

**NATIONAL COALITION OF ESTHETIC AND RELATED PROFESSIONAL ASSOCIATIONS
GENERAL SESSION OF THE DELEGATES
ORLANDO, FLORIDA - JANUARY 21, 2001**

Members In Attendance And Their Authorized Delegates

Aesthetics International Association	No Delegates
American Aestheticians Education Association	Christine Heathman
American Academy of Micropigmentation	Charles Zwerling
	John Hashey
American Association of Cosmetology Schools	Mez Varol
Esthetics, Manufacturers/Distributors Alliance	Annette Hanson
International Guild of Professional Electrologists	No Delegates
National Association for Holistic Aromatherapy	No Delegates
National Interstate Council of State Boards	Larry Walthers
Society of Clinical & Medical Electrologists	Judy Adams
Society of Permanent Cosmetic Professionals	No Delegates
The Day Spa Association	Ursula Shobe

Guests

Kevin Schwenker	Meeting Facilitator
Susanne S. Warfield	Executive Director

Order of Business

1. Introductions

A general overview of the organization was given, and then introductions were made. Susanne Warfield–Executive Director introduced Kevin Schwenker who had been invited by the NCEA to facilitate the General Session and the Annual General Meeting by a resolution of the Inaugural Meeting in June of last year.

2. Overview of the Days Activities, Approval of Agenda

Kevin reviewed the proposed agenda with those present, asked if there were any additions and proposed a time frame for accomplishing the identified business over the course of the day. The agenda included a number of items which could be dealt with in a general session and official business required in the form of an Annual General Members Meeting (which would be undertaken as a break from the General Session.) The general session agenda included items brought forward as a result of the Inaugural meeting and some new issues which had been brought to the attention of the Executive Director. The Delegates concurred with proposed agenda and time frame.

3. Background & Update on the Activities of the Organization

Susanne gave the delegates, many of whom were new to the organization, a brief background of how the Association came into existence followed by a recap of the past seven months since the Inaugural meeting.

Throughout the past seven months the NCEA has been active in recruitment of Prospective Associations and Corporate Members through ongoing communication on NCEA activities. There are still five associations that had paid their Initiation Fee and have not paid their Dues though they have been invoiced. Several follow-up phone calls have not yet resulted in payment of dues. As some of these associations had already set their budgets for the year, this may have contributed to their non-payment. Corporate memberships have been recruited mainly by the Executive Director. Each delegate present at the Inaugural meeting committed to recruit 2 Corporate members and delegates were reminded of this pledge and urged to follow-up as soon as possible.

There also appears to be a undertone of wait-and-see what the NCEA can accomplish in the year. The importance of maintaining the NCEA's Open Communication Policy will further attract new members. We are willing to share all of our information with other associations, to show our united front as well as uphold our Aim, Goals & Objectives as outlined at the Inaugural Meeting.

There have been numerous press releases sent to industry magazines and all have been asked to join as Corporate members. Only PCI Journal (owned by Susanne) and Spa Management Journal has supported the NCEA through Corporate membership. We need to continue to work with the other industry magazines to ask for their support.

4. Member Organizations Report

One Delegate from each attending organization was asked to summarize his/her organization's Key Accomplishments

of Key Issues in 2000. The following are some of the highlights of the member organizations' reports.

Charles Zwerling, American Academy of Micropigmentation (NC)

- Training - Minimum number of appropriate hours.
- Credentialing - Concerned about differences from home study course to Oregon State which requires 360 hours.
- Concerned about training, and how many bad practitioners are doing poor work.

Ursula Shobe, The Day Spa Association (FL)

- Lack of experience of trainers and teachers, standards for training the trainer.

Christine Heathman, American Aestheticians Education Association (UT)

- Working on education and license in Utah.
- Wants standardization throughout industry so that individuals are not calling themselves things that they are not licensed or have appropriate credentials. This requires standardized education for all 50 states plus guidelines to establish different specialties within the esthetic industry.

Larry Walthers, National Interstate Council of State Boards for Cosmetology (NV)

- Eight states do not have state cosmetology boards :Washington, California (has an advisory board), Minnesota, Utah, Colorado, New York, Idaho (both latter have state licensing departments), plus one other state.
- NIC has a written/practical exam for cosmetology that is offered to the entire industry that was written by his organization. The written exam is used in 33 states, and 19 states use both written and practical exam parts or their state board examination.
3 separate exams. Cosmetology, Nail tech and Esthetics, working on Hair design.
- Offered his organization's examination program, or some modification of it, for standardized national certification and his organization's goal is reciprocity between states using his organization's exams.

