists and clients safe.

I removed my waiting area so that all my stations would be 6 feet apart and used clear shower curtains as dividers between stations.

I created a COVID client intake form which I shared with any Honolulu salon owner that needed one.

I am still constantly checking the Mayor's website to see if there are new proclamations to ensure my salon is following the guidelines.

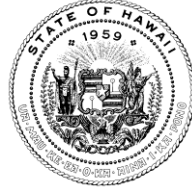
Not all salon owners are as vigilant about keeping up with the guidelines and I have great ideas to help them stay on top things.

I am always willing to share my knowledge to help others succeed.

- (7) Can you foresee any possible conflicts of interest that could arise during your service on the State Board of Barbering and Cosmetology? How would you overcome conflicts of interest?

The only conflict of interest that I could see arising during my service on the SBBC is if a family member or one of my stylists were to be on the agenda.

To avoid a conflict of interest I would remove myself from their specific case.



DAVID Y. IGE  
GOVERNOR

JOSH GREEN  
LT. GOVERNOR

**STATE OF HAWAII  
OFFICE OF THE DIRECTOR  
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS**

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**Testimony of the Department of Commerce and Consumer Affairs**

**Before the  
Senate Committee on Commerce and Consumer Protection  
Wednesday, March 10, 2021  
9:30 a.m.  
Via Videoconference**

**On the following measure:  
G.M. 615, SUBMITTING FOR CONSIDERATION AND CONFIRMATION  
TO THE STATE BOARD OF BARBERING AND COSMETOLOGY,  
GUBERNATORIAL NOMINEE, RAYNETTE HALL,  
FOR A TERM TO EXPIRE 06-30-2024**

Chair Baker and Members of the Committee:

My name is Catherine Awakuni Colón, and I am the Director of the Department of Commerce and Consumer Affairs (Department). The Department supports the appointment of Ms. Raynette Hall to the State Board of Barbering and Cosmetology (Board) as a licensee member.

Ms. Hall has held a beauty operator license since March 25, 2002, and her license is current, active, and in good standing. She is the owner and operator of Hapa Heaven Salon & Spa in Hawaii Kai. Previously, Ms. Hall was employed as an OPI Educator, where she taught distributor workshops and seminars, presented in-salon classes, and represented the OPI nail polish manufacturer at educational events. She has also been a nail technician since 2011.

Testimony of DCCA

G.M. 615

Page 2 of 2

Ms. Hall's professional and entrepreneurial experience in the beauty industry will offer an insightful perspective to the Board. In addition, her commitment to actively participate in board meetings will greatly enhance the Board's effectiveness.

Thank you for the opportunity to testify on this measure.



# Chamber of Commerce HAWAII

*The Voice of Business*

**Testimony to the Senate Committee on Commerce and Consumer Protection  
Wednesday, March 10, 2021 at 9:30 A.M.  
Written Testimony**

**RE: GM 615, Submitting for consideration and confirmation to the State Board of Barbering and Cosmetology, Gubernatorial Nominee, RAYNETTE HALL, for a term to expire 06-30-2024.**

Chair Baker, Vice-Chair Chang, and Members of the Committee:

The Chamber of Commerce Hawaii ("The Chamber") **supports** GM 615 for consideration and confirmation to the State Board of Barbering and Cosmetology, Raynette Hill, for a term to expire 06-30-2024.

The Chamber is Hawaii's leading statewide business advocacy organization, representing about 2,000+ businesses. Approximately 80% of our members are small businesses with less than 20 employees. As the "Voice of Business" in Hawaii, the organization works on behalf of members and the entire business community to improve the state's economic climate and to foster positive action on issues of common concern.

With over 20 years of experience in the industry, Ms. Hall will provide invaluable expertise and input to ensure that the industry is constantly in compliance, as well as to maintain the integrity and safety of the industry. I had the privilege to meet and work with her since last year on issues affecting local businesses as a result of COVID. Based on our meetings, I can assure you that she has demonstrated nothing but the highest level of professionalism, integrity, and knowledge. Furthermore, she was a steadfast advocate for the industry and sought and continues to seek ways to strengthen the health and safety protocols during the most challenging times.

We are confident that Ms. Hall will execute her duties with integrity, fairness, and with a collaborative approach. We respectfully request your favorable consideration of her nomination.

Thank you for this opportunity to provide testimony in support.

March 6, 2021

The Honorable Senator Rosalyn Baker  
Chair, Committee on Commerce and Consumer Protection  
Hawaii State Capitol, Room 230  
415 South Beretania Street  
Honolulu, Hawaii 96813

Dear Chair Baker, Vice Chair Chang and Members of the Committee:

I recommend and strongly support the nomination of Raynette Hall as a member of the State Board of Barbering and Cosmetology.

Ms. Hall began as a licensed professional in the beauty industry 20 years ago. As the owner of Hapa Heaven Salon and Spa in Hawaii Kai on Oahu, she has demonstrated her commitment to making a positive difference in her industry, as well as her community.

The impacts of the COVID-19 pandemic have and continue to be significant for the beauty and wellness industry. When Oahu was forced into shutdown, Ms. Hall was concerned about the health, safety and well-being of her salon staff, as well as her clients, some of whom are elderly people needing their hair washed regularly. Because licensed beauty professionals are already required to adhere to strict hygiene protocols, she believed her industry was well-positioned to adapt to the City's health and safety restrictions. She advocated for the safe reopening of salons and barbershops, and stepped forward to work with State and City officials on their reopening proposals, sharing her insights and the challenges that she and her peers had been facing.

I have been a client of Ms. Hall for many years and have also worked with her as a fellow small business owner. I admire her dedication to her profession and compassion for others. Her focused determination, and creative and collaborative approach to problem-solving is impressive. Ms. Hall takes her responsibilities seriously - as a beauty professional, small business owner and community member.

With her extensive professional background, experience as a salon owner, as well as her deep commitment to her industry, our communities and state, I'm confident Ms. Hall will be an asset to the Board.

Thank you for the opportunity to express my support of Raynette Hall.

Respectfully,



Jodi Endo Chai