

Kenneth N. Cassidy
Kassidy's Salon Management Consulting Company
Pygmalion Salon
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| 2009 | <ul style="list-style-type: none"> • Revised all Employee and Booth Rental Legal documents and made them electronically downloadable • Taught Management classes at Expo Latino beauty conference • Worked with PBFC in drafting industry guidelines for the CA. Board of Cosmetology and Barbering on Booth Rental and I/C issues |
| 2008 | <ul style="list-style-type: none"> • July- Interviewed to conduct management evaluation for the New Bravo TV Show Tabatha Coffee • January- Company was interviewed and published in Beauty Industry Report (BIR) • Presented 2007 Government Affairs Award by Professional Beauty Association (PBA) at TSA Annual Symposium, Orlando FL. |
| 2007 | <ul style="list-style-type: none"> • Appointee to the review committee for newly activated Board of Barbering and Cosmetology for the State of California. • Taught business management classes for Doctors at the Medical Spa Summit Las Vegas, Nevada. |
| 2006 | <ul style="list-style-type: none"> • Certificate from UCLA Anderson Graduate School of Business Management Executive Salon Management Program sponsored by The B E S T Foundation and Matrix. |
| 2005 | <ul style="list-style-type: none"> • President, Naples Island Business Association (NIBA). • Teaching marketing classes at the Prime Media Business' Anti-Aging Conference and Exposition (Age Management for Physicians and Healthcare Practitioners. (CEU provider) |
| 2004 to present | <ul style="list-style-type: none"> • Volunteer work for the IRS to establish guidelines for Salon, Spa and Barbering owners with employee, business owner landlords and booth renters, and Independent Contractors to achieve fair taxation and protect the interests of the national beauty and barbering industry. • ★ ★ ★ Received a resolution from California State Senator Betty Karnette for outstanding service to the beauty and barbering industry for legislation adopted by the CA Franchise Tax Board. The legislation created fair business practices and auditing guidelines for employer/ employee contract labor and booth renting practices within the California beauty industry. |
| 2002 | <ul style="list-style-type: none"> • Received CCA (California Cosmetology Association) Lifetime Achievement award. • Appointee to the newly activated Board of Barbering and Cosmetology for the State of California. |

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| 2001 to Present | Board Member of the Professional Beauty Federation of California |
| 2000 | Sponsored legislation for SB 1134 for tax auditing and protection for California's beauty and barbering industry. Worked with State of California Employment Development Department and Franchise Tax Board. Ninety percent of original bill was adopted. |
| 1999 | Established ongoing relationship with IRS Compliance and Auditing Division to establish better communication for representation of the beauty industry. |
| 1998 | Introduced SB 1134 , authored by Senator Betty Karnette for cosmetology and barbering industry booth rental/contract labor. |
| 1996 to Present | Developed new business location for Pygmalion Salon with staff of seven. |
| 1994 | Appointed to the Advisory Board of Barbering and Cosmetology by Pamela Reid, Executive Director of Barbering and Cosmetology, State of California Department of Consumer Affairs. |
| 1993 to Present | Joined International Esthetics, Cosmetics and Spa Conference as National Educational Director of the Business Summit for Las Vegas, Nevada and Orlando, Florida. |
| 1993 | Sponsored AB 1358 authored by Assembly woman Betty Karnette to represent the cosmetology and barbering industry contract labor/booth on rental tax and auditing issues. |
| 1992 | Established Cassidy's Salon Management Consulting Company , an education-driven firm dealing with employee/contract labor and front desk issues with over 100,000 licenses. |
| 1992 to Present | Long Beach Police Officers Association |
| 1987 to 1993 | Appointed to the Advisory Board Department of Cosmetology, Cerritos College Cerritos, California. |
| 1986 | Appointed to represent Long Beach Hairdressers Guild at all State Board of Cosmetology and Barbering meetings. |
| 1984 to Present | Reestablished Member of California Cosmetology Association (CCA). |
| 1984 | Special Olympics Fund Raising Committee. |
| 1983 | Committee 300 member – Long Beach Grand Prix |
| 1983 to Present | Member of Naples Island Business Association |
| 1982 | Elected President of Long Beach Hairdressers Guild |
| 1981 | Computerized (1 of 2) salons in United States |
| 1980 to Present | Member of Executive Women International, Long Beach, California Chapter. |
| 1980 | Licensed Cosmetology Instructor and CEU Provider. |
| 1977 to Present | Purchased second salon – <i>Pygmalion Salon</i> with staff of 21 |
| 1975 | Member of The Long Beach Hairdressers Guild Trade Show Company. |
| 1973 | Purchased first salon -- <i>Hair Artists</i> with staff of 14 |
| 1969-1972 | Award winning Hair Stylist |

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Military Service

- ★ United States Navy 1961 to 1965
- ★ Honorable Discharge
- ★ Distinguished Service Award

Education

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| 2006 | UCLA Executive Salon Management Program |
| 2004 | Cypress College Beginning Spanish |
| 1994 | UCLA Extension Course Techniques of Teaching |
| 1968 | Long Beach City College, General |
| 1967 | Graduated Reno's School of Cosmetology, Long Beach California |
| 1961 | Graduated Kirkwood High School, St. Louis Missouri |

References

Trade Shows

- NCA State Presentations, California Cosmetology Show, Minneapolis, Minnesota. Seattle, Washington, North Dakota, Oregon, and Michigan.
- Long Beach Hairdressers Guild Show (Educational Director)
- Internacional Cosmetology Expo: Los Angeles, California
- Premiere Beauty Show: Birmingham, Alabama, Orlando, Florida and Columbus, Ohio
- International Esthetics Cosmetics & Spa Conference (Educational Director)
- Las Vegas, Nevada & Orlando, Florida.
- Las Vegas Hair & Nail Conference to name a few
- IBS New York

Distributors

- Arctic Beauty Supply: Anchorage, Alaska
- West Coast Beauty Supply: San Jose, California & Phoenix, Arizona
- Peel's Beauty Supply: Kansas City Missouri
- Stardust Beauty Supply: Las Vegas, Nevada
- State Beauty Supply; St. Louis, Missouri & Denver, Colorado

State Boards

- California Bureau of Barbering & Cosmetology
- Ohio State Board of Cosmetology
- State of Washington department of Licensing
- North Dakota State Board of Cosmetology
- State of Idaho Bureau of Occupational Licenses
- State Board of Minnesota
- State Board of Michigan
- Florida State Board

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Published Works

- *American Salon*
- *Nails*
- *Day Spa*
- *Les Novellas Esthetics*
- *NCA Business*
- *Modern Salon*
- *Nailpro*
- *Derma scope*
- *Salon Today*
- *Salon Sense*
- *California, Northwest & Ohio Stylist & Salon*

Professional Memberships and Associations

- California Cosmetology Association
- American Beauty Association
- Professional Beauty Federation of California
- Long Beach Hair Dressers Guild Foundation
- The Salon Association
- National Cosmetology Association
- Esthetics Manufacturers and Distributors Alliance