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RECHARGE with Laura VanderMoere, Director of Education for Wahl Clipper Corporation
“Everyone Needs A Little Spark, Inspiration and Rejuvenation”—Laura VanderMoere

STERLING, IL (January 23, 2015) – It’s hard to imagine Laura VanderMoere doing anything that doesn’t involve hair. Talking to her, you find every word dripping with passion and enthusiasm. In 2014, VanderMoere became the Director of Education for Wahl Clipper Corporation, North America Professional Division. It is obvious that she loves teaching about style, techniques, technology, tools and trends.

But there was a time when she turned her back and walked away from the chair.

“I experienced boredom and burn-out after almost 20 years in the business,” she revealed. “I ‘retired’ to do something else. After a couple years I realized that hair was in my blood, it was my passion. I liked the artistic freedom and flexibility the profession allowed.”

VanderMoere came back determined to learn as much as she could. She went back to school to earn her Barber's instructors license and her career took off in a new direction. But, it was a Wahl Clipper Education program that changed everything.

“I would not be the Director of Education had I not sat in on Harold Pritchard's clipper class back in 2008 in Myrtle Beach,” she recalled. “That was the first class I had attended in years. I sat in the front row, arms folded, challenging him with my body language to show me something I didn't already know. After all, I was an instructor now. And you know what? I came back and sat in on his second class and then his third class that day. I was hooked.”

“Guess I didn't know everything after all,” she jested.

Looking back, there is no doubt that VanderMoere was a talented stylist with a successful career. But there was something missing.

“I did not pursue any type of education,” she said. “I had my clientele built and my routine down, and making some pretty good money. I didn't need it.”

Of course, reflecting on that period, VanderMoere sees now that education was exactly what she needed.

“Everyone, no matter how much or little time they have invested in their careers, needs a little spark, inspiration, rejuvenation. It keeps you competitive,” she said. “When we do something long enough we tend to get into a routine and we can burn-out. It's interesting because our job as stylists is to keep our clients updated and ahead of the latest trends. Yet, we, as stylists, tend to be the most resistant to change how we do things. It's easier, and quicker, to work our day doing what we know



and are comfortable with than to have to stop and really think about implementing a new technique, or tool, or product.”

Continuing education arms stylists with new techniques, but also with confidence to accept any type of request that comes their way. It also can give your clients confidence. You are up to date with the latest trends and provide a personal style that will make them trend setters rather than trend followers.

“The average client will stay with their stylist approximately 3 years for hair cuts and 3 to 5 for color. If one wants the reputation of being the go-to stylists or colorist in their market, continuing education is not an option. It is a must,” VanderMoere added.

W.E.A.T. is a 15-member group of industry professionals that are the leaders and educators for Wahl. They are highly trained and technology advanced artists capable of instructing any skill level. Their goal is to provide student and licensed hair professionals with clipper education, and they believe that education is the key to a stylist’s success. To meet the team, visit www.wahlpro.com/education.

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About Wahl Clipper Corporation

Since 1919, with the invention of the first practical electric hair clipper, Wahl Clipper Corporation has been the leader in the professional and home grooming category. Today, with over 2500 employees worldwide, Wahl is proud to carry forward the tradition of innovation and superior customer service that was created by Leo J. Wahl. Headquartered in Sterling, Illinois, Wahl distributes to 176 countries and has eight global manufacturing facilities as well as eleven sales offices. At Wahl, we are proud of our heritage of excellence as well as our remarkable list of groundbreaking innovations for the present and future for the global market. Visit www.wahlpro.com for more details.