

River Rock Electrology Institute Inc.

600 Hour Electrologist Training Course Catalog

Volume 6  Revised March 2009



School and Offices Located at:
2523 W Folsom Street, Suite A
Eau Claire, Wisconsin 54703
(715) 831-0200
www.rr-ei.com



Why Become An Electrologist?

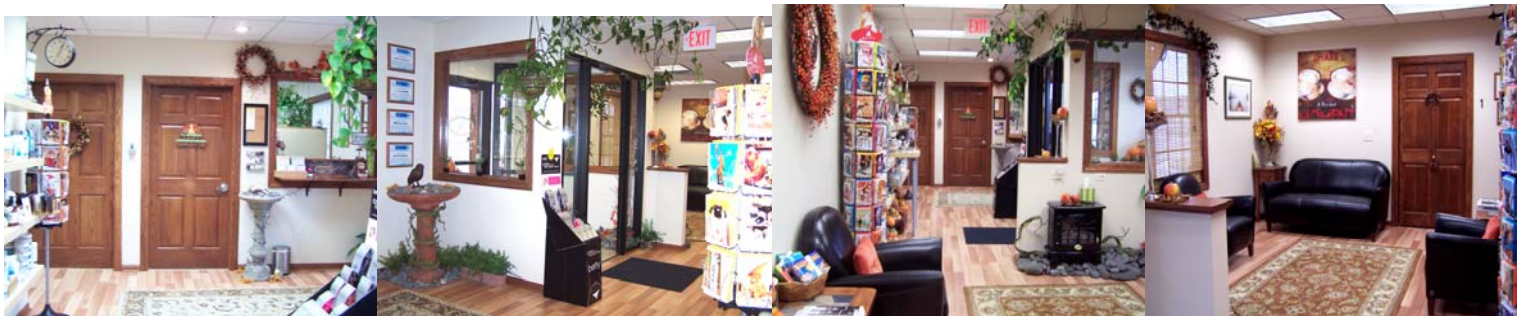
- Each and every day in this **immensely gratifying** career, you will help people uncover the confidence they have been missing.
- The demand for **permanent** hair removal is steadily increasing. An estimated 41 million women in the USA reported having unwanted hair according to SkinMedica.
- Recent surveys show hair removal to be a **growing industry with the removal of facial hair being "the fastest growing and most used spa services..."** (Industry Fact Sheet--Beauty Salons NAICS 812112)
- In 2003 the Economist published "The Bare Truth; Human Hair" revealing Gillette's report that "**Men and women spent \$8 BILLION removing it {hair}**". Is there really anyone who does not have unwanted hair?
- Electrolysis is still the **only** permanent method of removing hair. Educated consumers are seeking **permanent results**. Clients who have undergone laser still need removal of light and white hairs in addition to follow up treatments as hair re-grows after laser treatments.
- Electrology is a career ideally suited for full or part-time hours with a **significant earning potential**.
- The NACCAS 2007 Job Demand Survey reported the **average salary for an employed electrologist** on staff in the USA was \$37,522 - \$40,524 exclusive of tips. Owning your own practice could help you increase that potential income as well.
- For a **minimal investment** (less than \$10,000 in many cases reports the A.E.A.) you can become the owner of your own practice.

Why Choose River Rock?

- Our very complete curriculum includes 600 hours of fun theoretical and practical hands-on **training in all four** modalities: Thermolysis (flash and manual), Galvanic, and the Blend as well as Phoresis. We also include training in entrepreneurship, safety and sanitation and law and code.
- 100% of our graduates passed their Board exams in their home states and/or the National Certified Professional Electrologist exam 2005 - 2008. We have welcomed students from fifteen states and abroad. We are an approved program with a 100% pass rate for state board exams in Iowa, Montana, Vermont, Illinois, and Indiana.
- Our instructor is a trained educator, not just a trained electrologist ensuring you **more effective relevant training** with less busy work.
- We were the pioneers of distance education for electrology becoming the first state licensed school to offer a **state licensed distance learning program** to allow students to complete all the theory work online from home and then come onsite for only the practical portion of the training in 2005!
- **All new course content**, modern textbooks--no 1965 copyright dates here! Combined with the largest state-of-the-art facility in the Midwest, we can ensure you have the skill sets you need to be a successful electrologist.
- We are the **ONLY** program in the Midwest to **offer special financing plans** and grant opportunities. We also can grant credit for previous training eliminating costly redundant training. If you have relevant training in cosmetology or the allied health fields, forward your transcripts with your application form for an assessment.

Our Mission is Simple:

We believe the field of professional hair removal is ready for a new kind of Electrologist, one that is business savvy **and** technically superior. Our program will equip students with the skill sets needed to successfully pass licensure examinations and to begin their new career with confidence so they can enjoy making a real difference in people's lives each and every day.



RREI's Reception and Entrance Area

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Actual student working hard!

Executive Summary

River Rock Electrology Institute

We pride ourselves on our solid curriculum including instruction in all four modalities and all the extra subjects a truly *GOOD* electrologist needs. We have designed our program to cut out busy work and focus on the skill sets you need. Graduates of our program are among the most skilled in our field. 100% of students trained by our instructor have passed their State Board Exams since 2005! Our graduates practice in sixteen states as of 2009.

Our core program is designed to exceed Wisconsin State licensure requirements of a minimum of 450 hours. It prepares students to excel at rigorous state and national certification examinations designed by the American Electrology Association and IBEC as well as the Society for Clinical and Medical Hair Removal.

For our traditional onsite program, class is held Monday to Saturday from 9:00 am to 7:00 pm. The total program time is approximately 60 in-class days unless you select other day and time options. We also offer an e-Learning program in which all the theory training is completed online and students come to campus to complete their practical hours. We are happy to custom design and deliver a course plan with up to 1600 hours to satisfy any state's training requirements.

Hilary Bennett, RE, CPE, CCE, an education expert, leads and designed all of our classes. She is the founder and owner of both the training institute and our private practice.

The theory and concepts of electrology are fully explained in the virtual or physical classroom comprising 210-hours of the total 450-hour course. Lecture, labs, discussion and fun activities give the student a broad picture of all areas pertaining to this specialized field. A thorough business and marketing unit is designed to assist the students in developing and maintaining a successful business in compliance with State and National regulations and standards. The newest IRS and current State law and code are also presented.

