



MURIEL BOWSER  
MAYOR

February 4, 2021

The Honorable Phil Mendelson  
Chairman  
Council of the District of Columbia  
John A. Wilson Building  
1350 Pennsylvania Avenue, NW, Suite 504  
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to section 1002 of the Non-Health Related Occupations and Professions Licensure Act of 1998, effective April 20, 1999 (D.C. Law 12-261; D.C. Official Code § 47-2853.06(c)), I am pleased to nominate the following person to the Board of Barber and Cosmetology ("Board"):

Ms. Vonetta Dumas  
Holbrook Terrace, NE  
Washington, DC 20002  
(Ward 5)

for reappointment as a specialty cosmetologist member of the Board, for a term ending December 13, 2023.

Enclosed you will find biographical information detailing the experience of the above-mentioned nominee, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments, should the Council require additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Muriel Bowser".

Muriel Bowser  
Mayor

  
Chairman Phil Mendelson  
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To confirm the reappointment of Vonetta Dumas to the Board of Barber and Cosmetology.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this resolution may be cited as the “Board of Barber and Cosmetology Vonetta Dumas Confirmation Resolution of 2021”.

Sec. 2. The Council of the District of Columbia confirms the reappointment of:

Ms. Vonetta Dumas  
Holbrook Terrace, NE  
Washington, DC 20002  
(Ward 5)

as a specialty cosmetologist member of the Board of Barber and Cosmetology, in accordance section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to section 1002 of the Non-Health Related Occupations and Professions Licensure Act of 1998, effective April 20, 1999, (D.C. Law 12-261; D.C. Official Code § 47-2853.06(c)), for a term ending December 13, 2023.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution, upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.

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# Vonetta Dumas

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## Summary

Accomplished and energetic Cosmetologist with approximately 20 years of achievement in haircare, skincare and makeup. Motivated leader and successful entrepreneur with a strong record of increasing sales and revenue. Areas of expertise include leadership, relationship building, negotiations and written/oral communication.

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## Skills

- Administration and Management
- Growing Revenue
- Time Management
- Staff Management
- Sales and Marketing
- Education/Training/Curriculum Development
- High Performance Evaluation
- Haircutting, Haircolor, Makeup

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## Experience

**Image Specialist/Owner, 07/2011 to Present**

**Signature Image Salon, LLC - Washington, DC**

- Establish and maintain the brand of Signature Image Salon; Establish code of ethics, implement policies, goals, objectives and procedures, to enhance the brand; Solicit guest and staff feedback on ways to strengthen the brand to retain and expand our clientele.
- Hire, train and professionally develop stylists in every aspect for high performance in service and skill.
- Manage daily activities, ensure smooth operations and provide a broad range of services.
- Maintain and grow business. Review financial statements, sales and activity reports, and other performance data to measure productivity efficiency and goal achievement.

**Hairstylist, 01/2009 to 07/2011**

**Salon Revive - Washington, DC**

- Built a solid reputation as a stylist and contributed with making salon the number one salon in the city for natural haircare on search engines and review sites. Increased both salon service sales.
- Established a healthy haircare regimen for guest which built guest loyalty. Establishing myself as an expert and go to for cuts, color and makeovers.
- Demonstrated leadership, developing a training program for salon assistants.

**CEO, Image Management Specialist, 04/2008 to 04/2011**

**Diverse Images Image Design Consulting Group - District Heights, MD**

- Developed and facilitated Image Building Workshops/ Social Etiquette Workshops.

- Developed appearance strategies, cultivated professional/personal image, established client confidence related to Makeover Management.
- Created looks for short-term and long-term image solutions for clients hair, skin, makeup, wardrobe styling, as well as gave lessons on managing image.

**Educator, 11/2006 to 04/2008**

**Aveda Institute - Washington, DC**

- Organized 10 week module curriculums part of a 10 month program. Planned 4Mat(t) Lessons for all learner types, demonstrated and facilitated technical skill training.
- Provided guidance for student's ongoing skill development. Evaluated student progress in the classroom and clinic floor related to their technical skills, professionalism, customer service and retail sales.
- Facilitated Aveda Trademark Workshops: Behind the Scenes, and Performance Aveda.

**Instructor, 08/2005 to 03/2006**

**Heritage Institute - Manassas, VA**

- Facilitated collaborative teaching methods, exercised creative talent and theoretical knowledge utilizing a variety of instructional techniques.
- Assisted with design, development and assessment of curriculum program.
- Organized 6 week modules, planned lessons, coached and evaluated student skill development.

## ..... **Education** .....

**B.A: Speech Communications, Jan 2004**

**Northern Kentucky University - Highland Heights, KY**  
Speech Communications

**A.S: Business Management and Marketing, Jan 2001**

**University of Cincinnati - Cincinnati, OH**  
Business Management and Marketing

**Certificate of Completion : Cosmetology, Oct 1995**

**Moler-Hollywood Beauty Academy - Cincinnati, Oh**

## ..... **Additional Information** .....

**Sophisticate Black Hair 12/14, 2/2015**

**5D02 Advisory Neighborhood Commissioner 1/2012-12/2014**

**The Making of 6 Figure Hairstylist, 2013**

**Beauty Expert in Politics of Pretty 1/2013 Hair Care Tips**

**Ask a Pro Summer 2013 Issue of Naturally Happy Hair**

**The Head to Toe Producer, Beautiful Women In and Out, 2012**

**Voted Best Hair Salon Refinery 29, 2012**

**Co-Author Executive Etiquette Power, 2009**



Executive Office of the Mayor - Office of Talent and Appointments  
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

## Vonetta Dumas



Vonetta Dumas, a current member of the Board of Barber and Cosmetology, is the Owner and Image Specialist for Signature Image Salon, LLC.

Ms. Dumas is a very passionate, talented, ambitious Image Management Specialist. She specializes in Total Image Makeovers for men and women for both their professional and social image, while utilizing over 18 years of professional experience in the beauty industry. Ms. Dumas was previously selected as one of the top experts in her respective specialty to co-author *Executive Etiquette Power*, a book providing the most powerful executive etiquette information and strategies available.

Ms. Dumas is a well sought out hairstylist, image stylist, and etiquette coach. She consistently improves her guest's confidence by offering techniques on how to dress for function and fashion, how to maintain healthy tresses, and the techniques needed to pull off a total image transformation. She is very passionate about people and lends her services to a diverse range of philanthropic projects. Her experience and professional repertoire have afforded her the opportunity to work with a wide range of clients, from celebrities to diplomats. She serves as a corporate workshop facilitator, does teen workshops for image and etiquette development for Washington, DC government funded programs, community-based programs, and has been featured on *Fox News* as an "on-air" makeover expert.

A Ward 5 resident, Ms. Dumas obtained an Associate of Science in Business Management and Marketing from the University of Cincinnati and a Bachelor of Arts in Speech Communications from Northern Kentucky University.



GOVERNMENT OF THE DISTRICT OF COLUMBIA  
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

**To:** Ronan Gulstone, Steve Walker  
**From:** Betsy Cavendish  
**Date:** December 8, 2020  
**Subject:** Legal sufficiency review of Resolutions nominating David Cavalcante, Frances Olivia French, and Vonetta Dumas to the Board of Barber and Cosmetology.

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**This is to Certify** that this office has reviewed the above-referenced legislation and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call me at 202-724-7681.

A handwritten signature in cursive script that reads 'Elizabeth A. Cavendish'.

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Elizabeth Cavendish