

ISSUE 1  
SPRING/SUMMER 2009

## Train For An In-Demand Career

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*Beauty industry  
expected to grow  
faster than average!*

*Students Assist  
at Spring  
Fashion Show*

*Students  
"Go Green"*

### ***Classes Now Forming***

- Jolie Hair and Beauty Academy
- Academy of Hair Design
- Academy of Creative Hair Design

*Helping People Feel Beautiful*





## Congratulations to our Spotlight Graduates!

### Pursue Your Passion



Tamara Gonyea

"I knew from about the time I was 14 that I was going to go to school for cosmetology. I used to watch my aunt and my cousin style my sister's hair and I would run off and experiment on my friends' hair. Going to cosmetology school was just the next step after high school to eventually obtain the job I wanted and yearned for," Tamara Gonyea explained.

After meeting with the faculty and staff at Jolie Hair and Beauty Academy in Ludlow, MA, Tamara decided it was where she wanted to go to school. "They made me feel extremely confident that I would receive the skills and knowledge necessary to go on to a rewarding and successful career," Tamara said.

Her experience at school was a great one. Tamara explained, "I made some friends at Jolie that I will have for the rest of my life. Aside from the friends I made, I was also fortunate enough to have teachers who truly cared about the students and who were willing to do what they needed to make sure you learned and understood the material at hand.

*"They made me feel extremely confident that I would receive the skills and knowledge necessary to go on to a rewarding and successful career."*

Overall the staff made sure I truly enjoyed and benefited from my experience at Jolie."

Tamara was hired at the prestigious Ochoa For Hair in South Hadley, MA after graduating from the program. "Ochoa is a great salon to work for. They are extremely involved in continuing their employees' education as much as possible. I started working for them as an assistant last June. At Ochoa, you must first work as an assistant for two years before becoming a stylist. After two years, you are moved up to study under a well-established stylist. When they feel you are ready, they will give you a test on your skills and then move you onto the floor as a stylist. I honestly believe that this was the absolute best choice for me. I am extremely happy to work there."

Tamara added, "In this field, there is always something new to learn and always a new way to challenge yourself. It never gets boring and that's why I love it. Enrolling in the cosmetology program at Jolie opened a wide variety of doors for me in the salon industry. I could go on to be anything from a stylist in a small salon to a platform artist. It all depends on what you as a person are looking to gain from your career. The staff at Jolie is extremely accommodating when it comes to helping you open your eyes to the possibilities that are ahead of you. My life has absolutely benefited from this school because it allowed me to pursue my life's passion in a career."

## *"It isn't work when you truly love what you do!"*

Debi Shandrick worked in a dermatologist's office and really enjoyed the cosmetic end of the practice. She was the office manager, performed microdermabrasions and chemical peels, and assisted doctors with procedures and surgeries. Debi stated, "I loved and enjoyed my work, but I wanted to do more with skin care. Doctors generally do not have the time to address skin care issues with their patients and I felt that it was an area consumers were very interested in."

Debi knew there was a need to educate the consumer about skin care so she decided to enroll in the Academy of Hair Design's Skin Esthetics program in Hazleton, PA. Debi stated, "The school was in my hometown, which made it easier to work and go to school."

Upon completion of the program, Debi decided to open up her own business, Robert Stevens Face & Body, located in Sugarloaf, PA. "We are a skin care center, specializing in skin care only. I am a licensed Aesthetician and currently have six employees, plus myself, in treatment rooms performing facials, massages, synergy, microdermabrasions, micro-cur-

rents, oxygen facials, LED (Light Emitting Diode), waxing, body wraps and scrubs. I am on my third location in six years because we outgrew our previous locations."

"When I decided I was going to open up my own business, the faculty and staff at the Academy of Hair Design were great resources. They continued to offer help through the arduous process of setting up my own business. They are a wealth of knowledge. They are there to help and are happy to do it even after course completion," Debi expressed.

