



HIGHLIGHTS

The Newsletter of Jolie Hair & Beauty Academy

ISSUE 2 - 2010

A Commitment to Student Success

Career Placement Services Available

Students Work with NBA Minor League Cheerleaders

Field Trip to International Beauty Show in NYC!

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Kristi Bliss - Springfield Armorette

Helping People Feel Beautiful





Congratulations to our Spotlight Graduates!

Inspirational Stylist



Antonio Carmona

At the young age of eight, Antonio Carmona knew he wanted to work in the cosmetology field. He was inspired by his uncle who was a stylist at a salon and Antonio enjoyed watching him in action. Antonio even started practicing braids and hair styles on his mother and on mannequins from his uncle's salon.

As an adult, Antonio took the next step towards his dream career and enrolled into

the Cosmetology program at Jolie Hair and Beauty Academy (formerly Academy of Hair Design) in Hazleton, PA.

Life was not always easy for Antonio and he was confronted with many hardships that he had to overcome. He grew up in a city section where violence, drugs and gangs were prevalent. He was deeply

affected by the separation of his parents and the death of his cousin/best friend. However, with the help of the instructors, Antonio was motivated to do well in his program. He shared, "My instructors, especially Mrs. Renee Fendrick, made sure I didn't give up and made me feel confident every single day. They inspire you to do better for yourself and make you feel comfortable. I thank them for believing in me."

Antonio is currently employed as a stylist at the JC Penney Salon in the Laurel Mall in Hazleton, PA. "I do cuts, colors, perms, updo's, and I specialize in ethnic hair. I also do braiding and extensions!" he explained.

While he works, Antonio has decided to further his education even more and returned to the Hazleton campus to complete the Teacher's Course program. "I want to work for Big Sexy Hair®, one of the fastest growing beauty care companies in the industry, as an educator and platform artist."

He provided some words of wisdom, "Obstacles in life can be overcome if you believe in yourself and never give up on your dreams." Antonio is a great inspiration to us all.

"My instructors made sure I didn't give up. I thank them for believing in me."

A Family Life and Career

Sandy Giunta obtained a college degree in Elementary Education and enjoyed working as a Director of a child care and education facility. Her responsibilities changed a bit, however, after having two children and she and her husband thought it would be best that she stay home to raise them.

It was during this time when she decided to pursue a dream of hers. "Ever since high school, I always wanted to go to beauty school. I love the atmosphere and the positive energy that comes from being in a salon," she stated.

Sandy enrolled in Jolie Hair and Beauty Academy's (formerly Academy of Creative Hair Design) Nail Technology program in Wilkes-Barre, PA. She explained, "The campus' flexible day and evening classes were very feasible for my family and worked well with mine and my husband's schedule. Plus, Jolie was very close to my home."

"After graduating, I had so many opportunities in many different salons, but I choose Rejuven-Essence Wellness Spa in Plains, PA. I provide clients with manicures, pedicures, artificial and gel nails, and many other hand and foot spa treatments. I enjoy meeting new clients and have

been given opportunities to move up within the company. I love my job and the people I get to meet everyday," Sandy said.

She added, "Not only did I become a Nail Technician, but it has opened many doors and avenues for managerial positions, sales, or owning my own business. Deciding to go to Jolie has allowed me to achieve another goal in my life. I am so glad I finally took the leap and did it! The school offers education that is perfect for someone with a family life. I love what I do and it totally works around my family and our needs."



Sandy Giunta

"I had so many opportunities in many different salons."

Living Her Dream

"I went to college for a year to study Early Childhood Development, but it wasn't for me. I hated it," Lindsey Widman shared. After, always having a desire to go to beauty school, she enrolled in the Cosmetology program at Jolie Hair and Beauty Academy (formerly Academy of Creative Hair Design) in Wilkes-Barre, PA. "I was so excited to start!" she said.

"I chose Jolie because I had a few friends who graduated from there and they learned a lot and they are now successful stylists. I always wanted to become a stylist. I always loved hair and make-up and decided to just go for it," Lindsey explained.

"I was a little nervous about meeting new people and the level of difficulty in the courses, but I had the best teachers anyone could ask for. Before I knew it, I loved every minute of being at class. Everyone became one big family. The teachers and administration were always there when you needed them."

