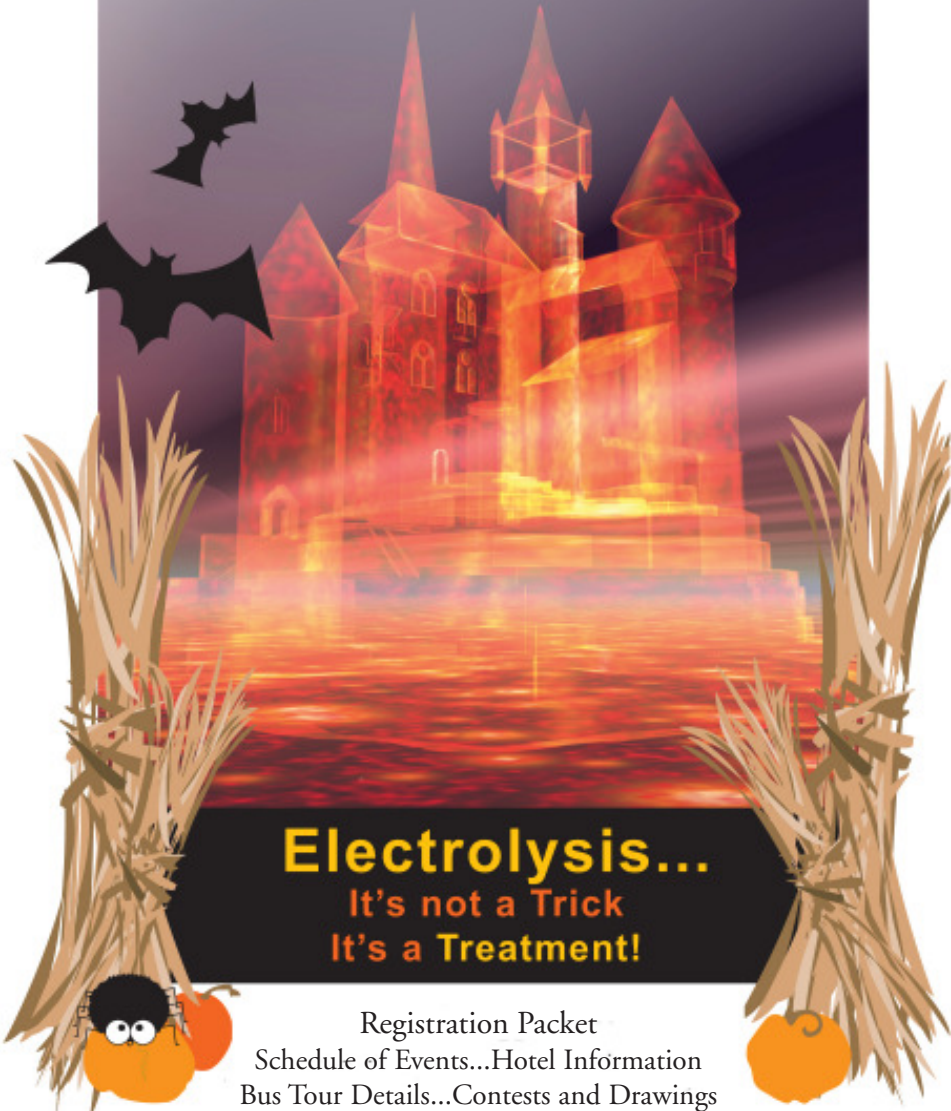


American Electrology Association
Annual Convention & Exhibitors' Showcase

**Orlando**

October 30 - November 2, 2014



Electrolysis...
It's not a Trick
It's a Treatment!

Registration Packet
Schedule of Events...Hotel Information
Bus Tour Details...Contests and Drawings



American Electrology Association
Sandra K. Jackson, CPE
710 Tennent Road
Manalapan, NJ 07726

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Your AEA Registration Brochure



Executive Committee

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Donna Crump, CPE
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CORAL C. GOSNELL, CPE AEA Memorial Membership

When you register for the
Orlando Convention
your name will be entered
in a drawing to win
**ONE FREE
AEA MEMBERSHIP
FOR 2015!**



Drawing will be held
12:45 PM - Sunday
November 2

Winner does not need to be present.

ATTENTION:

Breakfast & Lunch

No one will be permitted to dine
without a ticket. Tickets will be given
out at time of registration!

