



RISEING STAR COMPETITION 2011

Intercoiffure America-Canada Announces Student Contest Rising Star Competition to Name North America's Top Cosmetology Students

Six-time NAHA award winner Vivienne Mackinder recently announced an exciting new contest for North American cosmetology students. The Rising Star Competition is a new division of Intercoiffure America Canada (ICA), a group of top salons and stylists in North America.

This brand-new contest offers an extraordinary educational and networking opportunity, bringing North America's top 200 cosmetology students to the exclusive Intercoiffure Spring Symposium in Miami, Florida, on April 17–18, 2011, where they'll have the opportunity to network with elite salons from the U.S. and Canada and compete in the final phase of the Rising Star Competition.

Rising Star is an excellent opportunity for students to shine and for their schools to be represented as the best of the best.

In Phase 1, school owners, leaders, and instructors select one star student to represent their school; students must meet or be pursuing criteria from the Dean's Honours List (below).

In Phase 2, the selected students will bring their pre-styled mannequin head and stand to exhibit their work at ICA's Spring Symposium, where they will be judged by a team of 12 Intercoiffure judges including Vivienne Mackinder and ICA President Lois Christie. The contest includes an open viewing of their work (post judging) to all Intercoiffure members, allowing top salon owners to meet all 200 students, see their work, connect, and exchange business cards.

Intercoiffure America/Canada Images:

Photographer: Hama Sanders
Hair: Vivienne Mackinder, Fashion Director of Intercoiffure America/Canada
Hair Color: Jo Blackwell and Eddie Wunderlich
Makeup: David Maderich
Fashion Stylist: David Widjaja

Selection Criteria

- Dean’s Honours List score sheet (see below).
- Professional head shot of student
- Mission statement about being a hairdresser, colorist, etc. (less than 100 words)

Phase 1: Dean’s Honours List – School Judging Process

Schools use the following criteria to select their top student:

Scoring System	
Excellent - 5	Poor - 2
Good - 4	Weak - 1
Satisfactory - 3	Needs Help - 0



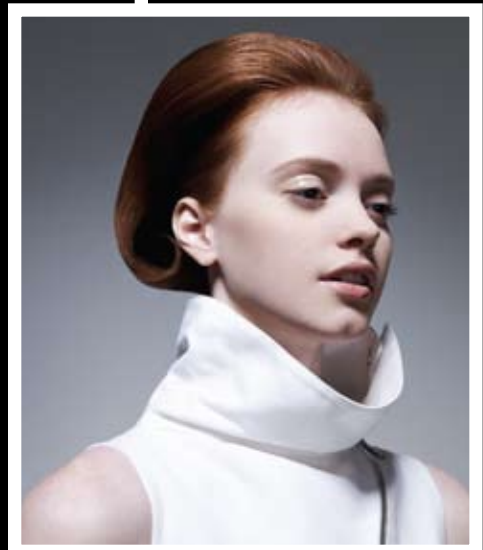
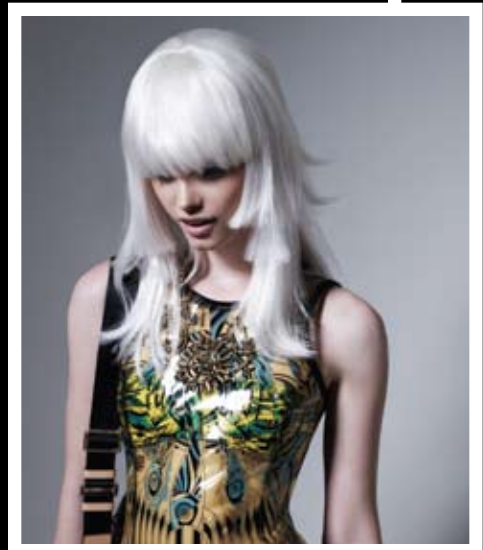
Professional Attitude				
Customer Service		Positive Attitude		Passionate
Appearance		Team Player		Cheerful Disposition
Fashionable		Hard Worker		Patience
Professionalism		Disciplined		Charity Work
Retail		Consistent		