Lindsey was hired by Regis Salon in the Wyoming Valley Mall in Wilkes-Barre, PA where she is responsible for providing any service that her clients request, from simple haircuts to relaxers. She expressed, "I love it. I think I may be one of the few people in the world who wakes up excited

to go to work every-day! There are plenty of walk-ins, so as a new stylist, I get a great opportunity to expand my clientele, which has grown significantly."

Additionally, she said, "Jolie really taught me how to handle customers. There will always be a difficult person in my line of work and I am able to respond to the situation in a professional manner."



Lindsey Widman

"I wake up excited to go to work every day!"

Deciding to enroll at Jolie has really expanded Lindsey's career choices and benefited her life. "I could be a stylist, a salon manager, or become a salon owner. I am living my dream because of this school. I'm making money, meeting new people, and of course, doing great hair! I can't wait to see what's in store for me next."

A Recipe for Success



Aleksandra Gogol

Aleksandra Gogol moved to the United States from Poland when she was 17 years old. "My whole life changed," she said. "I had to learn English, finish high school and decide what I wanted to do with my future."

She always wanted to do something that would help people feel great, so she enrolled in the Esthetics program at Jolie Hair and Beauty Acad-

emy in Ludlow, MA. "People with beautiful skin have better self-esteem and are more successful and happier in their lives. The thought of me being a part of that made me feel complete," Aleksandra stated.

Since graduating, Aleksandra was hired as an Esthetician at Euro Coiffure Salon and Day Spa in Springfield, MA where she provides and pampers her clients with an array of skin care treatments such as facials, waxing treatments, and make-up application. "I love being an esthetician and working at a beauty salon. My work is greatly appreciated by others.

Plus, being able to support myself and be independent makes me feel fulfilled. I have other ambitions to learn the medical side of esthetics and hope to cure certain skin problems that many people struggle with."

She added, "Enrolling at Jolie was the start to my great career. Because of this school, I was able to start my journey in the skin industry and it's only going to get better for me. It was hard for me moving to a new country, but it didn't break me. English was my second language so I had to put extra effort into my work sometimes, but overall that only made me more confident in my knowledge of the theory and practices of esthetics that were being taught in the program. Graduating from Jolie's Esthetics program proved to me that no matter what life will throw at me, if I put my heart and soul into it, I will accomplish my goals. Going after something you really enjoy doing is a great recipe for a great future."

"Going after something you really enjoy doing is a great recipe for a great future."



Hazleton

- Tony Dorso, a sought after stylist in the beauty industry, spent a morning teaching students a new haircut technique on a recent Hazleton graduate.
- Deann Watts from Spa Girl International came to visit the students and gave them more insight on the facial aspect of cosmetology.
- The campus would like to recognize the students with perfect attendance for the month of March:

**Kayla Kmetz
Amanda Ochner
Erin Shultz
Jessica Wright
Shannon Branz
Nina Carelli**

Wilkes-Barre

- A Schwarzkopf color class was held with guest speaker Tatum Neiderhiser who demonstrated to students the latest techniques in three dimensional colors.
- Students got a chance to meet with potential employers at the campus' annual career day. It was a great way to introduce the different salons in the area to the students!
- Cosmetology students are mimicking the television show Shear Genius and are competing weekly to see who reenacts the show best. Each week, first, second and third place winners are selected.
- The Wilkes-Barre campus has created a Facebook page in order to keep current students in touch and allow graduates to share their experiences. Become a fan!

Ludlow

- Students did the make-up and hairstyles for Chicopee Comprehensive High School's production of the Little Shop of Horrors musical. The students practiced doing hairstyles from the 1960's and were commended for their great work!
- A guest speaker from Regis Hair Salon spoke to students about the job market, what the industry is looking for in applicants and gave them valuable information to help them in their future careers.
- Congratulations to Krystal Daniels Armstrong and Kisha Grant for their perfect attendance last marking period.
- Both the Wilkes-Barre and Ludlow campuses will be expanding! This is in response to the addition of an Esthetics Program which has led to a growth in the number of students at each of the campuses.
- Congrats to Terrie Holly for receiving the Faculty of the Year award and Jean Smith for receiving the Above and Beyond award at the annual in-service.

Jolie's Career Services Teams- Committed to Student Success

The main focus of each Jolie Hair and Beauty Academy campus is to prepare students for successful employment in their chosen career fields. During the course of each student's curriculum, which is designed to be in line with the needs of employers, the Career Services Staff leads them through a series of steps as they transition from being a student to becoming employed in their new careers.