ATTENTION:

Your registration badge is needed for
entry into the lectures,
exhibit hall and dining!

THURSDAY ♦ OCTOBER 30

8:00 AM CPE exam check-in; CPE exam 8:30 AM – 11:00 AM
9:00 AM – 6:00 PM Exhibitors' Showcase open
9:00 AM – 1:00 PM Convention registration check-in
1:00 PM – 2:15 PM Meeting & Intro of Exhibitors, Gold-Probe Award
2:30 PM – 4:30 PM **KEYNOTE SPEAKER: Rhonda McLean, MD, PhD**
.2 CEUs
"Hot Topics in Women's Health"
5:00 PM – 6:00 PM **Robert Von Essen, LE, CPE**
.1 CEU
"Independent Contractor vs. Employee"

FRIDAY ♦ OCTOBER 31

8:00 AM – 4:00 PM Exhibits open
7:30 AM – 8:30 AM Breakfast
8:30 AM – 9:00 AM Announcements
9:00 AM – 11:00 AM **Panel Discussion** with Robert Von Essen, LE, CPE;
.2 CEUs Judy Adams, COTIE, CME; Mary Kaye Johnson, CPE;
Moderator Patsy Kirby, CPE
"Answers to Pre-submitted Questions"
11:30 AM – 12:30 PM Luncheon
1:00 PM – 3:00 PM **Judy Adams, COTIE, CME**
.2 CEUs
"Laser for Hair Removal"
3:30 PM – 4:30 PM **Robert Von Essen, LE, CPE:** "Guidelines to Buying
.1 CEU or Selling Your Electrolysis Practice"

SATURDAY ♦ NOVEMBER 1

8:00 AM – 3:00 PM Exhibits open
8:00 AM – 9:00 AM Breakfast
9:20 AM – 9:30 AM Announcements
9:30 AM – 11:30 AM **Erika Frankel, AEA Webmaster**
.2 CEUs
"Social Media: Making Sense of the Madness.
Getting and Growing Your Social Media Audience"
11:30 AM – 12:30 PM Luncheon
1:00 PM – 3:00 PM **Michelle O'Shaughnessy, D.O.M.**
.2 CEUs
"50 Shades of Herbs"

SUNDAY ♦ NOVEMBER 2

7:00 AM – 8:00 AM Breakfast
8:00 AM – 1:00 PM Exhibits open
8:20 AM – 8:30 AM Announcements
9:00 AM – 10:00 AM **Master Deputy Stanley Murray, FCPP, CPTDP, ILO**
.1 CEUs
"Safeguards Against Crime."
10:30 AM – 12:30 PM **Laurie Neudecker D'Aquila, R.N., C.I.C.**
.2 CEUs
"Infection Prevention for Electrolysis –Protect Your Clients"
12:45 PM Drawings and Raffles

15 CONTACT HOURS = 1.5 CEUs; 29 EXHIBIT HOURS

Schedule

FOR ALL ATTENDEES



EXHIBITORS ' BINGO CONTEST

WIN A \$25 GIFT CERTIFICATE TOWARDS
ANY AEA PURCHASE

(AEA booth, dues, 2015 convention, etc.)

Bring your BINGO card to each exhibitor. Introduce yourself and get a sticker for the card. Once you have all the exhibitor stickers, drop the card into the box provided at the AEA Ways and Means booth. *Please avoid asking for stickers while the exhibitor is busy with another electrologist.* There will be time to meet each exhibitor.

ANNUAL MEETING/DRAWING

Attend the annual meeting. Hear what's happening! Learn what the exhibitors have to offer. A special drawing will be held at this time. Be present when an AEA electrologist is presented with the Gold-Probe Award.

GENERAL DRAWINGS

Win from many generous prizes donated by our exhibitors.

To register online go to:
www.electrology.com/convention

REGISTRATION FEE INCLUDES:

15 hours of quality professional education (1.5 CEUs)
Friday & Saturday Breakfast & Lunch ♦ Sunday Breakfast
Exhibitors' Showcase



Official Registration Packet

EARLY-BIRD REGISTRATION

(on or before September 15)

- AEA Member \$385
- Non-Member 495
- Student* 310
- Daily Rate 260
- Guest Rate 225
- Boat Cruise/Dinner 79

REGISTRATION

(September 16 - October 15)

- AEA Member \$435
- Non-Member 545
- Student* 360
- Daily Rate 275
- Guest Rate 225
- Boat Cruise/Dinner 79

* Must be a student at time of convention.