Hair Skills			
Fashion Awareness		Creative Skills - Color	
Technical Skills - Cut		Technical Skills - Dress Work & Editorial Styling	
Creative Skills - Cut		Creative Skills - Dress Work & Editorial Styling	
Technical Skills - Color			



Academic	
All Clinic, Theory & Classroom Assignments; must be completed with a grade of 90% or higher	
Theory Attendance; must be 90% or higher	
School Attendance; must be at 90% or higher	



Links for web site:

- School Register; Click Here
- Schools and Instructors – pdf form for judging

Important Dates:

- Entry processing opens...
- Entry process closes...

Top 200 winners notified:

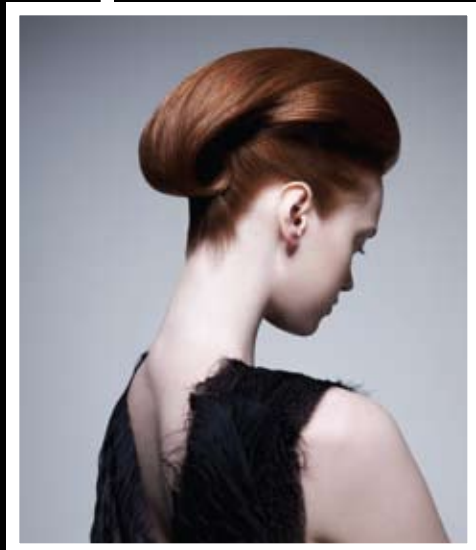
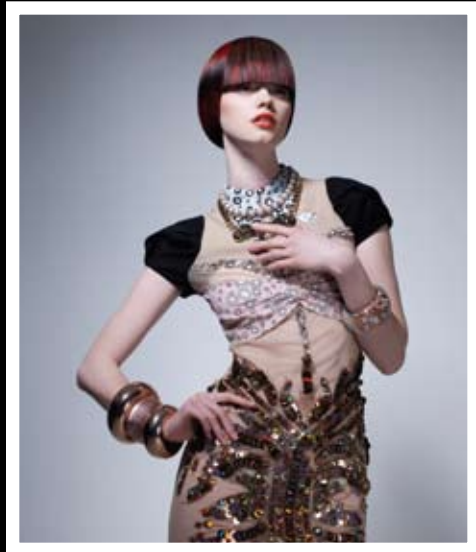
March 1st...

Event:

Spring Symposium

17th - 18th April

Fee for tuition - \$200



Phase 2: Judging Considerations and Competition Criteria

- Hair will be judged for technical skill, creativity, fashion sense, and taste level.
- Styles shown: short, medium, or long cut with color.
- Selected students will be given one of 6 themes before coming to Intercoiffure: Street, Couture, Eclectic, Classic, Bohemian, Minimalist.
- Students will bring their prepared mannequin head to the event.
- There will 33 students per group (based on 200 attending).
- The 12 judges (2 per group) will select a winner and runner-up for each group.
- The top 12 winners receive “sponsors” prizes.
- Judging: April 17th at 4:00 - 5:30 PM.
- The top 12 awards will be presented on stage.
- Open viewing of work will take place (post judging) at the Saturday evening pre-cocktail party, April 17th at 6:00 - 7:30 PM.

Entry Fee: \$75

Entry form available at www.intercoiffure.com/risingstar

School Investment Considerations:

1. Tuition for education at ICA: \$250
2. Travel hotel per diem for winning student

Important Dates and Deadlines:

- March 1, 2011: Application deadline. The first 200 students will be accepted.
- March 8, 2011: Schools will be notified by e-mail of their acceptance and their student's theme.
- April 17–18, 2011: Intercoiffure Spring Symposium, Fontaine-bleau Hotel, Miami, Florida.

Eligibility:

Students must be currently enrolled in cosmetology school to enter.

For more information, contact:
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