

Julia Wilson

Biography

A future in fashion was Julia Wilson's focus while a young girl growing up in Oklahoma.

Drive, fierce determination and a will to succeed fueled that fantasy. Now a reality, Julia is the president of Fashion Across America, Inc., which produces Adolph Coors-sponsored fashion shows. She also serves as the executive producer and host of "Fashion Focus," sponsored by Pierre Cardin, for Black Entertainment Television.

Born in Tulsa, Julia was at the microphone and on stage at the age of four. A model and orator, she won a State Championship when she was eight. Says Wilson, "I had 'The Creation' by James Weldon Johnson down." Julia's mother raised six children by herself and installed a strong

magazine, Chocolate Singles and Black Enterprise magazine.

In 1984 Julia began a television career as the Olympic fashion expert on KABC's "Eye On L.A." and fashion expert on the KCBS show "Two With You." In 1985 she coordinated and hosted the fashion segments for KCBS' "Friday At Sunset."

Early 1986 was a time of regrouping for Julia. Determined to make a significant contribution to the fashion community, she developed the concept of "Fashion Across America" as a way to showcase people of color in the fashion industry. Inspired by Hands Across America, Julia, with only six weeks from concept to showtime, created the fashion event of the season. After liquidating all of her assets in order to produce the show, "Fashion Across America," hosted by Stacy Keach, she wowed 2,000 patrons at the Hollywood Palladium on May 25th. This year, "Fashion Across America, Inc.," sponsored by Adolph Coors and benefitting a variety of charities, plans to produce ten live shows across the United States.

Fresh with the success of "Fashion Across America, Inc.," Julia flew to New York in late 1986 to visit the Pierre Cardin organization with the concept of a television show. The Men's Musk division of Cardin immediately agreed to sponsor twenty episodes of "Fashion Focus With Julia Wilson" for Black Entertainment Television. The highly praised five minute segment of "This Week In Black Entertainment" reaches twelve million households in 950 markets. "Fashion Focus" is the first national television show hosted by a black personality, featuring blacks in the fashion industry for a primarily black audience.

Flushed with the success of her cable show, Julia feels that 1988 will see her producing network fashion specials. A recent assignment as a fashion expert on "Hour Magazine" attests to the accuracy of that prediction. An agency of "exotic beauties" is also in the offing.

Spare time is at a premium and reserved for her ten year-old son, Jonathan. Spreading the fashion gospel is the focus of Julia Wilson's mission.



Julia Wilson is President of Fashion Across America, Inc.

sense of religion and self in each of them. Always a risk-taker, Julia decided to leave home when she was fifteen, and with \$135 in her pocket left for Portland, Oregon. She found a job within a week, and thus began the "refinement" of Julia Wilson. Finishing school to remove "my southern drawl" and modeling lessons led to United Airlines, where Julia was a flight attendant from 1972-1976. A four year stint as a fashion model and two years as a modeling instructor followed the airlines. In 1982 Julia created the fashion section for the Los Angeles Sentinel newspaper. As fashion editor, Ms. Wilson covered fashion events, wrote articles and authored "Julia's Fashion Q's" for the paper. She also wrote articles for Dawn

Self Marketing

The concept of self-marketing is not particularly unique, most of us have no trouble understanding the idea and benefit of selling yourself. The act of self-marketing, however, is not nearly as common as the concept of self-marketing, especially, self-marketing as an end result rather than a means to an end.

Consider effective salespeople who use self-marketing as a means to gain a customer's confidence, which increases each salesperson's ability to market the product and make a profit. If these salespeople have developed this skill of self-marketing, why do so many of them work for someone else? They work for someone else because they lack the self confidence to take the risk of putting themselves on the line as the "product". But when you are looking for a job, like it or not, you are the product and the employer is the consumer!

All effective sales people will talk about the importance of "product knowledge". Without it, a salesperson cannot assist the consumer in deciding on the product which will best meet the consumer's need. So, if, indeed, you are the "product", who knows the most about what this "product" can do (or will/won't do) than YOU?

Study finds severe shortage of black health professionals

WASHINGTON, D.C.—A new study of black health professions in America released recently said "severe shortages" exist in the nation's supply of minority doctors, dentists, pharmacists, and veterinarians and warns the problem will worsen in the eighties and beyond unless remedial action is taken.

The study, conducted for the Association of Minority Health Professions Schools, said predictions of impending surpluses of physicians and other health professionals simply do not apply to blacks.

Although blacks accounted for 11.7 percent of the U.S. population in 1980, the study found that blacks comprised only 2.6 percent of all doctors, 2.9 percent of dentists, 2.3 percent of pharmacists, and 1.6 percent of veterinarians.

Louis W. Sullivan, M.D., president and dean of Morehouse School of Medicine in Atlanta and president of the Association, said in a preface to the study that the ratio of blacks to whites in medicine and other healing professions historically has been low.

"This is the legacy of decades of segregation and discrimination, which, until the late 1960s, resulted in unequal educational opportunity, including a relative lack of access to health professions education for black Americans," Sullivan said.

"As a nation, we need to utilize the most talented individuals available for the demanding health professions in an effort to improve health status of our citizens and to improve our nation's system of health care," he said. "For blacks, who are aware of the fact that, compared with whites, their lives are shorter, their pregnant mothers and their infants die more frequently, and they have a greater burden of illness and disability, the statement that the United States has the best

system of medical care in the world has a hollow ring."

