



United Professional Barber & Cosmetologist Association
Est. 2015



3rd Annual Financial Literacy Class (COVID 19)

UPBCA.ORG

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



AGENDA

- ❑ Introductions
- ❑ UPBCA overview, (U.P.B.C.A President Lightfoot) 10 min
- ❑ Dr. Cheryl McKeiver, (Soft Skills Consulting) 30min
- ❑ Dr. Lomax R. Campbell, (Director Of Office of Wealth Bldg.) 30min
- ❑ Andrea Colline, (CCCS, Outreach Coordinator) 30min
- ❑ Questions & Answers
- ❑ Closing and adjournment



UPBCA 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, Board Member, NYS Cosmetologist

Dr. DJ Robinson Media & Marketing, Board Member, NYS Cosmetologist

Erin Young RRJB Liaison, Board Member

Andre Morrison, Board Member Owner of Andres Barbershop

Verdina Lightfoot, Board Member, NYS Cosmetologist

Jonny Scott , Board member, Master Barber

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
- + 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

<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.*

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



STAY SAFE . WASH
HANDS. SAVE LIVES

Introduce Dr. Cheryl McKeiver



QUESTIONS & ANSWERS

Dr McKeiver, what should I do if I've not received my stimulus check or not the correct amount?

Dr. McKeiver, Can debt collections still come after me?

Dr McKeiver, I'm afraid that the landlord is going to evict me. What can I do?

Dr. Campbell, you mentioned the "Business Development Lifecycle," how does that apply to me or help you help me?

Dr. Campbell, how can I apply for funding from the City and what are some of the things that I need to consider?

Dr. Campbell, what are some of the ways I can market my business and generate revenue during the current pandemic?

Dr. Can you talk to us a little about the CARES Act and how it can help me or my business?

Andrea Colline, Why is it important not to use your stimulus funds to pay off debt immediately?

Andrea Colline, What is the difference between a debt settlement agency and CCCS?

Andrea Colline, What is the difference between the Financial Empowerment Centers and CCCS of Rochester?



RESOURCES

City of Rochester financial empowerment center website: <https://www.cityofrochester.gov/fec/>

City of Rochester business resources: <https://www.cityofrochester.gov/businessresources>

City of Rochester Mayors Office of Wealth Building: <https://www.cityofrochester.gov/wealthbuilding/>

WDKX.com – Watercooler, Thursdays at 9:00 am.

Call in, text in or email your financial questions

DOL.NY.Gov

IRS.Gov

Venturejobs.org

Foodlinkny.org

Rcsdk12.org

CityofRochester.gov



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Vice President Willie Lightfoot: City Council

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THANK YOU FOR JOINING US, BE SAFE !



STAY SAFE. STAY HOME.



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/

Believe.

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

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