

Gentle-Treatment® Model Search Finalists Cross-Section of Black American Women

Aspiring journalists, an accountant, a vocational nurse, an honor student, an administrative assistant. These are among the finalists in the Sixth Annual Gentle-Treatment® Model Search. These women, ranging in age from 20 to 29, are a real cross section of American Black women, they are students, professionals, wives and mothers.

All of them mailed in their photos in the hope of being among the (7) seven finalists from whom the grand prize winner will be chosen at a gala finale on June 8, 1988.

At that Chicago event the seven women will have an opportunity to appear before celebrity judges which this year will include Ultra Star® spokesperson Michael Jordan of the Chicago Bulls.

The women also span the U.S. in terms of hometowns and cities.

This distribution is an indication of the wide-spread appeal of the Gentle-Treatment® product line and of its popularity with women around the nation.

Twenty-nine year old Wanda Smith-Crowder of Texas City, TX is the mother of a three-year-old daughter and works as a vocational nurse in the area of pediatrics. She still finds time in her busy schedule to enjoy cultural events with her husband.

For twenty-two year old Sharon Swainson of Fairfax, VA a career in broadcast journalism is her goal. Currently the young woman is working on a BA degree in communications and has hosted a cable TV show on a local station and also works as a TV floor production manager. She comes from a family of (7) seven.

Nina Alvarez is a twenty-nine year old resident of New Orleans, LA and the mother of a young son and a daughter. Currently she is working on completing two degrees, one in business and the other in secretarial skills.

Brooklyn, NY is home for twenty-three year old Miriam Shelton who is working as a receptionist while working on completing a degree in communications.

From Tampa, FL, twenty-four year old Debra Cutler is working on completing a degree in journalism. She already has a degree in English and has had articles appear in the local press.

Twenty year old Sherry Walker of Philadelphia, PA is working as an accounting clerk while she is working to complete her degree in accounting.

Although twenty-three year old Judith Haye-Manigault was born in Panama, for the past 10 years she has called Brooklyn, New York home. Since she was in high school, Judith has been active in making her dream of being a professional model and actress a reality. She is a free lance model for local colleges and fashion shows. In addition to making it big in the fashion world, the young woman wants to have her own skin care line.

Clearly, all of these young women are ambitious and are involved in their communities. They are typical of many Black women who are on their way to the top and looking their best as they climb the career ladder thanks to Gentle-Treatment® hair products.

This year marks the sixth year that Johnson Products Co., Inc. has sponsored the Gentle-Treatment® Model Search which began in 1982 as a means of offering Black women who have never modeled the opportunity to enter the field. During the history of the contest more than 30,000 women have entered from throughout the United States and its territories. Some of those lucky winners have appeared on the cover of magazines such as *Essence* and *Black Elegance* and have been the subject on numerous print ads and feature stories as well.



Debra Cutler
Tampa, Florida



Judy Haye
Brooklyn, New York



Wanda Smith-Crowder
Texas City, Texas



Miriam Shelton
Brooklyn, New York



Sherry Walker
Philadelphia, Pennsylvania



Sharon Swainson
Fairfax, Virginia



Nina Alvarez
New Orleans, Louisiana

Some have even gone on to modeling careers with top agencies. The Chicago-based Johnson Products Co., Inc. is one of the oldest and largest manufacturers of Black hair care products, the Gentle-Treatment® relaxer

product is the company's leading retail seller. Over the years the Model Search has attracted increasing numbers of contestants, and this year the winner will receive not only a shot at a big time modeling career, but also a

\$5,000 cash prize and other benefits as well.

Johnson Products Co., Inc. has kept up with the modern Black woman and the talents of this year's finalists in the Model Search are clear evidence that

JPC products are a part of the daily lives of many of those women around the nation and in many walks of life.

This year's Model Search is being coordinated by Chicago based Chase Marketing and Communications, Inc.

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Women/Minority Business Enterprise Program

It is the policy of the Clark County Public Transportation Benefit Area Authority (dba C-TRAN) to encourage Disadvantaged and Women Owned Business Enterprise (DBE/WBE) participation on all C-TRAN projects. Therefore, C-TRAN maintains a DBE/WBE Program based upon Department of Transportation (DOT) Rule 49, CFR, Part 23, and directives of the Urban Mass Transportation Administration (UMTA) Office of Civil Rights.

The overall goal of C-TRAN's DBE/WBE Program is to insure that DBE/WBE's are given the maximum opportunity to participate in all projects. Specifically, C-TRAN is securing a minimum of 12% Disadvantaged Business Enterprise participation and 2% Women-Owned Business Enterprise participation in all procurement opportunities.

The C-TRAN Executive Director is responsible for insuring the success of the DBE/WBE Program in accordance with policy directives of the C-TRAN Board of Directors. The Procurement and Grants Manager, also acting as the DBE/WBE Program Coordinator, is responsible for monitoring the DBE/WBE program, insuring Program compliance with federal and state guidelines, and soliciting DBE/WBE participation in all procurements. All Departmental Directors assume responsibility for DBE/WBE Program compliance within their department.

In addition to the routine purchase of transit coach and facility maintenance supplies, C-TRAN is currently participating in construction of a 3-block Transit Center in Vancouver. Future major projects include construction of a smaller Transit Center and two Park and Ride Lots. DBE/WBE's are welcome and encouraged to apply for C-TRAN certification in order to facilitate participation in any present and future contracting opportunities.

Mr. Leslie R. White, Executive Director
C-TRAN
P.O. Box 2529
Vancouver, Washington 98668
(206) 696-4494