A substantial part of the training is devoted to actual epilation practice on clients. Under careful supervision, the student progresses through every step necessary to become thoroughly familiar with every phase of practical experience. Clinical experience comprises 240 hours and must be completed onsite regardless of the program chosen. Complete training in body waxing as per the December 2006 scope of practice change for Wisconsin electrologists, can also be integrated into the program if needed or desired.

The Institute is located in a private practice setting conveniently located in historic Eau Claire, Wisconsin. This provides a real life window into all aspects a successful working practice. Students not only learn about what a successful Electrologist does, they experience it first hand. Classes are kept small to ensure a maximum of teacher contact time. We are the largest and most comprehensive State Licensed Institute of Electrology in the Midwest.

We believe the field of electrology is ready for a new kind of Electrologist, one that is business savvy *and* technically superior. Our graduates are armed with the latest information available and a comprehensive understanding of electrology. This program will provide students with the skill sets needed to successfully pass licensure examinations and to begin their new career with confidence.



Wisconsin State Defined Syllabus of Study For 600-Hour Electrology Course

Subject	Theory Hours State Required/RREI Required	Practical Hours State Required/RREI Required
Introduction, Law and Code, Bookkeeping, Business Management, History and Ethics	30/50	0 /30
Basic Principles of Electricity and Equipment Usage	20	20
Anatomy, Physiology, and Microbiology	20	0
Safety, Sanitation, and Sterilization	30/45	20/35
Modalities of Electrology	20	50
Electrology Techniques and Variables	20	50/70
Clinical Practice: Consultation, Evaluation, Complications, Contra-indications, Positioning and Draping, Lighting and Optics, and Epilation Techniques	40/70	60/80
Individual Student Needs and Electives	30	40
Total Hours	210/275	240/325

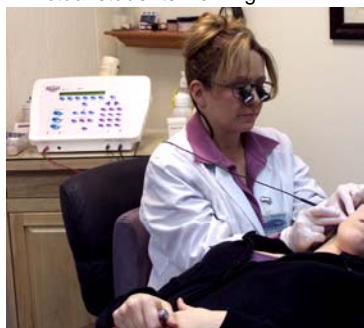
Actual student working



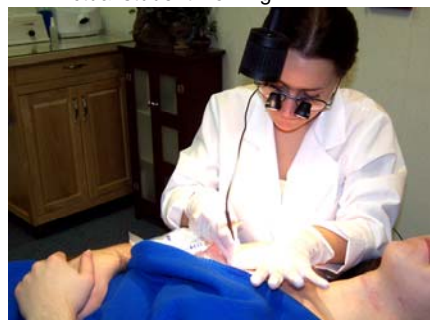
Actual student working



Actual students working



Actual student working



River Rock Institute 600 Hour Program

e-Learning may require an additional 10 hours (610 total)

Theory Subject	Theory Hours
Introduction, Law and Code, Bookkeeping, Business Management, History and Ethics	50
Legal Issues	
1. Liability exposure and insurance	
2. State law and code	
3. National standards (AEA)	
Business principles and practices	
1. Record keeping and HIPAA	
2. Bookkeeping	
3. Insurance	
4. Advertising and marketing	
5. Business set-up and management	
6. Law and code	
7. Professional ethics	
Introduction to electrology	
1. History of electrology	
2. Current methods of permanent and temporary hair removal	
Basic Principles of Electricity and Equipment Usage	20
Operation, care, & maintenance of equipment & instruments	
a. Basic principles of electricity	
b. Trouble shooting techniques	
c. Types of epilators and equipment available	
Anatomy, Physiology, and Microbiology	20
Basic body systems Anatomy and Physiology	
1. The cardiovascular and nervous system	
2. The nervous system	
3. The endocrine system	
4. The integumentary system	
5. The hair	
Concepts in microbiology	
Dermatology	
1. Types of skin lesions	
2. Common types of skin diseases	
3. Causes of common skin diseases	
4. Contraindications for treatment	
5. Complications	
Safety, Sanitation, and Sterilization	45
Concepts in microbiology	
Hygiene and sterilization	
1. Aseptic Techniques	
2. Safety	
3. Personal hygiene	
4. Sanitation/Cleanliness procedures	
5. Skin antisepsis	
6. Disinfection procedures	
7. Sterilization procedures	
8. Law and code	
9. National standards (AEA)	
10. Positioning and draping	
Modalities of Electrology	20
a. Electrolysis-- Basic principles of electricity	
1. Single needle method	
2. Multiple needle method	
b. Thermolysis-- Basic principles of electricity	
1. Manual method	
2. Automatic/Flash method	
c. The blend method-- Basic principles of electricity	

Theory Subject	Theory Hours
Electrology Techniques and Variables	20
a. Lighting and optics	
b. Variables that affect treatment	
c. Advanced techniques	
Clinical Practice: Consultation, Evaluation, Complications, Contra-indications, Positioning and Draping, Lighting and Optics, and Epilation Techniques	70
Professional consultation and Board style	
Evaluating the Client, Treatment, and Skin	
Positioning and draping	
Lighting and optics	
Basic principles of electricity	
Epilation Techniques	
a. Galvanic	
1. Single needle method	
2. Multiple needle method	
b. Thermolysis	
1. Manual method	
2. Automatic/Flash method	
c. The Blend method	
Contraindications	
Technology For Distance Learning	10*
Orientation to Instant Messenger, Desktop conferencing, Quia, Media Player, and other programs as needed	
Study and pacing skills for distance learners	
Communication skills for distance learners	
Individual Student Needs and Electives	30

Total Theory Hours delivered 275 Total Hours

Practical Subject	Practical Hours
Basic Principles of Electricity and Equipment Usage	30
Practice of all skills and techniques on/with live models	
Epilator care and basic electricity troubleshooting skills	
Safety, Sanitation, and Sterilization	35
Pre and post treatment care	
Contraindications and common skin conditions	
Positioning and draping	
Practice of all skills and techniques on/with live models	
Identification and analysis of skin conditions	
Modalities of Electrology	50
Epilator care and basic electricity troubleshooting skills	
Practice of all skills and techniques on/with live models	
Epilation techniques	
Electrology Techniques and Variables	70
Evaluation of treatment progress	
Creation of safe and effective treatment plans	
Dealing with discomfort	
Positioning and draping	
Review for state board exams	
Practice of all skills and techniques on/with live models	
Side effects of treatment and complications	
Identification and analysis of skin conditions	
Clinical Practice: Consultation, Evaluation, Complications, Contra-indications, Positioning and Draping, Lighting and Optics, and Epilation Techniques	80
Consultations	
Documentation of treatments and record keeping	
Professional conduct and ethics	
Interpersonal skills	
Contraindications	
Ergonomics for the Electrologist	
Practice of all skills and techniques on/with live models	
Lighting and optics	
Epilation techniques	
Side effects of treatment and complications	
Aesthetic and cosmetic considerations	
Individual Student Needs and Electives	60

Total Hours of Practical Training 325

Faculty Profile

The Institute is owned, operated, and classes are taught by Hilary Bennett, RE, CPE, CCE. She is a Wisconsin Licensed Teacher, School Administrator, Electrologist, and Electrology Instructor. She has over twenty years of experience in skin care and professional hair removal.

