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**Material from
Vicky Sakach
Vice President**

**NEVADA STATE BARBER'S HEALTH AND
SANITATION BOARD**

1539 S. Virginia St
Reno, Nv. 89502
775-688-1988
Cell 775-721-7419 e-mail; sakach@sbcglobal.net

This is not a Barber Shop

If we can't make you look good . . . you're ugly!



Barber Jon's
Pro-Shop

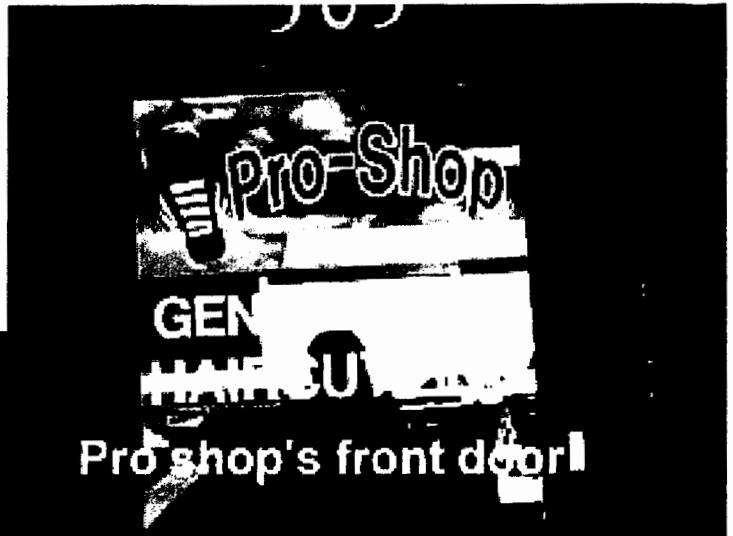
Quality Men's Haircutting

Appointments Recommended - Walk-ins Welcome

(775) 324-6699

505 Evans Avenue
Reno, Nevada 89512

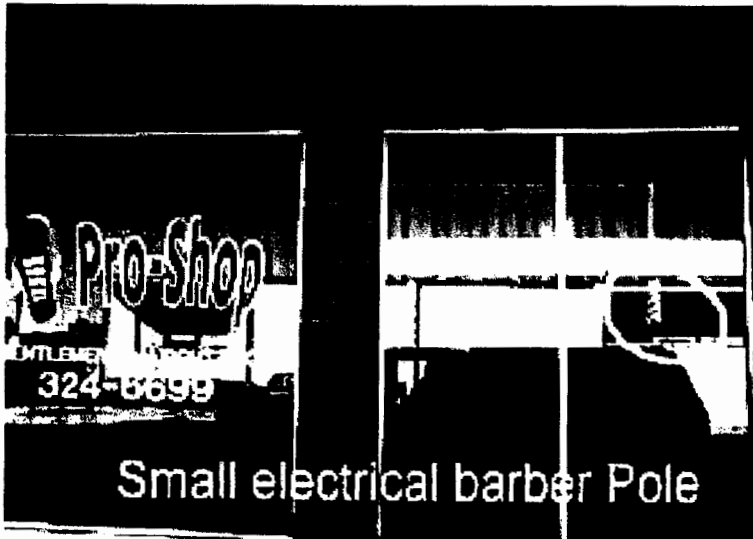
Amy Pasley
Certified Barber-Stylist



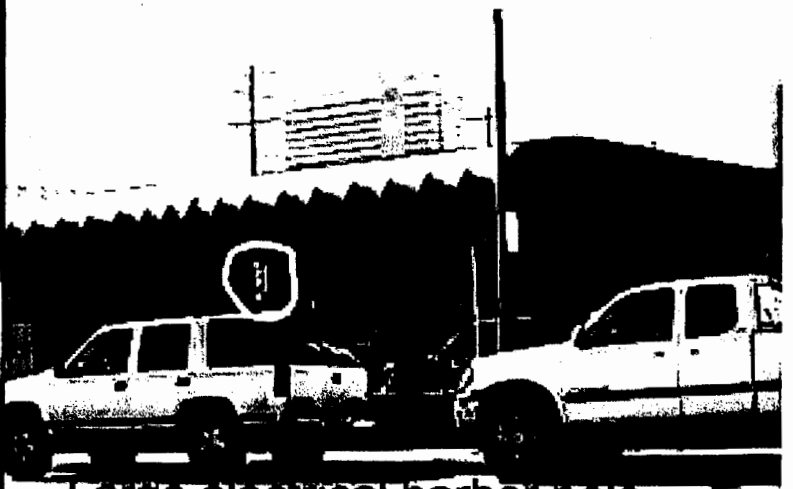
Pro shop's front door!