Mez Varol, American Association of Cosmetology Schools (FL)

- Don't have many problems within the beauty industry; what they want is to make sure that their students are eligible for federal funding for tuition.
- 3200 licensed schools in the country in 1989 and today there are 980 accredited schools.
His association needs industry guidelines for training, therefore he wants an alliance with the beauty industry - NCEA is perfect coalition.

Annette Hanson, Esthetics, Manufacturers/Distributors Alliance (NY)

- Expand, Serve & Protect the interests of the Professional Beauty Industry.
- Wants to get the message out that we have to maintain GOOD schools, and hopes that the NCEA can be a vehicle to further that agenda, there is strength in numbers.

Judy Adams, Society of Clinical & Medical Electrologists

- Looking for alliance with a larger group to address physicians attempt to limit use of laser hair removal.
- Don't care who else uses laser equipment, as long as they are properly trained.

Given the time and the urgency of the issue, it was agreed to move to item #6.2 of General Session agenda under issues requiring policy or procedural decisions:

6.2 Industry Issues

Microdermabrasion

Susanne presented documentation from the Food and Drug Administration (FDA) which identifies microdermabrasion devices as a "Class I Device" and a device which is "for prescription use". Just who can operate a "device for prescription use" is determined by each state. Also, each state medical board enforces their decision. If "prescription use" device is used without proper following of state laws - operator could be charged with practicing medicine without a license.

There was much discussion about state regulations and who decides how a prescription device is regulated in each state. It was generally agreed that the position of the NCEA should be to disseminate information to its members, not necessarily to take a position on whether various state regulations over what constitutes "prescription use" is right or wrong, or whether or not it should be allowed. It would be rash to take such a position in any case as we are currently lacking information.

Action taken: Charles Zwerling volunteered to research each individual state to find out what their laws are regarding the “prescription use” of microdermabrasion devices. It was agreed that the gathered information will be issued to individual member organizations. Also, after the information is gathered, we will come back to the NCEA to develop a position based on the data. There was a consensus of all delegates to release the following formal statement:

NCEA FORMAL STATEMENT ON MICRODERMABRASION

It has come to the attention of the NCEA that the microdermabrasion devices have been cleared by the Food and Drug Administration (FDA) and that under the 510(k) clearance it has been identified as a “prescription use” device. When asked who can operate a “prescription use” device, the FDA responded that is up to individual states to determine who falls under the “prescription” heading. Further, “if a device is prescription use, only a person who is designated as a prescription user can purchase the device or order the purchasing of the device. The NCEA is investigating how prescription use is regulated in each state, and will be releasing the results of that research upon completion.

A break from the general session was taken to hold the Annual General Membership Meeting, which minutes are separate from those of the general session.

5. Review of the Aim, Goals & Objectives of the Organization

Creation of an Implementation Action Plan

Goals and objectives were identified at the Inaugural meeting. How should the Coalition proceed to achieve these goals and objectives and what needs to be done first? i.e. define and prioritize list of issues and activities.

- How do we build awareness of the NCEA?
The Executive Director should be invited to address member associations at its member meetings or conventions. Down the road, a seminar could be developed to be presented at such meetings or conventions.
One immediate action to be taken was the establishment of a web presence; such a presence being one method to instantly make information available to member associations and their individual members.

Action taken: Web Site Development

Brainstorming around what the home page should include:

- Who we are, mission statement and the aim, goals, objectives of the NCEA
- What are we doing to fulfill our goals and objectives
- History of the organization
- Members list and the links to their web sites. Including corporate members
- Current Issues - such as the official statement on Microdermabrasion
- By-laws
- Links:
- Member sites
- Corporate member sites
- State Cosmetology & Electrology Board contacts
- State governments
- Industry magazines
- FDA
- Site Search Engine

Charles Zwerling volunteered to undertake initial development of the web site in order to give the NCEA an immediate web presence. John Hashey volunteered to design a proper logo for the Association for consideration by the membership. The Delegates concurred.

- How do we effectively communicate with our member associations and in turn how do the member organizations promote their participation in the Coalition to their members?

Action taken: Review of Communication Flow Chart

Executive Director sends information to the delegates of each Member Association via e-mail. Delegates of member associations are then to forward this information to their association’s board members. Each member association’s Board would then decide what information is further distributed to their association general membership via their association newsletter or electronically or at their association conference etc.