Ms. Bennett designed our program to ensure students pass their Boards and become quality Electrologists. She has over fifteen years of experience in K-16 education, administration, and curriculum development.

She is a Certified Professional Electrologist, a voluntary national certification earned after successful completion of a certification exam administered by the International Board of Electrologist Certification. She also is a Certified Clinical Electrologist, a voluntary national certification awarded by the Society for Clinical and Medical Hair Removal. She is the only school director to hold both certifications.

Ms. Bennett lectures nationally on Hair Removal and Adult Education related topics and sits on the advisory boards for several national publications and is an editor for HairFacts.com.

She holds memberships in many professional education, skin care and hair removal organizations. Selected membership listing includes the American Electrology Association, The Association for Vocational School Administrators, the Cosmetology Educators of America, National Coalition of Estheticians, Manufacturers/Distributors and Associations, National Cosmetology Association, the Alliance for Esthetics Education, American Society for Training and Development, and the Society for Clinical and Medical Hair Removal.

*“I looked into every program in electrology I could find and simply put, **none compared to River Rock.**”*

Dr. B. was so helpful in every interaction and made sure I had all the support I needed especially when I was so far away from my family for my Practical! I can't believe how much we've learned!!”

Angie Huddleston, RN,
Missouri, USA



Entrance Requirements

According to Wisconsin State Regulations, applicants to the River Rock Electrology Institute must:

1. Have earned a high school diploma or GED or they must be at least 18 years of age and pass an ability to benefit test.
2. In order to submit an application for licensure as an Electrologist, the State of Wisconsin requires that an applicant disclose if they have been convicted of a crime.

We require that prospective students must:

1. Be mature as evinced by their presentation of a positive, friendly attitude and the ability to accept constructive criticism graciously
2. Have a history of successful work and/or school experience
3. Have fine motor skills with excellent manual dexterity
4. Have high personal hygiene standards
5. Be able to work well with the public and staff—have solid people skills also called soft skills including courtesy, common sense, and the desire to help others and be part of a team
6. Although it is not required, we highly recommend applicants undergo a thorough eye examination by a qualified optometrist or ophthalmologist. Due to the precision work involved in doing electrolysis, students should ensure they are able to see clearly prior to training. RREI cannot be held responsible for inability to visualize due to a student's lack of visual ability or the lack of correct or updated eyewear correction/prescription.

State Licensure Requirements

Prospective students should note that the State of Wisconsin requires prospective Electrologists to undergo a minimum of 450 hours of training in a State Approved Institute of Electrology (§454.06) and then must pass a State administered Board Examination that consists of both a practical and a written portion before they will be granted licensure and allowed to practice in Wisconsin.

When successfully completed, this program prepares students to pass this difficult examination.

It is not required that students who wish to complete our program register, take, or pass this State examination (though it is required they take and pass the Board Exam if they want to practice electrology in Wisconsin).

As of December 2006, Electrologists desiring to add body waxing to their practice must complete a State approved 8 hour course in depilatory waxing.

Student Supply Requirements

Students must bring the following supplies with them to class:

- ❖ We require the student to provide their own Orascopes (surgical loupes for magnification). We strongly encourage students to arrange to be fitted for their custom scopes a month BEFORE classes begin so they can start from day one with their opticals. With your 50% student discount these cost on average \$890. Orascopic offers several no interest payment plans.
- ❖ A sense of humor and a willingness to learn and accept constructive feedback
- ❖ Professional dress meaning a business casual approach that allows you to move in comfort which would include:
 - Closed-toe dress shoes (no sandals, flip-flops, thongs, open or high-heel/stiletto/unstable style shoes)
 - Dress slacks, khaki pants, docker-style pants, knit pants, trousers, denim jeans, dresses, or very long (ankle length) skirts (no torn/ripped/or stained blue jeans and absolutely no Capri pants or shorts on campus). Ensure you can bend, sit, and move in clothing you wear without exposing your undergarments.
 - Blouses, shirts, t-shirts, sweaters and other tops that are appropriate for work environments and adequately cover the torso. Low cut or tight tops are to be avoided for safety and sanitation reasons as are sleeves that may be caught in equipment.
 - For safety and sanitation reasons, jewelry is to be kept small and unobtrusive.
 - Any body or facial piercing that is visible is to be removed before class.
 - Earrings may be worn if they are kept very small so as not to interfere with opticals or dangle.
 - Large rings may tear gloves and impede hand dexterity, please plan accordingly (perhaps switching to a wedding band during practical training)
- ❖ Please do NOT use perfumes and other heavily scented products, our staff and clients are allergic to and chemically sensitive to odors.
 - ❖ Our campus is a non-smoking facility and our city is smoke-free meaning there is absolutely no smoking onsite and smelling of smoke is not acceptable due to the close proximity of client and staff interaction. Please plan accordingly **WELL BEFORE COMING TO CLASS**—quitting smoking the day before school adds to your potential stress level.

ALL other necessary materials are supplied for each student.



Tuition and Fees

The current tuition rate for the 600-hour course is \$9,121 including the application and enrollment package fee of \$25.

The total current cost for the application and enrollment process, textbooks, all fees and the 600 hours of training is \$9,121. The price of training may vary due to transfer credit assessments, financial aid adjustments, and other payment arrangements made in writing prior to training by the program Administrator.