Crown N Glory Beauty Salon on left Pro Shop on right



Small electrical barber Pole

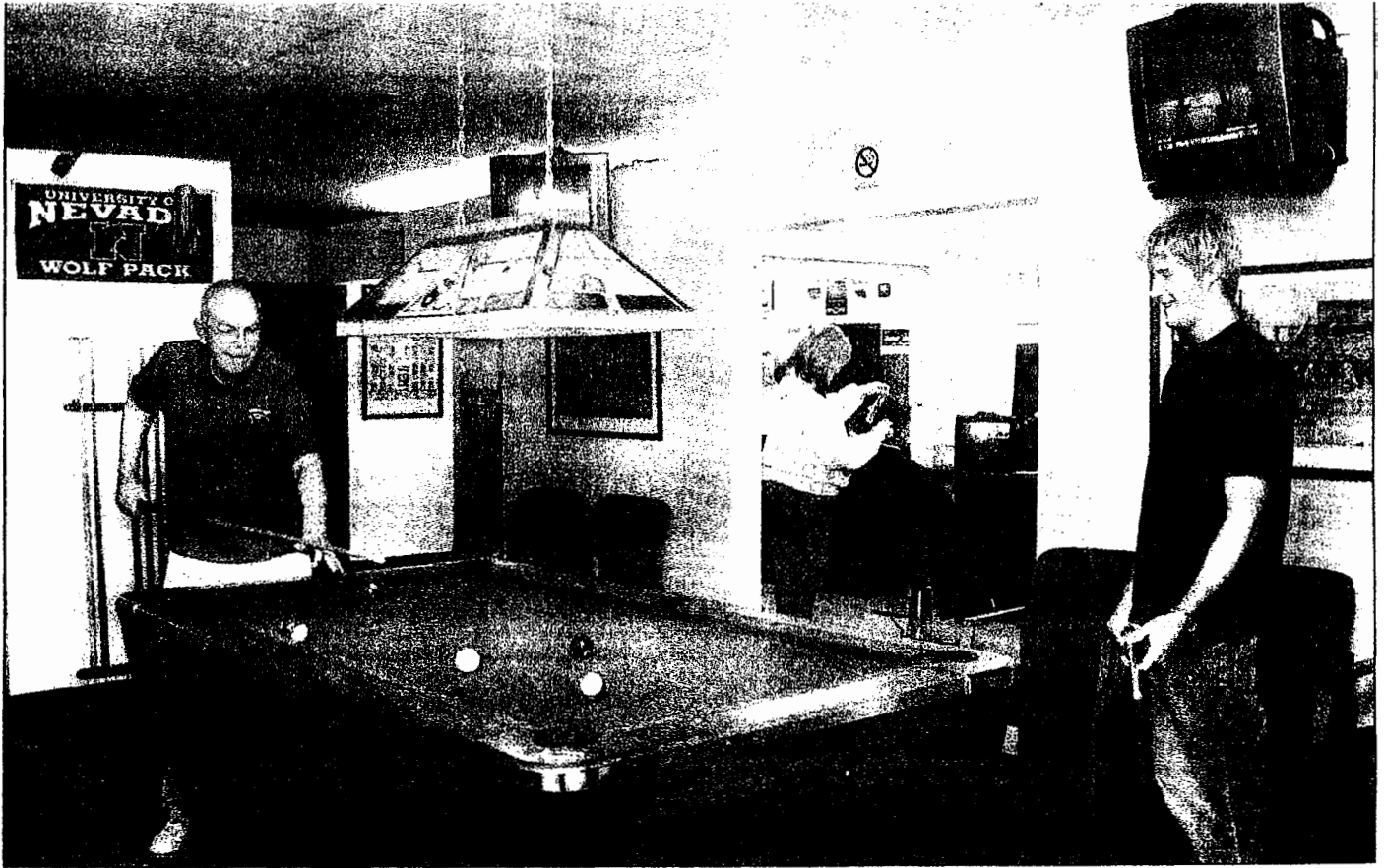


Large electrical barber pole

Upper Cut Inc. Reno



**This is not a
Barbershop**



Andy Barron/Reno Gazette-Journal

LAID BACK: Jon Potter, owner of Barber Jon's, plays pool with University of Nevada, Reno, student Brandt Kiesel while Trevor Cox gets a trim from Amy King. The shop caters to the UNR crowd.

Barber shop set up as true guys' hangout

By Zack Hall
RENO GAZETTE-JOURNAL

Jon Potter doesn't apologize for catering to guys at his barber shop near the University of Nevada, Reno.

He said a shop like Barber Jon's Pro-Shop has been sorely needed in Reno, where there are plenty of corporate chains, which he calls "chop shops," willing to do just about any kind of haircut.

With a pool table, dartboard, Maxim magazines strewn about and televisions at every barber chair, it is easy to surmise the place specializes.

Small Business

"It brings people in," said the 59-year-old Potter. "I've had guys comment that this is nicer than their fraternity house."

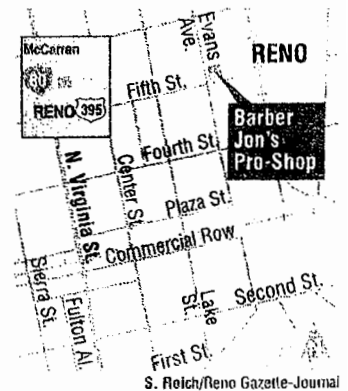
In his first 20 months since opening, Potter seems to have found a formula for success. He has a stack of index cards with the name and haircut preference of every person that has gotten a haircut at his clip joint — nearly 1,500 of them, he said.