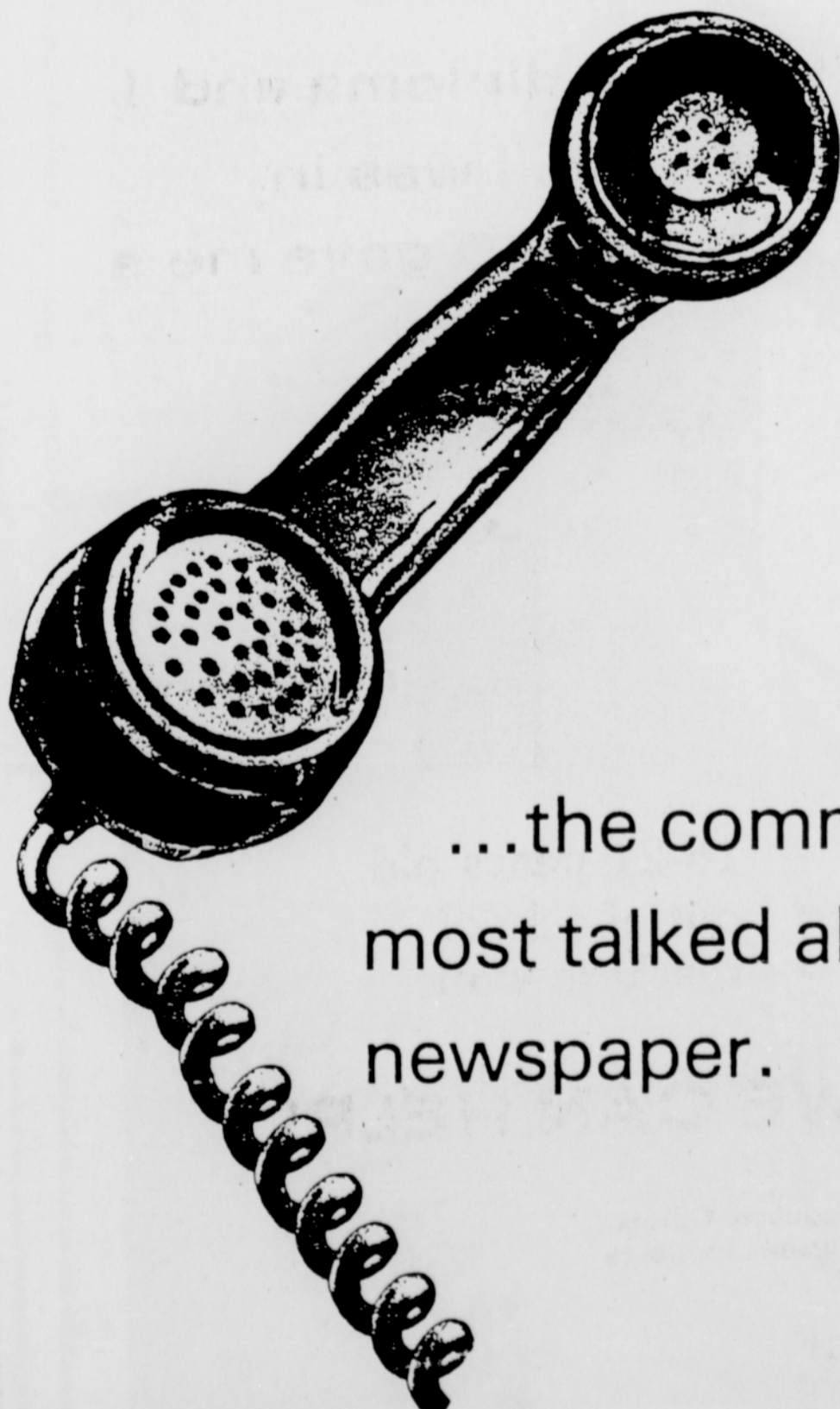
In addition to Morehouse School of Medicine, the Association of Minority Health Professions Schools includes the Meharry School of Medicine and Dentistry, Nashville, Tenn.; Charles R. Drew Post-graduate Medical College, Los Angeles, Calif.; Tuskegee Institute School of Veterinary Medicine, Tuskegee Institute, Ala.; Florida A & M University College of Pharmacy, Tallahassee, Fla.; Texas Southern University School of Pharmacy, Houston, Texas; and Xavier University College of Pharmacy, New Orleans, La.

At present, of the 127 medical schools in the U.S., four minority schools produce almost 25 percent of the black physicians; of 58 dental schools, the two minority institutions produce 38 percent of the black dentists; of 71 pharmacy schools, the four minority schools produce 45 percent of black pharmacists; and of 27 veterinary medicine schools, predominantly black Tuskegee produces 75 percent of all black veterinarians.

The study found that black health professions students and institutions are generally under much greater financial pressure than those of whites—a significant obstacle to increasing the number of black health professionals.

Black students, the study notes, generally come from lower-income families, tend to be older, and are more likely to incur greater indebtedness to become doctors or other health professionals. The study said current federal student aid policies, which are heavily tilted toward loans tied to commercial interest rates rather than scholarship grants and subsidized loans, are making it more difficult for minority students to enter and continue health professions education.

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