We require the student to provide their own Orascope. These are a custom fitted surgical style loupes for magnification many dentists and doctors use; which allow us to work in an ergonomically correct position. We strongly encourage students to arrange to be fitted for their custom scopes a month or BEFORE onsite classes begin so they can start from day one with their opticals. With your 50% student discount, these loupes cost on average \$890. Prescription lenses are included at no additional charge if students need them. Orascope offers several no interest payment plans.

As this is a tool that you will need to save your body and eyes and will use for years and years during your career as an electrologist, it along with other equipment you will need to open your own practice, such as your own personal epilator, are NOT included in your tuition cost but you should budget for this when looking ahead to opening your own practice. Many of our students report that the Orascope is the single most important tool they have used that helps them to visualize the hair accurately and confidently. Thus, we are now requiring all students utilize these scopes rather than ergonomically disastrous magnifying glasses and optically poor old-fashioned magnifying lights.

Similarly, the fee for taking State Board Exams and/or for taking other certifications such as the Certified Professional Electrologist Exam is also not included in our tuition costs as they are not requirements of our program. Each state has their own requirements for practicing as electrologists. Licensure is a State requirement to practice not one of River Rock. We will prepare you to pass, but whether you take it or not is up to you.

If payment is not received as per the instructions and other arrangements are not made in writing with the Administrator, training will be terminated and applications and contracts may be rejected for failure to adhere to instructions or deadlines.

“I learned to do electrolysis from my aunt who was an electrologist and nurse. When I first came to RREI I was still really skeptical if these “Miracle” opticals would really be all they were cracked up to be as they were very expensive to me and I could see just fine normally. In short I don’t know how I lived without them! Everything is so clear now, my insertions are more accurate and I really see the difference in my eyes at the end of the day...no more sore neck from bending either...”

A. Ashntinamn, Malaysia



Refund Policy Based on 600 hour program

The River Rock Electrology Institute, in accordance with State law, sets forth the following refund policy. All requests for cancellation of the Student Contract and settlement of the student's account must be made by the student to the River Rock Electrology Institute. The first day of class is defined as the day students begin their online theory training for the e-Learning program or the first day of onsite for the traditional program. Refer to your Student Contract for the actual refund amounts for your hourly requirements.

Full Refund

A full refund of all money paid by the student for tuition shall be given to the student if the student cancels by using the form in the Student Contract within three business days of the Contract's receipt by the River Rock Electrology Institute or as required by law. If a student withdraws from, or is dismissed from, the Institute prior to the commencement of classes (including online theory access) but after the three business-days cancellation period, they will be entitled to a refund of monies paid to the River Rock Electrology Institute.

Partial Refund

If a student begins classes and withdraws or is dismissed from the Institute, a prorated refund will be issued upon request. The amount will be calculated utilizing the last day of actual attendance.

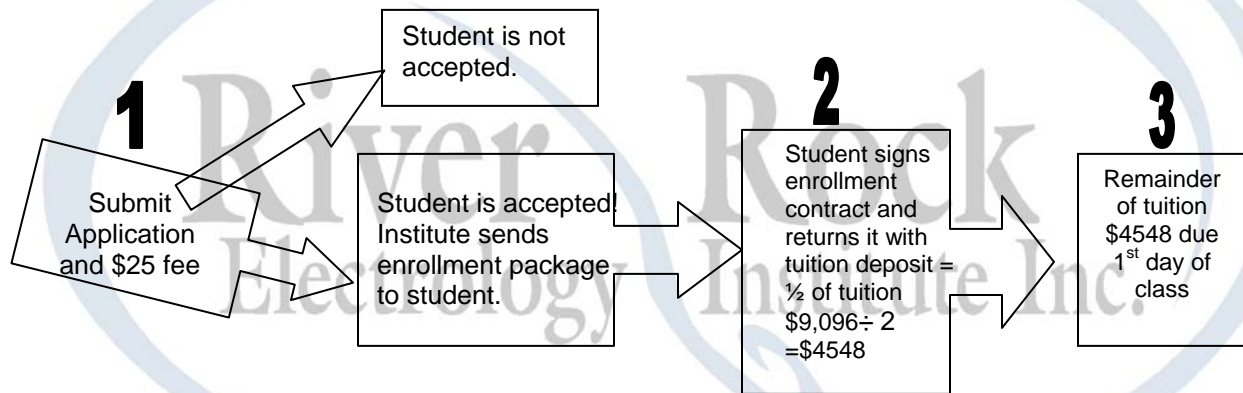
Refund Table: The table below sets forth the schedule for the adjustment of tuition for a refund assuming sixty 10-hour class days as the base number:

If Refund Request is Received After:	And is Received On or Before:	Maximum amount of total payment (\$9,121) that may be charged:
Day of receipt of the completed Student Contract	3 business days of receipt of the completed Student Contract	\$0.00
The three day cancellation period after receipt of the Student Contract	After the three day cancellation period and before classes commence	\$0.00
First day of instruction	Course Day 3	\$1824
Course Day 4	Course Day 6	\$2736
Course Day 7	Course Day 9	\$3648
Course Day 10	Course Day 15	\$4104
Course Day 16	Course Day 30	\$6384
Course Day 31	The last day of class 60	\$9121

Refund Payment Deadline:

The River Rock Electrology Institute shall make any refunds due to a student or applicant within thirty days of the date the Institute dismisses the student or receives notices of withdrawal, or the Institute closing date.

Application Process and Fees Due 600 hour example



Step One:

An applicant would complete the written application fee and submit it with the \$25 application and enrollment package fee in the form of a check or money order. Applications must be received by the deadline shown in the Institute calendar.

Step Two:

Upon acceptance, applicants will be notified in writing and sent an enrollment package, which includes the Student Contract. Applicants must complete the student contract and submit it with the tuition deposit of one half the total tuition ($\$9,096 \div 2 = \$4,548$) in the form of a check or money order no cash payments please by the deadline noted by the Institute. Thus a total of \$4,548 must be submitted with the Student Contract. Textbooks may be sent to students before the first day of class if time allows or distributed on the first day of class for the traditional program.

Step Three:

The remainder of the tuition, \$4,548 is due the first day of class (the first day of online access or in traditional classes the day you begin training your payment is due) in the form of a money order or check unless other arrangements are made.