Debi's successful business gives her the freedom to travel and she also has the flexibility to make her own schedule. "I'm busy so I have very little free time, but that's ok. It isn't work when you truly love what you do!"



Debi Shandrick

## Dream Come True



Ashley Jacopetti

*"I worked with American Idol when they were on tour, country singer Kenny Chesney and country duo Sugarland."*

"Ever since I was a very little girl, I knew what I wanted to be when I grew up. I can remember as far back as four years old always saying I wanted to do hair, makeup, and nails as well as make people beautiful when I got older," Ashley Jacopetti expressed.

While obtaining her Business Administration degree at King's College, she also chose to enroll in the Academy of Creative Hair Design's Nail Esthetics and Cosmetology programs in Wilkes-Barre, PA. Ashley said, "Many people in the salon business choose one area of concentration, whether it be hair, skin, or nail care. For myself, I could not choose because I love it all. It gives me versatility. I chose Academy of Creative Hair because it was close to my home and college, and after meeting with the staff, felt very comfortable. I was concerned about whether I was going to be able to handle another thing on my plate, but beauty school was something that took my mind off the other stresses around me. It was something I had a passion for. It was the best decision I could have made for myself."

Ashley now works at Age of Innocence Salon and Day Spa in Shavertown, PA. In addition to styling hair, Ashley does artificial and natural manicures, pedicures, makeup and waxing.

"I love doing fun colors and cuts and a lot of people come to me to get some really cool nail art done. My true love is makeup and it's a great feeling when a client looks at themselves in the mirror and I see them light up all over."

In addition to working in a salon, Ashley travels to do makeup for weddings and parties at people's homes. She also does manicures and pedicures for celebrities when they are in the area for concerts! Ashley explains, "I worked with American Idol when they were on tour, country singer Kenny Chesney and country duo Sugarland."

"Academy of Creative Hair Design is where I learned all of the basics I needed to begin my career. It is where all of my dreams- from when I was a little girl- started to come true. I am very blessed to be so happy."

Ashley added, "I think it is very important to let prospective students know that even though many industries are struggling during these uncertain economic times, I feel that the beauty industry is one business that is still thriving. People are always working their hardest to look and feel good. It makes me feel even luckier to make my customers happy and look their best when other aspects of their lives may not be so great."

## A Creative Force

Bobby Scott was working as a waiter at the Ground Round and as a sales associate at the GAP when he decided to pursue a career in cosmetology. "I decided to go back to school to better myself. I loved the hair industry and keeping up on fashion," he said.

Jolie Hair and Beauty Academy in Ludlow, MA was his school of choice and he enrolled in the Cosmetology program. Bobby stated, "Going back to school again was a little difficult, but in the end it was fine. Doing hair comes pretty natural to me! Jolie was a good price point and I felt very comfortable around the staff. The school had a family atmosphere."

Jolie offers a flexible schedule and is conveniently located near the Turnpike which made it easy for Bobby to work while gaining the necessary skills towards his cosmetology career. Being able to work and go to school was very important and made him feel more at ease about being back in the school environment.

Bobby worked at a few well-known local salons after graduation before the owner of Spa Encore Europa Salon in East Longmeadow, MA contacted him for a prime position. "I am now the Master Stylist and Salon Manager at Encore! I love my job and I make great money at the age of 25! I believe my life has benefited from my decision to go to Jolie."

Bobby also travels and works at hair shows for TIGI, one of the leading companies in fashion hair care. TIGI

works with hairdressers across the world making certain the latest styles and products are in salons. "I am a creative force (color specialist) for TIGI. I get an awesome education and benefits," he said.

Bobby offered some words of wisdom on how to become successful. "Be positive and know that hair styling is about the client, not the stylist.

When I started out, I thought I knew exactly what my clients' hair should look like. But if they aren't comfortable with it, they won't wear it well. Build that client/stylist relationship and make it strong. They will be more apt to change, which will make you more popular with their family and friends."