Please submit documentation with registration.

**No refunds after
October 1, 2014**

After October 15: Late registration fee is an additional \$50
No registration will be processed without payment attached.



**PLEASE REGISTER BY GOING TO:
ELECTROLOGY.COM/CONVENTION
FOLLOW DIRECTIONS TO REGISTER & PAY**

**For those who do not wish to use our website,
please follow directions below.**

Print Name/City/State as it will appear on your badge.

Name _____ Guest(s) _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Please make checks payable to the AEA.

Please check:

- AEA Member Student
- Non-Member Spouse/Guest

Are you a CPE?

- Yes
- No



Enclosed is my payment of \$_____ to cover:

Registration \$____; Guest(s) \$____; Tour \$____

Complete this form & mail with your payment to:

Marta Torres Cuminotto, CPE

500 Howe Avenue, Suite 201, Shelton, CT 06484

203-913-1189

marta@cuminotto.com (subject line: convention)

Hotel Reservations



Wyndham Grand Orlando Resort
Bonnet Creek
14651 Chelonia Parkway, Orlando, FL

AEA CONVENTION HOTEL RATES

\$149.00 per night (*single or double occupancy*)

Rate good from October 24, 2014 – November 5, 2014

Special convention rate until September 27, 2014!

For reservations call:

407-390-2300

800-996-3426

You MUST identify yourselves as attendees of the AEA Convention

Group Code: AEA

Book early...there are limited rooms!
Cut-off date: September 27, 2014

MASTER DEPUTY STANLEY MURRAY, FCPP, CPTDP, ILO



“Safeguards Against Crime” (1 hour)

This lecture will focus on ways to effectively handle various situations should a perpetrator attempt a criminal action against you, your home, your office, or others. Learn how to be conscious of your surroundings and to be prepared when the unexpected happens. Learn how to effectively identify suspects and report suspicious incidents. Find out how you can prevent a crime from happening in your office.

LAURIE NEUDECKER D'AQUILA, R.N., C.I.C.



“Infection Prevention for Electrolysis – Protect Your Clients and Yourself” (2 hours)

This is a review of the prevention methods set forth by the AEA as recommended by the Centers for Disease Control. Blood-borne pathogens, infection, transmission of infectious disease, cleaning/disinfection/sterilization as well as healthy practices, are just some of the points to be covered.

ERIKA FRANKEL, AEA WEBMASTER



“Social Media: Making Sense of the Madness; Getting and Growing Your Social Media Audience” (2 hours)

Gain an understanding of the major social-media platforms and how you can take advantage of this great marketing opportunity. Learn about effective social media posting styles, tricks for making sure you always have something to post, and how to make sure your social media “personality” is right for your audience.

PANEL DISCUSSION (2 hours)



Moderator Patsy Kirby, MA, LE, CPE, AEA Executive Committee
Mary Kaye Johnson, CPE, AEA Executive Committee
Judy Adams, COTIE, CME, and Robert Von Essen, LE, CPE



The panel of experts will provide answers to your questions on a wide variety of topics! Have you been stumped by a client's question? Have you wanted to ask an instructor something but didn't have access to one? This is your chance!



Questions relating to the practice of electrolysis, laser, office procedures and management, health matters, and anything else you can think of are welcome!



Questions for the panel must be submitted in advance. This will allow everyone the chance to submit questions in a fair, orderly fashion. At convention time, the experts will be ready with the comprehensive answers you need. Please email your questions to: juliahiltoncpe@yahoo.com, or mail to: Julia Hamilton, CPE, Convention Education Chair, 4145 Clares Street, Ste. E, Capitola, CA 95010. Questions may be submitted anonymously.

2014 ORLANDO SPEAKERS

KEYNOTE SPEAKER: RHONDA R. SCHAFER-MCLEAN, MD, PhD



“Hot Topics in Women’s Health” (2 hours)

This lecture will reveal the key medical tests/screenings women should get, based on age and risk factors. Learn how to determine your personal and family risk for cancer as well as appropriate approaches regarding hysterectomy, uterine bleeding, menopausal symptoms, bladder incontinence, and permanent sterilization. New medical therapies and surgical options available to women will be presented.