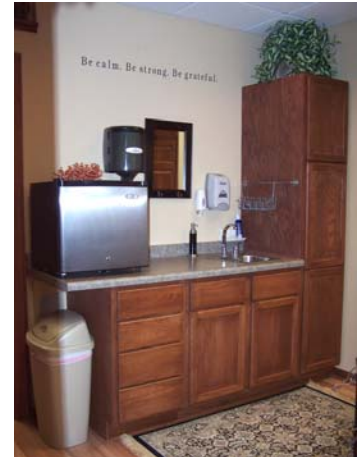
If you are awarded transfer credits, make other written payment arrangements with the director, or if granted financial aid, these figures will differ and replace those shown above.

The Transfer Credit Assessment or Amendment to Contract Due to a Grant Award Agreement supersedes all figures shown here.

Student Code of Conduct

Students enrolled in the River Rock Electrology Institute are expected to maintain a professional demeanor at all times. This would include but is not necessarily limited to:

- Being prompt and prepared for all classes and class activities
- Complete all assigned activities in a timely manner to the best of their ability
- Wearing appropriate professional attire at all times
- Maintaining acceptable levels of personal hygiene
- Conducting all training activities in an honest and positive manner
- Treating staff members, other students, and clients with respect and kindness
- Exhibit good study skills and self motivation
- Follow all Institute policies and procedures



Our client side handwashing area

Zero Tolerance for Sexual Harassment and/or Discrimination

It is the policy of RREI not to discriminate against students, applicants for admission, or employees on the basis of sex, race, color, religion, pregnancy status, marital status, national origin, ancestry, age, sexual orientation, gender identification, physical or mental disabilities unrelated to institutional jobs, programs or activities.

As such, the River Rock Electrology Institute will not tolerate at any time derogatory, discriminatory, or harassing behaviors on the part of students, staff, or clients. Students who feel they have been subject to harassment should immediately report it to the school administrator without fear of reprisal.

Zero Tolerance for Alcohol or Other Drug Use

Due to the nature of our studies it would be an extreme danger to the health and safety of the public and our staff to allow drug-impaired individuals to train at our facility.

The River Rock Electrology Institute does not permit students to engage in alcohol or other illicit drug use while on campus or engaged in school activities of any kind.

Misuse or abuse of any OTC or prescription drugs is also NOT permitted. Should students violate this policy, discipline up to and including immediate termination of training may be enforced.



Institute Calendar and Instructional Time

Students are expected to complete the course within the designated time frame. Wisconsin State Law requires students to complete the course in no less than 11 weeks and not more than 30 weeks. Students must complete a time tracking sheet daily to document their time on task during all phases of instruction. Failure to accurately report time served may result in loss of hours and or penalties up to and including removal from the program. Vacation days, days missed due to illness or other absence DO NOT count toward your hourly requirement.

Term Schedules for 600-Hour Traditional All Onsite Program

Term	Start Date	End Date	Application Deadline
Fall 2009 (assumes 9 hour days)	9 September 09	16 December 09 (67 days)	4 August 2009
Winter 2010	4 January 2010	6 April 2010 (67 days)	1 December 2009
Summer 2010	1 June 2010	1 September 2010 (67 days)	19 April 2010
Fall 2010	6 September 2010	7 December 2010 (67 days)	12 July 2010
Winter 2011	3 January 2011	5 April 2011 (67 days)	29 November 2010

Institute Schedule 2009

January	February	March
M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	M T W T F S S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	M T W T F S S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
April	May	June
M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
July	August	September
M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
October	November	December
M T W T F S S 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

WI Exam dates
in '09 are in
yellow:

1/23 MD
3/13 ML
5/15 MD
7/17 ML
9/18 MD
11/13 ML

MD = Madison
ML = Milwaukee

Dates the Institute
are closed are in
light blue

National
Certification
Exams:

The AEA will offer
the CPE exam on
October 9th in Las
Vegas, NV only.

The SCMHR will
offer the CCE
exam at your
request at a date
and time
convenient for
you.

2010

January 2010						
Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2010						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March 2010						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
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2010-2011 Years

Board and Certification Examination dates for 2010-2011 are not released until that calendar year.

Fully onsite traditional delivery programs will operate from 9am – 6pm Monday through Fridays a 9 hour day unless other arrangements are agreed upon in advance.

The Institute is closed on Sundays, Christmas Eve & Day, New Year's Eve & Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and other holidays or breaks as announced.

Term Schedules for the e-Learning Program

We utilize open enrollment for e-Learning students. You may enroll at any time upon acceptance to the program and all practical onsite sessions are individually scheduled so you may or may not be onsite with other students. You will need to carefully select your anticipated start and end dates on your student contract so that appropriate space can be reserved for you for the onsite practical. You must complete all of the requirements of a traditional student.

Class Hours, Tardiness, and Leave of Absence:

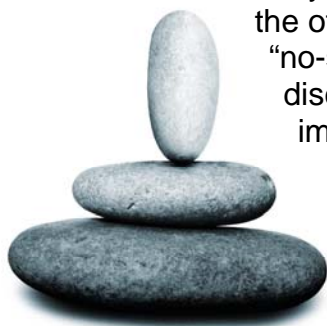
Classes are in session from 9:00 am to 7:00 pm daily, Monday through Friday unless other hours are arranged. Holidays, vacation days and special sessions will be announced the first day of class. Students are expected to attend and be prompt and prepared for ALL class sessions and activities as scheduled.

Though we understand that emergencies do occur, please be aware students' attendance is recorded daily. Tardiness, in excess of once per week, and/or more than three absences could lead to a suspension or termination of training or negatively impact student's grades at the discretion of the instructor, regardless of excuse.



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If a student must miss class or be tardy for any reason they must notify the instructor by phone PRIOR to the absence or tardy. Phone calls must be received before 8:00 am so clients can be notified if necessary. Students will be provided with instructor's home phone number and the office numbers to facilitate the timeliness of this contact. If students "no-show" for class and/or fail to notify the instructor prior to the absence, disciplinary action may be instated and/or grades may be negatively impacted.



Leave of Absence

A Leave of Absence may be granted to students at the discretion of the instructor for a variety of reasons including family emergencies, personal illness, or funerals. Students requesting a Leave must submit a written request to the instructor prior to the Leave and arrangements must be made to make up time missed within a reasonable time as determined by the instructor.

Students will be expected to make up any and all time missed during a leave of absence, or if course time is missed for any other reason including tardiness, at the

convenience of the instructor. Students are expected to conduct personal business outside of class time.