Potter, a licensed barber for

28 years, said that it is more than the television sets (each customer gets control of what's on while getting a haircut) that brings mostly college-aged men into his shop. Less than 1 percent of his customers are women, he said.

The shop's slogan, "If we can't make you look good ... you're ugly!" says it all. Potter said it comes down to the way he and his two-person staff, barbers Amy King and Trevor Cox, cut hair.

Barbers don't go to cosmetology school, which teaches mostly female hair-cutting techniques, Potter said. Barbers train to cut men's hair and



S. Reich/Reno Gazette-Journal

the difference can be seen in the tapering, he said.

See **SHOP** on 4D

Shop/ Athletes from UNR

among fans



FACING UP: Nevada's Nick Fazekas looks around Georgia Tech's Marvin Lewis in last year's NCAA basketball tournament. Fazekas is one of four members of the Wolf Pack basketball team that regularly gets his hair cut at Barber Jon's Pro-Shop.

Liz Mayernik/Reno Gazette-Journal

From 10

You will rarely see an electric clipper touch the back a customer's head. He said he prefers to use scissors to cut hair short on the back and sides of the head, and blend the hair into the longer, top-portion of a cut.

For one price, (\$12 for a student, \$10 for seniors, \$16 for everybody else) Barber Jon's also gives free shampoos and trims between cuts. Customers also get a choice of a soda, coffee or tea.

AT A GLANCE

Barber Jon's Pro-Shop: 505 Evans Ave., Reno; \$16, \$12 for students, \$10 for seniors; (775) 324-6699; appointments suggested.

"I got the idea mostly having gone to chop shops and getting bad haircuts and not having anything to do but sit there on a bench," Potter said. "It was just an unpleasant experience."

The strictly male touch has created a following in one of the most male-dominated departments at the University of Nevada, Reno — athletics.

Four players on the last two men's basketball teams, Todd Okeson, Nick Fazekas, Seth Taylor and freshman David Ellis, have become regulars. And Fazekas said coaches and players from the school's football and baseball teams also frequent the shop.

"(Potter) likes working with athletes and stuff like that," said Fazekas, the starting forward on this year's team. "I think he feels like he is more a part of each program. He gets a relationship with each and every one of us. He is a neat guy. I like the guy a lot."

Potter's relationship with the basketball team started last year when Okeson, who started at point guard last season, first started going. Okeson, in turn recommended the place to Fazekas and Taylor, Fazekas said.

"He (Potter) does a good job and he offers a good price and loves talking sports. Plus you get the TV rights," said Taylor, a reserve guard on this year's team who has been going to Barber Jon's for nearly a year. "If

better than going to Pro Cuts or someplace like that. He knows Nevada sports. He is a nice guy."

The basketball team's reaction is exactly what Potter

counts on to build his clientele. Potter said that without the advertising budget of some of the corporate chains that Barber Jon's competes with, building a following among (775) 324-

letes and fraternity members is essential to his survival.

"Word of mouth is very important to us," Potter said. "Most of our business has come

TO: The Honorable Governor, Kenny Guinn

December 15, 2004

The Honorable Senators:
Ralph Townsend, William Raggio, Harry Reid, John Ensign

The Honorable Congressman, Jim Gibbons

The Honorable Mayor of Reno, Robert Cashill

cc: Vickie Sakach, Vice President Nevada State Board of Barbers

FROM: Debra A. Douglass, Licensed Journeyman Barber and Shop Owner
Doing Business as: D. & D. Barbers, 3024 Kietzke Lane, Reno, Nevada 89502
775 - 825-1582

SUBJECT: Barber Shop Misrepresentation & Deception of the Public

Due to a recent article in our local newspaper, the Reno Gazette Journal dated Tuesday December 7, 2004, this letter is to point out some much needed and often ignored current laws in the State of Nevada, specifically Chapter 644 of Nevada Revised Statutes.

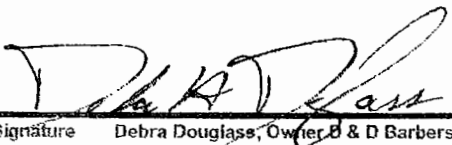
This article depicts a picture of Jon Potter, owner of Barber Jon's Pro Shop, 505 Evans Avenue in Reno, Nevada. Also the article has a photo displaying a barber pole. A barber pole can only, legally be displayed at a licensed barber shop of which Barber Jon's Pro Shop is not.

This is clearly a violation of NRS 643 171, NRS 643 190, 1 & 3, NRS 644 473 644 473 1 & 2 and 644 477.

Apparently complaints and legal acts have gone un-answered by the State and it's various control boards over this type of business. This is clearly taking business out of the legal barber shop owners journeymen and apprentices that are licensed in this State.

Mr. Jon Potter is also blatantly ignoring our laws as well as the respected members of our profession not only by dis-regarding phone calls and direct questions, but then adding two more barber poles. This clearly shows lack of respect for the laws of the State of Nevada.

I fully expect action to be taken to stop this public deception and violation of State Regulations.


Signature Debra Douglass, Owner D & D Barbers

12-15-04
Date

Attachments