The Career Services Staff assists students in the area of Career Development with resume critique, interviewing skills, current job search techniques and the development of their professional portfolio.

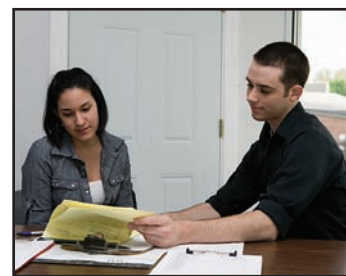
The Career Services Department knows of job openings and will work to help match the students with employers.

In addition, they maintain relationships with employers who are seeking qualified beauty professionals. That means they know of job openings and will work to help match the students with employers.

Partnering with faculty, the Career Services team developed a new program that has been placed into the students' curriculum called Psychology of Success. The class teaches the students how to deal with different types of clients, how to overcome obstacles they may encounter in their new careers and strengthens the students' communication skills, all of which are very beneficial when the graduates enter the workforce.

According to Career Services Representative Kristofer Lavertue at the Ludlow campus, "The Psychology of Success program has been going over very well and we hope that it continues to flourish with the students as they grow and obtain the necessary skills toward their new cosmetology careers."

Hat's off to Jolie's Career Services Teams for their total commitment to student success!



Kristofer Lavertue with student Yazmin Mauroza



Hair Cuts for Haiti

After the devastating 7.0 magnitude earthquake in Haiti, students, faculty and staff from Jolie Hair and Beauty Academy's three campuses, located in Ludlow, MA, Wilkes-Barre, PA and Hazleton, PA, rallied together to help a country in dire need of aid by organizing a fundraising event: Hair Cuts for Haiti.

The campuses used flyers, posters and local news stations to help spread the word to their communities that, for a donation, customers could receive hair cuts, color, highlights, perms, wash and styles, manicures, pedicures, facials and waxing. Flyers were posted

throughout local supermarkets and libraries and news reporters from WWLP (channel 22 news), WGGB (channel 40 news) and WBRE (channel 28 news), to name a few, broadcasted the event helping bring in many donors from local communities.

Students and staff members kicked off the day, arriving at 5:00 A.M. to set up their stations and prepare. At the Wilkes-Barre campus alone, the students worked on over 60 clients throughout the day! Accompanying the students' work was a bake sale that helped raise money with treats that were donated through the generosity of local food shops.

Both teachers and students were proud of the successful day and truly enjoyed giving to benefit those affected in Haiti. Dee Ashford, a Cosmetology instructor in Wilkes-Barre, PA, said, "This was a great experience for everyone. It's nice to be able to use a skill that you have to help others in need."

All of the money raised went to Doctors Without Borders, an organization that works tirelessly around the world to provide care to those living amid conflict, epidemics, malnutrition and natural disasters such as the recent event in Haiti. Jolie Hair and Beauty Academy decided to match 100% of the proceeds for a grand total of \$2,676.00!

Joe Visconti, Regional Vice President of Pioneer Education, said, "I'm proud of the way the campuses rallied for this great cause. It's always a privilege to be able to reach out and help those in need."

An Event to Dye for

While attending The International Beauty Show, the largest and longest running professional beauty event in the country, students from Jolie Hair and Beauty Academy's three campuses in Hazleton, PA, Wilkes-Barre, PA, and Ludlow, MA got to mingle with some of the top talent in their field. This annual event, which is held in New York City, features the latest and greatest in the beauty industry and drew a crowd of almost 54,000 people this past year. At the show, students were able to observe new techniques, use and buy cutting-edge products and brainstorm alternative approaches to their own styling concepts.

The students had a blast and it rejuvenated their love for cutting and styling hair. "After the students came back from Manhattan, they showed enthusiasm and were ready to learn new techniques and try their new products," said Jennifer Bousquet Senior Admissions Representative.

Kat Batista, one of the many students who attended, said, "I found the new techniques in cutting and styling to be very informative and entertaining. From the moment I arrived, high energy was bouncing off the walls with the upbeat music and the attitude of the crowd, vendors and demonstrators."

The step-by-step demonstrations were conducted by some of the best in the industry including appearances by Nick Arrojo formerly from TLC's "What Not to Wear", Robert Cromeans, John Paul Mitchell Systems® Global Artistic Director, and Martin Parsons, an educator in the industry for modern, classic and innovative ideas. The show was a great way to provide state-of-the-art cutting and styling practices which students and faculty were able to take back to their campuses and expand on in the classrooms.