No more than three consecutive health-related absences will be allowed without a doctor's note. If a student does not attend classes for a period of ten consecutive class days, and does not give the Institute a written explanation prior to the ten-day period, the student will be considered to have withdrawn.

Reasons for Dismissal

A student will be dismissed for unsatisfactory work if the student, after having been informed of their unsatisfactory progress, makes no attempt to seek remedial help or improve their grades and/or performance within a one-week period following said notification.

Students may also be dismissed if the instructor deems they are unwilling, or unable, to meet training requirements or as part of a disciplinary action for unsatisfactory behavior, actions, or attitudes. The decisions of the instructor shall be binding and non-negotiable.

The instructor may dismiss a student for any of the following reasons or others as deemed necessary:

- When it becomes apparent the student is unable to develop the skills necessary at an acceptable level for practical application as determined by the instructor.
- When the student fails to maintain a passing grade of 75% in theoretical studies and a level of at least Meets Standards in practical studies.
- If a student fails to pay their tuition or fees at all or is more than 20 days late on payments of the tuition or fees.
- If a student breaks our privacy policy and discloses protected information including but not limited to client health histories outside of the school.
- If a student forges, alters, or falsifies any application, student contract, or any other documents including daily time sheets.
- If a student fails to comply with rules and regulations regarding attendance, absences, make-up of work, and conduct as set forth in this catalog.
- For being disrespectful to the instructors, other students, or clients as determined by the instructor.
- For disrupting the learning environment for other students, staff, or clients.
- If responsible for the intentional destruction of Institute property.
- If a student uses, is under the influence of, or distributes: illegal drugs or alcohol, or misuses legal drugs such as prescription medication.
- Sexually harasses other students, clients, staff members, or the instructor.
- If a student engages in or is a party to stealing, lying, cheating, or fighting.
- Any other conduct deemed disruptive to the educational process or damaging to Institute property, personnel, or process.

Withdrawal and Reinstatement After Withdrawal



A student may voluntarily terminate participation in the electrolysis training program by notifying the Institute in writing prior to withdrawal. Any extenuating circumstances the student feels are applicable should be outlined in this notice. If the student wishes to be considered for reinstatement at a later date, they should also include this in the notice. Any refund that may apply to the student will be calculated from the last day of actual attendance utilizing the appropriate chart in the Refund Policy section.

Note that a withdrawal is not a Leave of Absence. A Leave presumes you intend to return to the program at a specific generally limited or brief time whereas a withdrawal presumes you are unable or unwilling to complete the program.

A student, who has withdrawn from a course of instruction due to extenuating circumstances such as serious illness or emergency, may be considered for reinstatement by notifying the Institute in writing that they wish to continue the course of instruction. The instructor shall determine whether or not the former student shall be allowed to re-enroll or not. Decisions of the instructor are final and binding.

How to Officially Notify the Institute

An e-mail message does not constitute adequate written notice for this or any other official communication with the

Institute such as cancellation of contract as receipt by the Institute is not guaranteed or documented.



Students are directed to utilize certified mail for this notice or those similar to it so receipt of the notice is assured.

Institute Closing

If the River Rock Electrology Institute closes and no longer offers instruction after a person is enrolled, the person shall be entitled to a prorated refund of the total cost for the course of instruction based on the table listed under Refund Policy.

Grading

Academic progress in theoretical studies is measured according to the following scale:

Theory Grading Scale

Exceptional	(A)	90-100%
Above Average	(B)	80-89%
Meets Expectations	(C)	75-79%
Does Not Meet Minimum Standards	(F)	0-74%

Academic progress in practical studies is measured according to the following scale:

Practical Grading Scale

ES	Exceeds Standards
AA	Above Average
MS	Meets Standards
NI	Needs Improvement
UN	Unsatisfactory

A student must maintain at least an average of 90% in the theoretical studies portion of the course in order to progress to the practical portion of the course. Students must maintain at least a Meets Standards in the practical portion of the course to pass the course and earn a diploma as well as to be certified to sit for a State Board examination.

Students who complete the hour requirements but who cannot meet our skill level requirements may be issued a certificate of attendance but will NOT be certified to sit for Board Exams. If students attempt to qualify for multiple states licensure, students are responsible for passing all parts of all of the states requirements they intend to sit for. Students will only be certified for the portions or states whose criteria and standards they meet.

Students will be notified in writing or orally with regard to unsatisfactory status. The student is expected to make an immediate effort to improve. Their progress will be reevaluated after a one-week period following notification. Course records are kept on file during your studies at the River Rock Electrology Institute and will not be released without written authorization from the student except as required by law.

Course Records

All students will receive reports of grades received on each written examination, and the Written Final Examination. A report will also be given orally or in writing assessing the Final Practical Examination. We will maintain records for each student recording successful completion of the course.

Proof of completion is required before a student is eligible to apply for the licensure examination administered by the State of Wisconsin as well as in other licensed states. If a transcript or other documentation is required by your home state, we will work with you to provide it in the format your authority requires.

Students will also receive ongoing informal and a formal midterm and a final assessment interview in which the student will receive a report of progress and a verbal assessment of skills.

Students may request up to two transcripts per year free of charge. Additional transcripts are available for \$5 each. Students will receive a diploma upon graduating successfully from the Institute. Additional copies of diplomas are available for \$10 per diploma issued. Any course records will not be released to outside parties without written permission from the student except as required by law. We keep all formal student records for a minimum of 10 years after date of graduation if not indefinitely.



Our lunch room

Credit for Previous Training

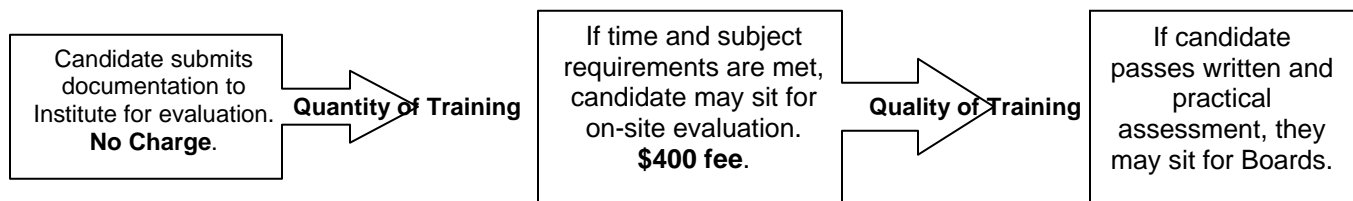
Students who wish to be exempted from part of our training program due to previous course work or life experience may be granted partial credit if it can be demonstrated that the training would meet Wisconsin State standards, and is current, and was completed at a level equivalent to that of “A/B” level work.

