

WISCONSIN DEPARTMENT OF REGULATION & LICENSING



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STATE OF WISCONSIN
BEFORE THE BARBERING AND COSMETOLOGY EXAMINING BOARD

IN THE MATTER OF THE DISCIPLINARY :
PROCEEDINGS AGAINST :
: FINAL DECISION AND ORDER
CONCEPCION PAEZ AND :
LOCO LOOKS HAIR STUDIO, :
RESPONDENTS. : **ORDER 0000922**

Division of Enforcement Case No. 09 BAC 121

The parties to this action for the purpose of Wis. Stat. § 227.53 are:

Concepcion Paez
3407 W. Ruskin Street
Milwaukee, WI 53215

Loco Looks Hair Studio
2900 W. Arthur Avenue
Milwaukee, WI 53215

Wisconsin Barbering and Cosmetology Examining Board
P.O. Box 8935
Madison, WI 53708-8935

Division of Enforcement
Department of Regulation and Licensing
P.O. Box 8935
Madison, WI 53708-8935

The parties in this matter agree to the terms and conditions of the attached Stipulation as the final disposition of this matter, subject to the approval of the Wisconsin Barbering and Cosmetology Examining Board (Board). The Board has reviewed this Stipulation and considers it acceptable.

Accordingly, the Board in this matter adopts the attached Stipulation and makes the following Findings of Fact, Conclusions of Law and Order.

FINDINGS OF FACT

1. Respondent Concepcion Paez is licensed in the State of Wisconsin as a Barbering and Cosmetology Manager, having license number 81-31009, first issued on 03/21/06 and current through 03/31/11. Paez's most recent address on file with the Wisconsin Department of Regulation and Licensing (Department) is 3407 W. Ruskin Street, Milwaukee, Wisconsin 53215.

2. Respondent Loco Looks Hair Studio (Loco Looks) is licensed in the State of Wisconsin as a Barbering and Cosmetology Establishment, having license number 80-35504, first issued on 11/19/07, expired on 04/01/09, renewed on 03/25/10 and current through 03/31/11. Loco Looks' most recent address on file with the Department is 2900 W. Arthur Avenue, Milwaukee, Wisconsin 53215.

3. Respondent Paez is the owner of Respondent Loco Looks. Pursuant to Wis. Admin. Code § BC 2.06, as owner, Paez was at all times relevant to this matter responsible for compliance with Wis. Stat. Ch. 454 and Wis. Admin. Code §§ BC 2, 3 and 4.

4. On December 7, 2009, the Department received a complaint against Respondent Paez alleging participation in the unauthorized or unlicensed practice of barbering and cosmetology.

5. On March 25, 2010, a Division of Enforcement investigator inspected Loco Looks and observed that Loco Looks' license was expired although the establishment was open for business.

6. In resolution of this matter, Respondents consent to the entry of the following Conclusions of Law and Order.

CONCLUSIONS OF LAW

1. The Wisconsin Barbering and Cosmetology Examining Board has jurisdiction to act in this matter pursuant to Wis. Stat. § 454.15, and is authorized to enter into the attached Stipulation pursuant to Wis. Stat. § 227.44(5).

2. By the conduct described in the Findings of Fact, Respondents violated Wis. Stat. § 454.08(1)(b) and Wis. Admin. Code §§ BC 2.045(1) and 3.01(1) by practicing barbering and cosmetology outside of a licensed establishment;

3. As a result of the above violations, Respondents are subject to discipline pursuant to Wis. Stat. §§ 454.15(2)(c) and (i) and 454.15(3).

ORDER

NOW, THEREFORE, IT IS HEREBY ORDERED that:

1. The attached Stipulation is hereby accepted.

2. Respondents Paez and Loco Looks are hereby REPRIMANDED.

3. Respondent Paez shall pay a FORFEITURE in the amount of ONE THOUSAND DOLLARS (\$1000.00) and COSTS of this matter in the amount of ONE HUNDRED SEVENTY TWO DOLLARS AND FIFTY CENTS (\$172.50).

4. A down payment of SEVENTY SEVEN DOLLARS AND FIFTY CENTS (\$77.50) shall be submitted within sixty (60) days of the date of this Order. Four (4) payments of

TWO HUNDRED AND FIFTY DOLLARS (\$250.00) and one (1) payment of NINETY FIVE DOLLARS (\$95.00) will be due every sixty (60) days from the date of the previous payment until the full ONE THOUSAND ONE HUNDRED SEVENTY TWO DOLLARS AND FIFTY CENTS (\$1,172.50) is paid in full.

5. Respondent Loco Looks shall, within sixty (60) days of the date of this Order, pay COSTS of this matter in the amount of ONE HUNDRED SEVENTY TWO DOLLARS AND FIFTY CENTS (\$172.50).

6. Payment of forfeiture and costs (made payable to the Wisconsin Department of Regulation and Licensing) shall be mailed, faxed or delivered by Respondent to the Department Monitor at the address below:

Department Monitor
Division of Enforcement
Department of Regulation and Licensing
P.O. Box 8935, Madison, WI 53708-8935
Telephone (608) 267-3817, Fax (608) 266-2264

7. Violation of any of the terms of this Order may be construed as conduct imperiling public health, safety and welfare and may result in summary suspensions of Respondents' licenses. The Board in its discretion may in the alternative impose additional conditions and limitations or other additional discipline for a violation of any of the terms of this Order. In the event Respondents fail to timely submit payment of the forfeiture and costs as ordered, Respondents' licenses (81-31009 and 80-35504) may, in the discretion of the Board or its designee, be SUSPENDED, without further notice or hearing, until Respondents have complied with payment of the forfeiture and costs.

8. This Order is effective on the date of its signing.

WISCONSIN BARBERING AND COSMETOLOGY EXAMINING BOARD

by: Janice M. Bolch
A Member of the Board

6-27-11
Date