

Cosmetologists

A hairdresser job is not just simply dressing hair. The cosmetologist has many roles. They are part of a multi-billion dollar industry.

Besides being highly trained in a variety of beauty services, these would include hair coloring, hair conditioning, permanent waving, haircutting, hair styling, manicuring, facial massage, and make-up; you also know how to deal effectively with the public. Since you are a beauty professional, you are not so much selling services as you are advising your clients on what is best for them to improve their appearance. You are, so to speak a "beauty doctor."

If you become a salon owner or manager, you must also become well versed in business practices. How to buy most economically, how to maintain accurate records and how to get and keep loyal employees—these will be part of your required abilities. Hairdressers with outstanding talent are often asked to become platform artists. Here again, you must widen your skills and take the necessary training to become a public speaker or at least a very good demonstrator. Talented persons are also called upon by magazines to do hair style and what are known as technicals, detailed procedures or professional techniques such as cutting, coloring, conditioning, and permanent waving. This means you must know how to work in front of a camera or for a camera. You should also be able to articulate the how's and why's of what you are doing. The entertainment industry, theatre, films, and television, the world of couturiers and fashion, the big hair color and cosmetics manufacturers, the beauty publications for the profession and for the public—all these huge commercial activities require the artistry of the professional hairdresser and cosmetologist. It is obvious that the opportunities are highly rewarding. But how far you go and how much money you make depends on you. Some hairdressers never make more than a modest income, and not infrequently they



Sandra Aaron with her customer at "Monique". (Photo: Richard J. Brown)

prefer it that way. Some attitudes might be: "I don't want the responsibility of running a salon." "I like living in a small community and serving the women I know." "I enjoy my work but I like a comfortable, easygoing schedule." Or another hairdresser might say: "I have a small salon—just two other operators and myself. It's big enough: I make an attractive income, there's no strain, no pressure. I'm happy just as I am."

These are some of the viewpoints and certainly they are valid ones—that usually militate against one's ever attaining a large salary or high profits.

One of the attractions of a hair dressing career—and this is important—is that you can be as small as you like or as big as your talent and imagination will allow. Another plus for beauty culture as a career is that no discrimination exists as to age, sex, color, or creed. Any man or woman, regardless of age, can go

to a beauty school, put in the required number of hours and eventually after passing the State Board Examination, get a license to practice. This presupposes of course that the person has the academic background required by the state; in most states it is quite modest. Men and women are equally welcome in this field. Statistics no doubt will show that many more women are practicing hairdressers; at the same time another set of statistics will indicate that of the world's most outstanding stylists, the majority are men. The color of the skin is of minute significance in the world of hairdressing. Many black hair dressers, of course, open salons in predominantly black communities. Many beauty shops, however, are completely integrated, both as to personnel and the clients they serve.

Taste, talent and personality—perhaps more than in most vocations—are the determining factors in a hairdresser cosmetologist's desirability to employers and clients.

Student opportunities with Corps

The Army Corps of Engineers is the world's largest engineering organization. The Corps is engaged worldwide in the design and operation of dams and reservoirs for electricity, flood control, irrigation, recreation and maintenance of rivers and harbors for navigation. Under the direction of the Department of the Army, the Corps operates 41 districts in the U.S. and abroad with approximately 45,000 employees.

Summer Aid Program

The summer aid program is intended to help 16 and above who desire summer employment to earn money, develop good work habits and gain valuable people work experience to be used on future jobs. Job duties and the number of positions available vary with each project location. Responsibilities may include jobs such as clerk typist, tour guide, engineering aid, surveying and drafting aids, trades helper and computer aid. If you need summer employment and meet the economic need criteria, there may be a job for you with the Corps.

Stay-In School Program

The stay-in-school program provides employment for students during the academic year. Students are allowed to work up to 20 hours per week with the work hours fitted to their school schedule. Maintaining good grades is required. Students applying for these positions

must meet the economic need criteria also.

Engineers-in-Training Program (EIT)

The graduate engineer entering the EIT Program will embark on a 12-month rotational program of training and orientation to include: planning, operations, and facilities engineering. Other assignments include engineering design, field construction, maintenance and include orientation in Navigation Division and two weeks in the Data Processing Center where they become familiar with the District's computer system.

Professions Utilized

Engineering: The Corps utilizes Civil, Mechanical, and Electrical Engineers. The basic requirements at all levels is a bachelor's (4 year) degree in engineering.

Accounting: Individuals who have completed 24 semester hours or 36 quarter hours in accounting qualify for positions in the Corps Audit Office.

Engineering technician: To qualify for positions in our Engineering Technician Series, as a minimum must be a high school graduate or individuals possess a General Education Development High School Equivalency Certificate. Courses in engineering or engineering technology, construction, physics, drafting and surveying would all be applicable.

Computer operator: To qualify for positions in our Computer Operator Career Field, individuals must possess a high school diploma or General Education Development High School Equivalency Certificate. Applicable experience includes: ability to operate electric accounting machines, clerical experience, ability to operate office business machines (such as card punch verifiers, etc).

The Cooperative Education Program

The Cooperative Education Program is a long-established program which recruits, hires and develops students in administrative, technical and managerial career fields. A Cooperative Education Program is built around alternating periods of academic study at a university or 2-year college. The student must be



After graduation from Andrew Jackson High School in June 1982, Mernetha Lawrence began work as a Summer-Aid for the U.S. Army Corps of Engineers, Personnel Office. She is continuing her education at Portland Community College in Business Administration with an Accounting major. She then was transferred to the Finance and Accounting Branch under the Stay-In-School Program. Mernetha is currently working part-time while attending school full-time. Eventually she will complete college and become a Certified Public Accountant (C.P.A.).

registered at an institution of higher education and be pursuing studies in a related career field. Career fields for which students are currently being considered are: (1) personnel management, (2) automatic data processing, (3) engineering, (4) surveying, (5) accounting, (6) budget analysis, (7) procurement. Co-op students will be appointed by the agency into the Excepted Service and are considered employees of that agency during their cooperative education-training program.

For further information contact Personnel, Mary Ann Cox, EIT Program Coordinator, 221-6971 or Ismael Villastrigo, Stay-in-school Program, Summer Aid Program and Cooperative Education Program Coordinator, 221-6965.

Learn sales

Tom Hopkins, internationally known trainer of professional salespeople and author, will present "Selling and Persuasion: Your Keys to Success in the 80s" on June 2nd from 1:00 to 6:00 p.m. at the Multnomah County Expo Center. The seminar is designed for those who are involved or plan to be involved in any type of sales.

The seminar will teach, among other subjects, how to be a sales champion, six steps in controlling a prospect, persuasion through emotion, how to answer objections and a step-by-step method for closing sales.

Hopkins has trained over 700,000 salespersons throughout the U.S., Canada and other nations. HE is the author of "How to Master the Art of Selling". His audio and video cassette tape training systems are used by over a million persons each day and over 35,000 corporations utilize one of his sales training programs.

Advance registration is suggested for seating is limited. Call 245-5323 for information.

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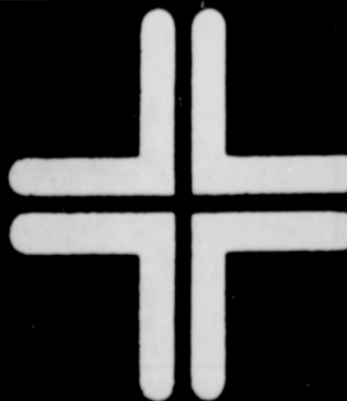
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