



Business

Segregated Hair Care Dying Out As Salons Seek New Markets

By LINDA WALLACE
DIVERSITY INC.COM

Ten years ago, America's hair salons and beauty schools divided the market along racial lines - a decision driven by customer convenience and business strategy.

Every so often, an African-American or Hispanic man or woman would walk into a white-owned hair salon and be denied service by stylists or barbers who did not know how to do ethnic hair.

"People have only recently begun to address this problem," said

Victoria Wurdinger who has written a textbook for stylists on caring for ethnic hair.

In the 21st century, market forces are doing what society and civil-rights laws could not -- dismantling the racial barriers that have long divided many of America's white and ethnic hair salons and beauty schools.

Emerging ethnic markets -- and their strong potential for economic growth -- have begun changing the way in which cosmetology schools teach and the manner in

which hair salons market their services, Wurdinger said. America's minority populations are expected to number 178 million in 2045, up from 79 million last year, according to the U.S. Census. Meanwhile, minority purchasing power may surpass \$2 trillion by 2030, the U.S. Department of Commerce estimates.

Ask people within the industry of all races why segregation occurred, and why it outlasted its hold on other industries, and one word comes up: Racism.

"It was the same everywhere,"

Wurdinger said "If you take a look at what is happening now, there is a lot of money to be made. African Americans spend more on hair-care products. When people saw there was money to be made, they changed. It's that simple."

Multiethnic beauty schools have begun using mannequins with chemically-treated hair to emulate African-American hair, textbook publishers are revising mainstream texts to reflect African-American and Hispanic hair textures, and ethnic and white hair stylists are de-

veloping Web sites and videos to teach stylists how to tap multiethnic markets.

The Salon Association, a Scottsdale, Ariz.-based group that provides business and educational resources for salon owners, estimates its 1,700 member salons contribute \$720 million annually to the economies of the United States and Canada.

The industry employs between 1.2 million and 1.4 million people. Bob Pointe, who co-owns Razor's Edge salon in Palm Beach Gardens,

Fla. with his wife, Barbara, holds national workshops to teach stylists the latest techniques and demonstrate new hair-care products, including those targeting ethnic and mature clients.

Pointe, who also advises salon owners on their business practices, said beauty shops once depended entirely upon customers to spread word of their services. Recent efforts to market these small businesses and set strategic long-term goals actually helped to tear down racial barriers, he said.

Cosmetologists Open Doors to Students

Portland's first cosmetology career fair proved to be outstanding success.

Students learned about all areas of the beauty and cosmetology industry during a Feb. 21 hand-on workshop at the Days Inn Motel, downtown.

The fair was sponsored by the Portland Public School District and local cosmetology schools, which included the Beaumonde

Beauty College, Cosmetology Careers, Phagans, Ms. BJ's Hair Academy, Portland Beauty College and Edward Wadsworth.

Product samples and gift certificates were donated by Great Clips, Supercuts, Salt&Pepper Beauty Supply, Un-4-Gettable Nails, and Delta Beauty Supply.

Nail art, make-up applications and hairstyles were demonstrated by Tracey

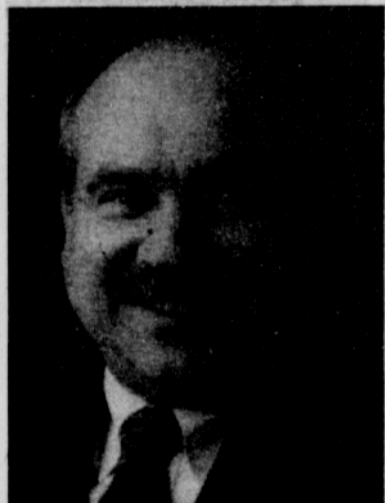
Stadamire (Un-4-Gettable Nails) Aris Stromberg (BJ's Academy) Ruth Harrington (The Little Beauty Salon) and Mr. Bob (Beaumonde Beauty College), all African Americans making a difference in our community.

Watch for the opening of Ms. BJ's Academy soon in North Portland, along with Tracey Stadamire of Un-4-Gettable Nails, the nail instructor. U-Go-Girls!



Aris Stromberg (from left), Ruth Harrington and Betty Jo Austin lend their expertise to students at the first ever cosmetology career fair.