Credit for previous training may be given if the prospective student attended a licensed or accredited school and that school furnishes a written document detailing the content and hours of previous training received at that Institute at the discretion of the Institute Administrator. Each case will be evaluated individually; all documentation of prior training is to be submitted with the candidate’s application materials.

All decisions of the Institute are final and will be rendered in writing at the time of the notification of admissions decision.

Candidates Trained Out-Of-Program Wishing to Sit For Wisconsin Board Exams

The State of Wisconsin regulates the practice of electrology by licensing its electrology schools and by requiring candidates to pass a licensure exam. Students who have been trained at a non-licensed school/or training program, in or out of state, who wish to take the Wisconsin State Board Exam for electrology must prove that they have received training that is the equivalent of what they would have had at a state licensed school so they are properly prepared to pass their board exams.



If a candidate received training outside the Institute we have established a two-part process. First the Institute will determine if the State required time and subject requirements have been met. This is not an evaluation of the quality of the previous training merely the appropriate quantity. The candidate must submit course records and transcripts detailing the subjects taught, the hours of practical and theory training in EACH subject area, and grades for each.

The River Rock Electrology Institute will evaluate the course records without charge. If the student appears to have met or exceeded Wisconsin State requirements for 450 hours of training in the appropriate subject areas and with the appropriate allocations of time, the Institute will allow the candidate to sit for an on-site assessment. This is the second step. The candidate will be required to pay an assessment fee of \$400 for the on-site assessment.

The candidate will be given a written and practical assessment in person at the River Rock Electrology Institute that is commensurate with the final exams our students would take. If the candidate passes the assessment, they will be allowed to sit for Wisconsin State Board Exams.



Actual student working hard!

Employment Advisory Services

No guarantee of employment is made to the student. When written or verbal requests from an employer are received, referrals will be made.

No further employment advisory services are offered except to thoroughly discuss with the student all possible job options available in the field of electrolysis and to present an academic unit on the basics of starting a practice.

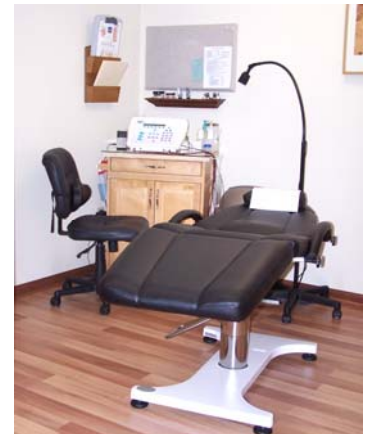
Attendance at the Institute is NOT an employment offer.



Example treatment room



Example treatment room



Example treatment room



Actual student working hard!

Surety Bond

The River Rock Electrology Institute is bonded for the protection of the student. The bond is required by Sec. 440.62 (2), Wisconsin Statutes and RL 61.06 Wisconsin Administrative Code. The bond provides indemnification, within the limits of the bond, to any student or enrollee, or the parent, guardian, or sponsor of such a student or enrollee who suffers a loss or damage from any of the following:

1. Fraud or misrepresentation
2. Violation of any state administrative rule, statute or Institute policy relating to the licensing or operation of the Institute
3. The Institute's failure to perform its contractual obligations
4. A student being refused a tuition refund to which they are entitled.

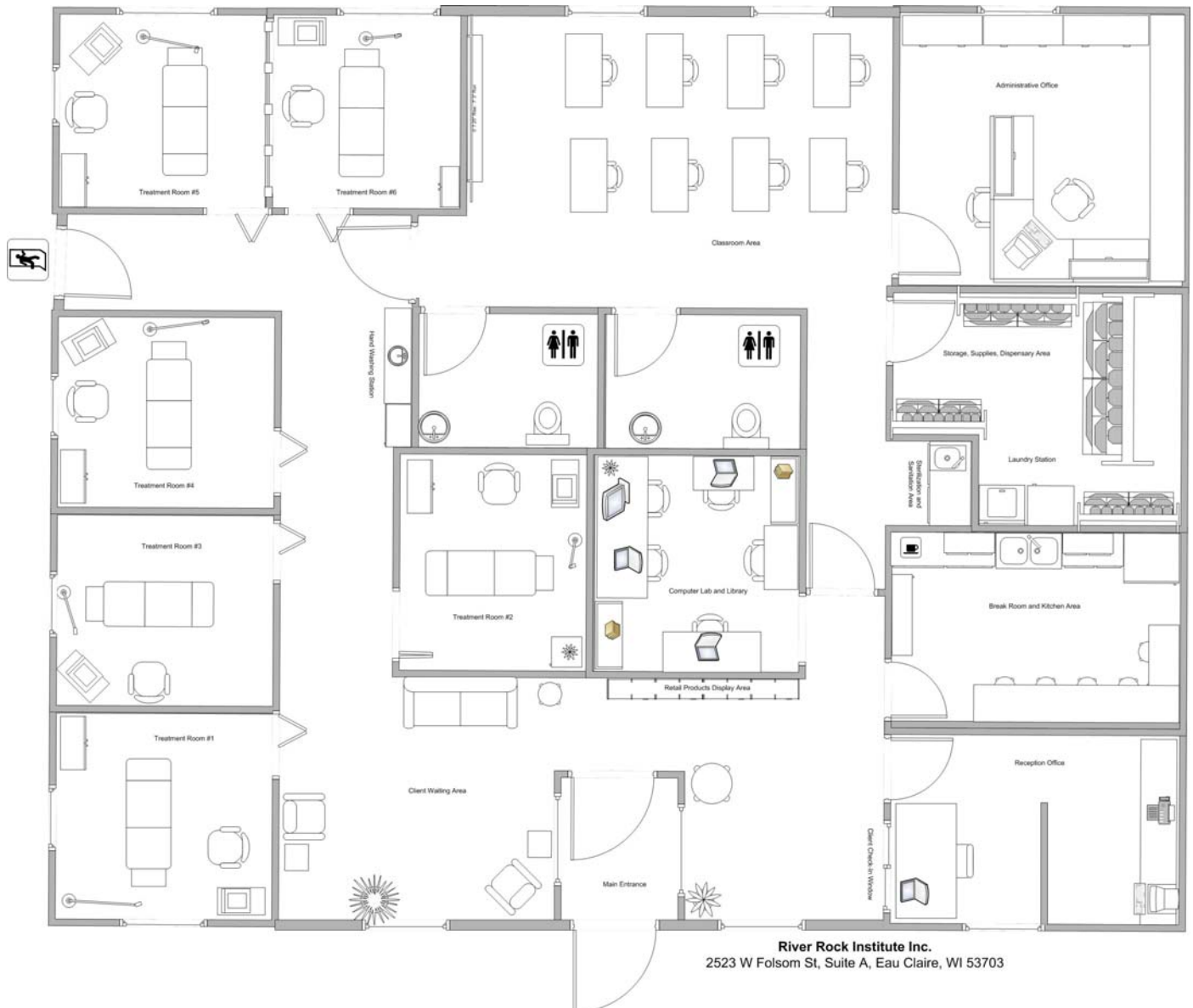
For further information or to file a claim contact:

American Insurance Services & Old Republic Surety Company

Ann Hoepfner, Agent
PO Box 247
615 South Barstow Street
Eau Claire, WI 54702-0247



Our computer lab and library



RREI has fully equipped treatment rooms featuring fully adjustable treatment tables, Apilus epilators, and all treatment supplies including drapes, gloves, sterile implements, probes and tools.

We have two hand washing areas and a separate sterilization area. Our break room has storage space for student and staff meal supplies for student and staff use. We have two restrooms for client and student/staff use.

Our computer lab features six computers with internet access for student use as well as two separate work areas and a library of resource materials for student reference. Our complex is equipped with wireless internet throughout.

There is ample free parking right outside in our private lot. We have an onsite washer and dryer as well as a fully stocked dispensary/storage area.

An Important Note Regarding e-Learning Option

It is important to note that if you select e-Learning that you are aware that you will be completing ONLY your theory work online and must still come onsite for the practical portion of the class. You need not be a computer whiz, you do need to be able to send e-mail and save files in Word format. The rest, we can assist you with.

This means that you will do your reading assignments, chapter work and “homework” from home. You will also view “lectures” or presentations over the computer from your location. You will have conference calls and Instant Messenger communication with your instructor in real time. We have determined that most adults can read a chapter of a textbook and complete the study questions from the comforts of home just as easily if not more easily than if they were to do the same assignment in a classroom.

You still have an instructor available to answer questions and discuss material if you need it and are required to stay in close communication with your instructor via telephone, e-mail or Instant Messenger. You will still submit homework to your instructor and receive detailed feedback on it and unlike in a traditional classroom, you will move along at your own pace not the pace of the group.

You are still bound by all of the policies and procedures that any of our traditional students would be. This means it is essential that you document your time every day when you work on your theory work on the time sheets provided. When you come to campus, you will complete the hands-on or lab portion of the course.

E-learning can be a great option for working adults who don't require someone else to keep them on task and who can not be away from home for three months. If you need someone to say “now turn to page two and read it twice before you do the questions” for each assignment, then e-Learning isn't an option for you. If you are an independent thinker and can motivate yourself to stay on task you might find you enjoy the convenience and flexibility of e-Learning.



Our Classroom

e-Learning Student Requirements

All e-Learning Students must abide by the following terms:

ONE: Documentation of Time on Task

- Students will complete all time documentation utilizing the Daily Student Time Sheet in an accurate and timely fashion. Students will log onto our class page and understand that even though the computer tracks time on task and logs what activities are completed, that the student is still responsible for documenting time. Failure to document my time and learning or to inaccurately document time may result in loss of credit and increase required time and could result in termination from the program.

TWO: Course Requirements and Delivery Methods

As a substitute for traditional in-class participation, exercises, and instruction, the student will:

- Participate in the conference calls and Instant Messenger (IM) conferences as instructed.
- Regularly consult the Class e-Learning Website and log on to IM each time they are on the computer to keep in touch with classmates, update learning objectives and to use the resources.
- Complete the assignments for each chapter that are assigned on the e-Learning Page including viewing presentations, DVDs, and other learning materials as directed.
- Ask any questions about the course, assignments, e-mail, etc. to the instructor via e-mail, IM, or call her directly.
- Send in a weekly Student Time Sheet documenting learning activities and accomplishments. Time sheets may be submitted as a text file attachment to an e-mail message to the instructor by 11:30 pm on the appropriate due date as assigned or mailed in.
- Student will read, check e-mail, and log into IM daily.
- Student will complete other distance-learning activities as assigned during the allotted time frame in consultation with the instructor.

THREE: Communication with Instructor and Grading

- The student understands that there is a traditional course available. If you have selected distance learning and have any difficulties or questions it is the student's responsibility to communicate directly to the instructor to resolve them as soon as possible.
- The student will communicate directly with my instructor either by phone or electronically a minimum of two times per week.
- The instructor will calculate grades based on completion of the above, plus the following: Scores on Quiz sessions, distance-learning activities, assignments, and final written examination.

FOUR: Training Hours and Time Line

- Students may work at their own pace on all assignments. Students will not be allowed to advance to the next unit until they have mastered the previous one. According to

Wisconsin State Statutes students must **complete** the theory and practical portions of training in no less than 11 weeks and no more than 30 total weeks.

- Due to the nature of distance learning and individual aptitudes and abilities, students may actually spend **more** than a total of 600 hours on training. Students can not have less than 275 hours of theory and 325 hours of practical to meet the 600 minimum acceptable training hours.

FIVE: Computer Requirements and Technology Skills Needed

- A computer with an Internet connection (preferably high speed DSL or cable internet access) and a windows operating system. Microsoft Word and the free program Power Point Viewer or the full Microsoft Power Point programs need to be installed. The free programs Yahoo Instant Messenger and Adobe Acrobat Reader need to be installed on the computer (RREI will send links to download these free programs).
- Students must have, or have access to, a CD ROM drive, a CD Player, a DVD player, speakers/headset, and a telephone connection.
- Students must be motivated to take this course, be an independent, proactive learner who will work hard to succeed and can follow directions carefully.
- Students must be comfortable using a computer. Students should know how to open and save documents, use a mouse, surf the web, e-mail and type on the keyboard.