E-mails and Opening Attachments

As communications of the NCEA are mainly done through e-mail, with attachments. Susanne suggests the downloading of Stuffit expander. This program allows for easier opening of documents coming from the Executive office. The site to obtain this free download is www.stuffit.com. If further assistance is required on e-mail and opening attachments, contact Susanne directly.

- Determine how the organization should go about lobbying and what issues/legislation its members need to begin lobbying on.

Action taken

No action was determined at this time. However, the Association could take a position on an issue and encourage and support its members to lobby on the issue through effective communications. At this time, no issues had been thoroughly reviewed by the Board or Members at a meeting to warrant a decision to encourage lobbying.

- Attraction and retention of members - corporate and association

It was agreed to keep open communications with all prospective member associations in order to keep them informed of important industry-wide issues and to encourage their full membership participation.

On corporate membership—each delegate was requested to solicit 5 corporate members. A contact person and a call to that person in support of their corporation joining and support the NCEA is essential. Corporate Forms were supplied to all delegates.

An additional issue that was raised with respect to one of the by-law amendments recommended by the NCEA attorney - "Contributions can be accepted from members or any individual or organization which wish to support the purposed of the NCEA."

Action taken

It was duly moved and seconded that the NCEA accept contributions from individuals and call them "Individual Contributors". The set contribution amount will be \$50. Each Contributor will receive a Certificate stating that s/he supports the Aim, Goals & Objectives of the NCEA. Motion Carried.

6. Discussion of Issues requiring policy or procedural decisions

6.1 Membership Issues

- Should member associations only be national in scope?
- What is the threshold of membership in a professional organization to be accepted into the coalition? (i.e. should there be a minimum number of members in order for an organization to participate?)
- Should the majority of the membership or percentage of the membership be made up of estheticians?

Action taken

The NCEA will accept all professional esthetics and related professional associations as members of NCEA, whether national or state association. However some leverage would be granted to the Executive Director to request Board review should this open definition cause concern.

- What are the benefits of Corporate membership and what information is shared with both levels of membership?

Action taken

Corporate members will have their name listed on the web site upon and shall include a link to their site. They will also be kept up to date with NCEA activities through E-mail communications.

- How to deal with conflicts of interest posed by corporate and association membership, which are in conflict with NCEAs policies, decisions, or research undertaken.

There was no group decision on this issue and it was deferred to the Board to review and report upon.

6.2 Industry Issues

- How to deal with situations posed by conflicts in the industry or within industry specialties

Examples: Microdermabrasion
Use of Lasers

Action taken

The Board of the NCEA will deal with a situation as it arises and have a "Fair Hearing Plan." It would include a formal request from one party to the NCEA to take a position on a relevant industry issue. Documentation to support the request would be required to be submitted for Board review. Opposing views and documentation would also be solicited for the Board to review.

Judy Adams of the Society of Clinical & Medical Electrologists formally asked the NCEA to condone the use of lasers by electrologists in a non-medical setting.

Action taken

In order for the board to review her request, Judy was asked to mail information to the Board about lasers and why the NCEA should have a position statement. The information to be mailed should include such material as:

- FDA classifications
- Research
- How it impacts school owners
- Safety issues
- Show them why electrologist want to use lasers

Judy indicated that she would submit a letter of request. The delegates requested that full documentation should be submitted at least one month prior to the next General Membership meeting where a decision would be held. Other industry representatives will also be asked to present their views/positions at that meeting by the Executive Director. Any documentation will be required to be submitted to the Executive office at least one month in advance of the meeting.

6.3 Governance Issues

- Should Board members be elected for two year terms

Perhaps that could commence in 2001 by passing the amendment and electing one half of the board at that Annual General Meeting (AGM) so that there is never a total Board replacement at the same time.

Action taken

To be discussed among the board at a future time.

7. American Academy of Dermatology's Allied Health Committee

- Update Report

A copy of the minutes of the meeting of the Allied Health Committee were distributed to the membership for information. The next meeting of the AHC is scheduled for Washington, DC on Sunday March 4, 2001 commencing at 7:30 a.m.

- Selection of Delegates to the next meeting

Action taken

Executive Director Susanne Warfield and Board member Christine Heathman will be the official delegates of the NCEA to the AADAHC in Washington, DC.

9. Setting Date of Next Members Meeting & Adjournment

Action taken

The next meeting of the National Coalition of Esthetic & Related Professional Associations will be on Sunday, June 24, in New York. Exact location to be announced and proper notice to be distributed to all members by the Executive Director.

There being no further business, the meeting was adjourned at 4:00 p.m.