Native Oregonian Appointed to Federal Reserve Bank



George Passadore

The Portland Branch of the Federal Reserve Bank of San Francisco has appointed George J. Passadore of Portland as a member of its Board of Directors.

Passadore, 56, serves as president of Wells Fargo in Oregon.

A third-generation native Oregonian, he began his 39-year financial services career immediately after graduating from high school in 1962. His first job was at First National Bank of Oregon where he sorted mail and processed checks. After a number of promotions, Passadore was appointed manager of Research and Development for the company in Oregon.

Passadore was appointed senior vice president in 1981, the same year the company changed its name to First Interstate Bank. He continued to spearhead banking technology projects, creating innovations in Oregon that the company, as well as other banks, adopted throughout the nation.

Among his civic activities, Passadore is currently the president of Tri-Met and chairman of Oregon Health Sciences University Board of Trustees, as well as chair-elect of the Portland Metropolitan Chamber of

Commerce. He also serves on the boards of Oregon Business Council and Associated Oregon Industries. He is a trustee of the Oregon Historical Society and the Portland Art Museum.

Passadore is a past chair of the Advisory Council for the School of Business at Portland State University and the association for Portland Progress. He is a former board member of the Portland Public Schools Foundation, the Oregon Zoo, and the Oregon Symphony.

The Federal Reserve System is the nation's central bank, which determines and implements monetary policy.

Stepping Into the Job

Beruti Artharee begins his first week as acting director of the Portland Development Commission, a powerful institution charged with many of Portland's revitalization, development and housing projects. The civic leader urges people to get involved in the public planning process for their city and neighborhoods.

(PHOTO BY LARRY JACKSON/PORTLAND OBSERVER.)



Embassy Suites Earns Four-Diamonds

The 276-suite Embassy Suites Portland Downtown has won the prestigious AAA Four-Diamond rating.

It marks the 2nd consecutive year the property has won the prestigious rating. Under the AAA system, hotels undergo unannounced evaluations by field inspectors and if they qualify, are assigned an overall rating of one to five diamonds.

To obtain the AAA Four-Diamond designation, the property must have

upscale facilities, skilled and professional staff that consistently provide excellent services, and a high level of hospitality. "On behalf of our management and team members, we are proud to have earned this prestigious award, which indicates to travelers that our staff is dedicated to providing excellent service and that we are committed to offering outstanding accommodations on a consistent basis," said John Steinbach of Embassy Suites.

Hilton Wins Corporate Award

Hilton Hotels has received an award from the National Coalition of Black Meeting Planners for its support of hiring African Americans in the meeting-planning industry. Hilton has worked with NCBMP for the past 15 years through both participation and attendance. In the last seven years, Hilton has also contributed nearly \$70,000 to NCBMP for the continuing

education of young students in the hospitality industry.

"Attracting and maintaining a diverse work force enhances our competitiveness and strengthens our business ties in a global hospitality industry, and it is in that spirit that we're proud to accept this award," said Stephen F. Bollenbach, Hilton Hotels president and chief executive officer.



Night shift.

Wait until after 8 p.m. to run your household appliances.

By working together, we've been able to reduce our energy use and keep the power flowing. But we still need to be thoughtful about how we use electricity. Especially during the peak times of 4 p.m. to 8 p.m., Monday to Friday.

Here's what you can do to save energy (and in most cases, save yourself some money, too!):

- Wait until after 8 p.m., Monday to Friday to run your dishwasher, clothes washer, vacuum, and other appliances.
- Do laundry on the weekend. And wash and dry only full loads.
- Turn off extra lights especially between 4 p.m. and 8 p.m.
- Keep your thermostat set between 65°F and 68°F, if your health permits. Each degree you lower your thermostat can save you up to 3 percent on your bill.
- Don't block heating registers, baseboards, radiators or cold air returns. Air has to circulate for your heating system to work efficiently.
- Install energy-efficient showerheads and faucet aerators. They can save on hot water, and the new models deliver excellent water pressure.
- Keep the condenser coils on your refrigerator clean and unobstructed.
- Use your microwave oven or toaster/broiler instead of the oven when possible.
- Put compact fluorescent bulbs in light fixtures that are used more than three hours a day. These bulbs use one-quarter the energy and last 10 times longer than regular bulbs.

Let's all do our part. Wait 'til late to use electricity. Call us at 1-800-222-4335, and ask for a copy of our Bright Ideas booklet for more energy-saving tips.

PACIFIC POWER