

## Addendum D – Rochester Faculty

**Alexander, Shameka** – Instructor, Licensed by the New York State Education Department. Continental School of Beauty cosmetology graduate, 2015 and also our barbering graduate, Shameka has worked in the industry for several years. This talented professional specializes therefore in many areas including braiding, blowouts and updos. Shameka joined the Continental team in 2018.

**Anken, Alesha** – Instructor, Licensed by the New York State Education Department. Alesha has been a licensed cosmetologist for 15 years and brings her vast experience working in hair, skin and nails to the Continental classroom. After working as a temp for several years at Continental, she joined the team full time in 2012 as an esthetics and nails instructor.

**Faticone, Andrea** – Instructor, Licensed by the New York State Education Department. Graduate of Continental School of Beauty Culture cosmetology, 2004. Andrea began her career in the beauty industry at Battisti’s Salon & Day Spa, then took a management position with Supercuts where she taught cutting, color and retail classes. She has taken advanced color and cutting classes at Goldwell and specializes in those areas. Andrea started teaching at Continental in 2010.

**Hughes, Alicia** – Instructor, Licensed by the New York State Education Department. Continental School of Beauty graduate, Alicia holds licenses in three disciplines: Cosmetology, Esthetics and Nail Specialty. She is also freelance with an extreme passion (and talent!) in the art of lash extensions. Alicia joined the Continental team in 2017.

**Jermyn, Ann Marie** – Instructor, Licensed by the New York State Education Department. Rochester Continental School of Beauty Culture cosmetology graduate, 1973. Ann Marie brings years of salon experience as a stylist and business owner. From 1992-2000, Ann Marie traveled around the country as a corporate trainer for Super Cuts developing advanced hair and management classes and seminars, and recruiting new stylists. Ann Marie has organized and run both professional and student hair cutting and styling competitions, and has served as a State and National competition judge. She taught at Continental from 1990-1992, and returned in 2002. She specializes in hair cutting, braiding and updo’s.

**Judkins-Hoyt, Erin** - Instructor, Licensed by the New York State Education Department. Graduated from BOCES Career and Technical School in 2003. Erin started her career at Trade Secret Salon and currently works at NYLine, a private salon in Irondequoit, NY. She continually attends advanced education and training workshops, and has also participated and placed in many area competitions. Erin joined the Continental team in 2013.

**Liwa, Lynn** - Instructor, Licensed by the New York State Education Department. Lynn graduated from the Continental Cosmetology program in 2010 and the Esthetics program in 2011. She began her professional career in a Rochester salon where she worked for six years. Lynn joined Continental as a guest coordinator in winter of 2016 as she prepared to instruct in Esthetics & Nails starting later that year. As a major part of the newest program Continental offers, she is an exceptionally skilled professional in all facets of the beauty industry and specializes in facials for her 7+ years in the industry.

**Ramsahai, Shawniqua** - Instructor, Licensed by the New York State Education Department. Another hairdressing and cosmetology alumni returning to Rochester Continental School of Beauty Culture, Shawni has been a licensed cosmetologist since 2013 and has immense passion and talent in coloring. She began her professional career at Hairzoo where cutting and coloring advanced her skills. One professional

goal was to come back as an instructor with the continental team and she made that happen when she joined us in May 2016.

**Santiago, Jessica** - Instructor, Licensed by the New York State Education Department. Jessica is a licensed cosmetologist of 13 years and spent over 10 at a chain salon, earning her stripes! She has excellent presentation skills and rented a chair as an owner/operator for 3 years plus. Jessica has taken several specialty classes including Lanza, Sebastian, Nioxin, Wella and Suavecito and specializes in custom color and men's haircutting. Jessica joined the team in 2019.

**Schmale, Jake** - Instructor, Licensed by the New York State Education Department. Shear Ego barbering graduate, 2012. Jake began his professional career with an edge in mind and a passion from practicing on his buddies. Creativity at its finest – Jake looks to master all technique and improve as time goes on. Jake joined the Continental barbering team in 2018 and looks forward to many years in the business.

**Seils, Yvette** – Director of Education and Instructor, Licensed by the New York State Education Department. Rochester Continental School of Beauty Culture cosmetology graduate, 1997. Yvette has owned and operated her own salon for three years. She was previously employed with Paul Mitchell as a market trainer, platform artist, educator, and master stylist. She has traveled throughout the United States teaching cutting edge hair cutting and coloring techniques. She is a Master Educator through Milady International. Yvette has been an educator at Continental since 2003.

**Seppala, Meaghan** – Instructor, Licensed by the New York State Education Department. A cosmetology graduate in 2004 and nail specialty, 2005. Meaghan began her professional career at Hair Zoo. Since 2005 she has owned her business where she specializes in gel and acrylic enhancements along with hair, skin and nails. Meaghan joined the Continental team in 2008.

**Torres, Thomas** – Instructor, Licensed by the New York State Education Department. Continental School of Beauty Culture cosmetology graduate, 2010, Licensed Barber. Thomas works as a cosmetologist and barber at Nuevoimagen Salon, which he owns. He joined the Continental family in 2013.

**Weinrich, Madison**- Instructor, Licensed by the New York State Education Department. Madison graduated from the Continental Esthetics program in 2005 and the Nail program in 2007. She began her professional career at Jill's Boutique Salon and Spa where she worked for four years. Madison is the proctor of the New York State Esthetics practical exam through western NYS. Her skills are vast and with her dual licenses she is a great mentor to the entire family of Continental Schools of Beauty in the professional “spa” environment. She joined the Continental family in 2007.

**Wright, Rochelle** – Instructor, Licensed by the New York State Education Department. Continental School of Beauty cosmetology graduate, 2005. Rochelle worked at Hair Basics for 3 years before joining the Continental team in 2012.