Hazleton Educator
Mary Garzio with
Nick Arrojo



Students Team Up With Armorettes

The Armorettes, the official dance and cheerleading squad for the Springfield Armor, a National Basketball Association minor league team located in Massachusetts, requested the help of the Jolie Hair and Beauty Academy's Cosmetology and Esthetics students from the Ludlow campus.

Students prepared the Armorette dance team for their head shots and team photos, creating updo's, spiral curls, barrel curls, and extensions which are all techniques learned in their curriculum. This exciting opportunity was orchestrated by Pioneer Education Advertising Director Chris Marion, Senior Admissions Representative Jennifer Bousquet and Kelly Krivacs of the Education Department at the Ludlow Campus.

"The morning the Armorettes came to the campus, the students were enthusiastic about putting their skills to practical use. The students worked together to make the girls look fantastic," said Krivacs of the opportunity.

After the Cosmetology students finished styling the hair, the Esthetics students went to work applying all they had learned in their respective curricula. This included stage make-up which they applied to the dancers so that their efforts would show from the Armorette's position at center court.

"The girls were really great to work with. I like the challenge of being on a limited time schedule and dealing with the different hair types that each girl had. We all worked as a team," said Julie Bodurtha, a Cosmetology student, about the experience.

Everyone was proud of the work they had done and the Armorettes were thrilled with how great their pictures looked! The students and staff look forward to working with the Armorettes again in the upcoming seasons.

Are you cautious of the sun’s UV rays?



← I am, because every day people are dying of skin cancer; it has really opened my eyes. I put on sun block when I remember, but after losing someone close to me this winter who had skin cancer, I will put it on all the time. ~Kora Del Barba, Ludlow.

I am not cautious of the sun’s UV rays. I’ve always loved tanning and enjoying the sun, even though I’m aware of the damage that could be done. →



← I try to stay shaded during mid-day by wearing a hat, UV protective shirt, or use natural shade like a tree! ~Susan Moore, Ludlow.

Yes, I am. I make it a point to never stare directly at the sun. Even during an eclipse. →



If you could be any animal, what would it be and why?

I would be a wolf because wolves travel in packs. They are part of a family or team. That’s how they survive. They work and live together. It’s like in a salon, if all the employees work together, that salon, as well as the individual, will be a great success. →



← I would be a shark because I go after what I want and have an outgoing personality. ~Jamie Buckland, Ludlow.

I think a lion. My sign is lion and to me they run free and love exploring new areas. That’s how I feel being in this area of learning. You always learn a new way to approach anything head on. →



← A cat. I would like to be a cat because they are friendly, good house pets and are mysterious. ~Howard Hart, Wilkes-Barre.

If you could meet one famous person, who would it be and why?



← I would want to meet Angelina Jolie. Not only for her beauty but for her humanitarian efforts she does across the world. She is active in saving children from poverty and hunger, a trait I truly admire. Not to mention she is married to Brad Pitt! ~Leanne Adamoyurka, Wilkes-Barre.

Lady Gaga for sure! She has become such an icon in such a short amount of time between her crazy hair, off the wall outfits, and great music. I think she would be an awesome person to learn from! She’s fearless! →



← I would like to meet Paul Mitchell. I would want to learn his secret on success and his style and coming up with different products. He goes with his gut. ~Taisha Torres, Ludlow.

I would pick Martin Luther King Jr. He’s one of the most inspirational people I know. I would love to hear more from him than just the speeches he made. I would love to know such a good person one on one. →



A Message to Jolie Students

On behalf of the faculty and staff at Jolie Hair and Beauty Academy I would like to welcome all our students. I have had the privilege of working at all of our locations, and one of the most valuable lesson I have learned is that Jolie is made up of a community of individuals—students, faculty, and staff—who are all interested in personal growth and professional career success.

In my role as vice president, I work with a dedicated staff that is committed to supporting you in your pursuit of a new rewarding career in the beauty industry. They are here for you, and I encourage you to take advantage of the wide-ranging resources available to you.

We truly appreciate the opportunity to assist you in your new career path and wish you continued success.

Sincerely,

Joe Visconti

*Regional Vice President,
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