Bobby Scott

*"I am now the Master Stylist and Salon Manager at Encore! I love my job and I make great money at the age of 25!"*

Academy of Creative Hair Design  
Wilkes-Barre, PA



Academy of Hair Design  
Hazleton, PA



Jolie Hair & Beauty Academy  
Ludlow, MA

### Wilkes-Barre Campus

- The campus hosted the Luzerne County Intermediate Unit, the "beacon for educational leadership" in Luzerne County Pennsylvania. The organization partnered with the Academy of Creative Hair Design to give a presentation on encouragement and motivation to students from the surrounding area who are part of the Dropout Prevention Program.
- Guest speaker Butch Feist from Style T Salon taught an advanced color and hair extension class recently. Students were given the latest trends and technologies for the Goldwell color line and SoCap extensions.

### Hazleton Campus

- A big thank you to the Sukotto Scissor Company for their recent presentation! The company taught students how to measure their hands for a custom fit and presented the latest in shear technology and maintenance.
- Jessica Miscannon is the recipient of the campus' highest academic achievement award. As of the last marking period, Jessica was holding an impressive 4.0 GPA!
- The campus would like to recognize Melanie Richards for having perfect attendance during the last marking period. Congratulations on a job well done!

### Ludlow Campus

- In honor of Constitution Day, the students competed in a powdered wig updo competition. The students had to create wigs that resembled the hairstyles worn by the Continental Congress.
- Recently the Cosmetology students attended an AIDS Awareness Day at Baystate Medical Center. They performed complimentary hand and arm massages on people from the local community who attended the event. The day was dedicated to learning about AIDS and understanding how it effects those with the disease and disease prevention.
- Jolie Hair and Beauty Academy is proud to announce that they have a pass rate of 93% for the students who took the State Board of Cosmetology License Exam.
- The school would like to welcome Melissa Nebelski and Melissa Haley as instructors to the Cosmetology program!
- Congratulations to the following students for having perfect attendance for the last marking period:

**Adam Consolmagno**

**Rebecca Piper**

**Jessica McCoy**

**Liliana Azevedo**

## New Skills - A Key to Success in Any Economy

Many economic and business experts agree that going back to school and acquiring new skills might be the smartest decision during an economic recession. William Anjos of Pioneer Education said, "Despite the present economic slowdown, the need for skilled employees continues to grow in many fields."

Although unemployment rates continue to rise, the health and beauty industry continues to experience growth. According to the Bureau of Labor Statistics, careers in the cosmetology field are expected to grow faster than average through the year 2016. Reasons for the anticipated growth include the increasing demand for hair treatments by teenagers and aging baby boomers, as well as the growing number of men who have their hair cut and styled at salons rather than barber shops.

In addition, the past decade has seen a significant increase in both spas and spa-goers, creating even more opportunities for cosmetologists, manicurists and skin care specialists. In fact, The International Spa Association reports that job opportunities in spas increased by 31% between July 2007 and June 2008!

The key to securing a job in the growing cosmetology field is education. Beauty schools offer flexible schedules and short-term certificates in these high-growth careers, making it easier for adults to go back to school. In contrast to four-year programs that require many general education courses, beauty schools focus on relevant and hands-on learning that allows students to focus completely on their new career path.

US News & World Report listed cosmetology as one of the "best careers for a changing job landscape." This gives graduates of beauty schools an excellent opportunity to train for an exciting career that is in high demand. Those who take advantage of this opportunity will be better prepared for a career path with more stability, higher compensation and a higher level of job satisfaction.