JUDY ADAMS, COTIE, CME



“Lasers for Hair Removal” (2 hours)

This is a basic, entry-level overview of light-based modalities for hair removal and explores whether adding this modality into existing electrology practices is a good fit *or* if it is allowed in your state. Included in this lecture will be simple and practical information about laser and the differences between true lasers and IPLs. Even if this is not a service you intend to implement, the professional electrologist should have a good knowledge-base on all methods of hair removal — including laser, which is popular with the consuming public.

ROBERT VAN ESSEN, LE, CPE



1) *“Independent Contractor vs. Employee”* (1 hour)

This lecture will clarify the differences between “employees” and “independent contractors”— the advantages, disadvantages, how the work relationship differs, whether benefits apply in either case, associated taxes and appropriate IRS forms required for independent contractors.

2) *“Guidelines for Buying or Selling Your Electrolysis Practice”* (1

hour) Discover the best time to buy or sell your practice. Learn the value of location, your business “goodwill,” how to look at your business from a buyer’s perspective, and how to determine how much your business is worth.

MICHELLE O’SHAUGHNESSY, D.O.M.



“50 Shades of Herbs” (2 hours)

Learn about herbs that help with five common symptoms associated with aging: low energy, insomnia, poor circulation/pain, low libido, and fine lines/wrinkles. Discover the benefits of using what nature has to offer for treating common ailments. Find out the benefits of treating underlying causes for your health concerns with nutrition instead of over-the-counter medicines that mask the problems. Attendees will receive herbal teas as an incentive to move toward a more healthful direction.

CPE Test Bulletin 2014

Board Certification is the most profitable marketing tool in the field!

- ◆ CPE means more referrals
- ◆ CPE means more knowledge through Continuing Education
- ◆ CPE means true professionalism

It is time to make this important career decision.

CPE TEST

WYNDHAM GRAND ORLANDO RESORT
BONNET CREEK

14651 Chelonia Parkway, Orlando, FL

Thursday, October 30, 2014

SEND FOR A TEST BULLETIN/
REGISTRATION FORM

1. Fill out Request Form below and mail it to receive a CPE Test Bulletin containing important information and a Registration Form for the exam.
2. Fill out the Registration Form following all directions.
3. Send Registration Form and all required documentation directly to the testing service.

**Be sure your Registration Form arrives by the
September 30, 2014 deadline.**

CPE Test Bulletin Request Form

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL: _____

Mail to: CPE Test 2014
Rita Souza, CPE
46 Derry Street, #8
Hudson, NH 03051

also available online: professionals.electrology.com



CPE Test Request Bulletin



ORLANDO AT IT'S BEST!!

Walt Disney World® tickets and discounts:

After 2 pm the tickets are \$89; \$84 for children between ages 3 to 9 years.
Check out: disneyworld.disney.go.com



Transportation to the parks:

From the hotel there are shuttles running to the parks every ½-hour in the morning; every hour in the afternoon; & every 1½ hours in the evening.



Other points of interest:


Universal® Orlando: www.universolorlando.com

Leu Gardens: www.leugardens.org

Blue Spring State Park: www.floridastateparks.org/bluespring

The LEGO® World of Chima: <https://na.chimaonline.com>

Shark's Underwater Grill at Sea World®: seaworldparks.com

Walt Disney World® is especially fun during the holidays and in particular at Halloween, when the park holds its "Mickey's Not-So-Scary Halloween Party." 

For the Halloween celebration nights: the park will close at 5:00 PM and reopen at 6:00 PM for those who purchased the special tickets at a cost of \$50. (Tickets and information will not be available until August.)

Cruise and Roaring 20s Dinner Show

Saturday, November 1, 2014

Board bus by 3:30 PM

Discount price of \$79 pp



Cruise:

You will be bused from the Wyndham Grand to the pontoon scenic cruise. There you will take a calm, relaxing boat tour on the pristine Winter Park chain of lakes.

After the cruise you will be bused to our gala event.

Dinner & Show:

All-You-Can-Eat buffet including a meat carving station, fresh salad bar and dessert. Unlimited beverages: (no charge extra for alcoholic drinks like most other dinner shows).

There are limited seats so please sign up early –no exceptions.

