



United Professional Barbers & Cosmetologist Association  
Est. 2015



Shop Talk Open House

UPBCA.ORG

U.P.B.C.A, Inc.



# *AGENDA*

- ❑ Introductions
- ❑ UPBCA overview, (U.P.B.C.A, Inc. President Lightfoot)
- ❑ City of Rochester, Mayor Lovely Warren
- ❑ Monroe County Executive, Adam Bello
- ❑ UofR Well Team (Medical Students)
- ❑ Questions & Answers
- ❑ Closing and adjournment



## *U.P.B.C.A, Inc. Board of Directors*

Willie Lightfoot Founder : President, Owner of New Creations Unisex Shop

Wade Davis: Vice President ,Owner of Wade & Me Salon

Erica Brown: Treasurer, NYS Cosmetologist

Dr. DJ Robinson: Media & Marketing, NYS Cosmetologist

Erin Young: Board Member, RRJB Liaison

Andre Morrison: Board Member, Owner of Andre's Barbershop

Verdina Lightfoot: Board Member, NYS Cosmetologist

Jonny Scott: Board member, Master Barber

Ph.D Laury'n Minter: Board Member

# What we are About



- + Provide Education
- + Offering an open forum for our industry professionals
- + Advocating for our Industry
- + Promoting Community Involvement & Community Engagement
- + Offering benefits to our membership
- + Networking
- + Provide career opportunities



# Current Benefits Offered

## Life Insurance



- \$5,000.00 Life Insurance Policy\*
- Annual Hearing Test and discount pricing on hearing aids

## Networking



- Community Outreach Opportunities
- Networking and Leadership Opportunities (via UPBCA Listserv) Job Placement from Shift Diff

## Legal Services



- Legal Services i.e. writing wills, rental/booth agreements, etc.
- Identity Theft Protection

## Continuing Education



- State board Preparation & Review Barbering & Cosmetology



# UPBCA, Inc. Contact Information

<https://www.upbca.org>

[info@upbca.org](mailto:info@upbca.org)

<http://www.facebook.com/upbca>

<http://twitter.com/UPBCA.ROC>

<http://instagram.com/UPBCA,INC>

Po Box 14531

Rochester, NY 14614

585-491-6711

## Membership Fees

Professionals/Student Rate- \$100  
paid ***Annually***

*Annual membership starts the month in which you join. Membership is open to licensed barbers and cosmetologists as well as students including hairdressers, barbers, and all other appearance enhancement professionals.*



# QUESTIONS & ANSWERS

What does re opening for the appearance enhancement industry look like for you from your perspective?

What are your thoughts on Enforcement of future guidelines to the appearance enhancement industry?

What resources to you have or can you tell our industry professional about that can help them as small businesses ?

What final comments can you offer to our industry professionals?





# THANK YOU FOR JOINING US, BE SAFE !



Protect Yourself • Be Mindful • Limit Exposure

## \$ FINANCIAL HELP \$

Available Resources and Information

### City Partners with 211/Life Line

For residents and business owners dealing with the most immediate needs, the City is partnering with 211/Life Line, the information and referral hotline operated by Goodwill of the Finger Lakes, to provide around-the-clock access to up-to-date information about available support services.

Visit [cityofrochester.gov/coronavirus/](https://cityofrochester.gov/coronavirus/)

**B**elieve.

 City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council



### Rochester's future is counting on you.

When everyone is counted in the 2020 Census, **Rochester gets the funding they need** for things like health care, education, emergency services and more.

For more information, visit:

**2020CENSUS.GOV**

**B**elieve.

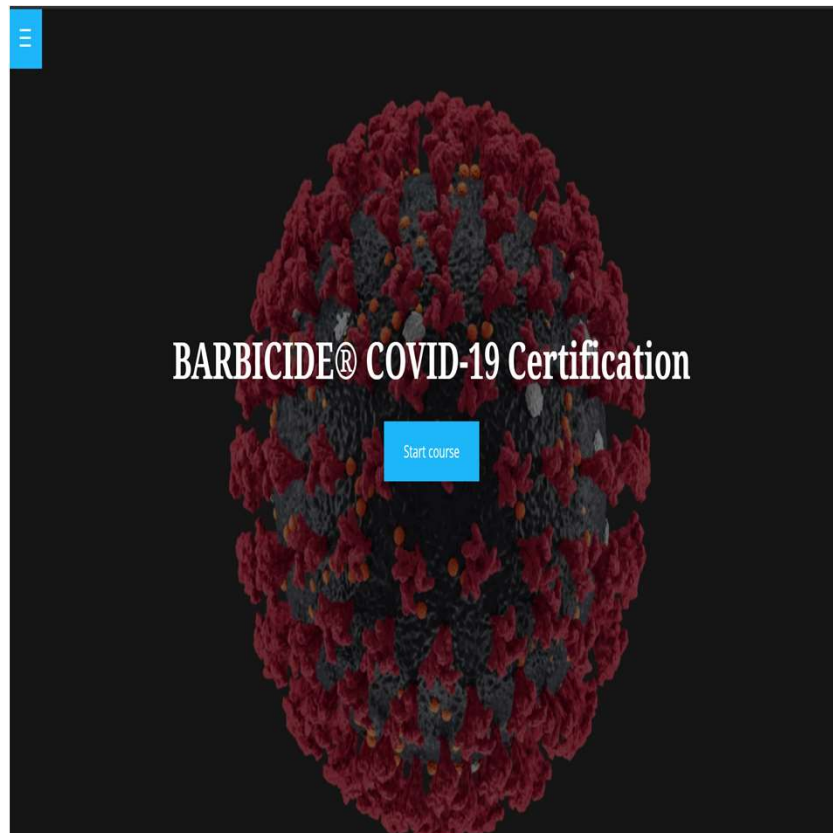
 City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council





## TAKE THE COURSE , GET THE PLAN, BE SAFE

<https://barbicide.com/wp-content/uploads/2020/04/Back-to-work-plan.pdf>



BARBICIDE

COVID-19 Podcasts About Us Products Where to Buy? SDS FAQ Contact Us

BARBICIDE® Certification

### BARBICIDE® Certification

#### BARBICIDE® COVID-19 Certification Course – NEW

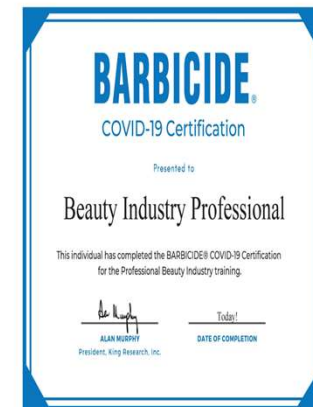
This program is designed to present the most current information that is pertinent to the Professional Beauty Professional. This information changes daily, but the guidelines for the Professional Beauty industry are likely to remain consistent in the short term. All rules and guidance of individual states must be followed

BARBICIDE® COVID-19 CERTIFICATION

#### BARBICIDE® Certification Course

Completing this free course takes less than an hour earning you a portfolio-ready certificate showing your dedication to infection control in salons, spas, and barbershops.

After you pass the course, you will have the option to instantly print



**ESSENTIAL**  
 **WORKERS**   
*We Humbly & Gratefully*  
**THANK YOU!**  
#stayathomechallenge



STAY SAFE . WASH  
HANDS. SAVE LIVES



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