*The past decade has seen a significant increase in both spas and spa-goers, creating even more opportunities for cosmetologists, manicurists and skin care specialists.*



## A Flawless Finish

The flawless application of airbrush makeup was once reserved for Hollywood stars whose jobs required absolute perfection in their appearances. Today, this revolutionary makeup technique is available at two Pennsylvania cosmetology schools—the Academy of Hair Design in Hazleton and the Academy of Creative Hair Design in Wilkes-Barre. "We were the first schools in the area to offer instruction in airbrush makeup," Admissions Representative Judie Roccograndi said. "It's fast, flawless and completely hygienic because the brushes don't touch the face."



To apply, a small drop of liquid makeup is placed into the airbrush and sprayed as a fine mist onto the face, neck or body. The airbrush tool can be used to apply foundation, blush, mascara and eye shadow. It can also be used to apply special effects makeup or temporary tattoos.

When applied correctly, airbrush makeup creates a flawless finish and can replicate an individual's exact skin tone while successfully covering facial blemishes such as scars, acne and bruises. Another benefit of airbrush makeup is its longevity. Once the makeup is applied and given a chance to dry, it is both smudge proof and water resistant. In general, airbrush makeup can be expected to last approximately 16 hours without needing to be touched up. And because the makeup is hypo-allergenic and doesn't clog pores, the skin is able to breathe when worn for extended periods of time.

Students at these two Pioneer Education schools are taught the fundamentals of this advanced technique, giving them an edge over traditional makeup artists when looking for a job in the field of cosmetology.

## A Passion for Teaching

Jolie Hair and Beauty Academy is happy to announce the promotion of Kelly Krivacs to Director of Education.

Kelly has over 20 years of experience in the beauty industry as an instructor and a salon owner, including eight years at Jolie as both an instructor and senior instructor. She has participated in many master's classes and brings advanced knowledge of color, design and cutting to her students.



*Kelly Krivacs  
Director of Education*

An enthusiastic instructor, Kelly has a way of teaching students that makes them want to learn. She motivates them through interactive lectures and demonstrations that challenge them to think and be creative. She always says, "if a student is thinking and creating they don't have time to be bored in the classroom and they will be motivated to ask for more and want to learn."

Kelly admits that teaching is not only her passion, it is her life. "It's my heart, and everyone who meets me knows it," she said.

Kelly heads up an amazing team of instructors who are inspired by her teaching techniques and are committed to making the classroom an active, hands-on learning environment. "They are an awesome group of teachers," she said. "We have a lot of goals, and we are reaching them. What I'm really looking forward to (as the Director of Education) is giving students the best education I can."

Going forward, Kelly is planning many outside demonstrations and events for the students that will add real-world experience to their classroom environment. This knowledge keeps the students motivated and helps them understand what to expect when they graduate and enter the workforce. The staff is happy to have Kelly as part of their team and look forward to working with her in the future.

## On The Catwalk



*Students preparing model for fashion show*

Cosmetology students from the Academy of Creative Hair Design in Wilkes-Barre, PA gained valuable experience by participating in the Spring Fashion Show at the Scranton Cultural Center. As a group, they did the makeup and updo's for 24 models. "It was good for us," Admissions Representative Judie Roccograndi said. "Not only were the girls able to get experience, but it was good exposure for us as well. We were able to market our school and the cosmetology services that we offer to the general public."

The girls arrived at 9:00am and worked backstage at the event for four hours, getting each model ready for her appearance on the catwalk. According to Judie, the students benefited greatly from working with these models because it helped prepare them to handle weddings, proms and other formal events. "It was a great experience," she said.

According to Judie, the Cultural Center is a venue for many off-Broadway shows, which was evident by the messages written all over the walls backstage. "The actors and actresses who perform in these shows have a tradition of signing the walls of each venue when they're on tour," she said. "The girls thought it was really cool...they felt like they had made it to the big-time."



## What actions have you taken to "go green?"



← I recycle cardboard, newspapers, plastics and glass. Anything reusable, I use it again. If I could afford cloth diapers, that would be my choice. I also carpool wherever I go and turn my computer off. ~Rebecca Aldrich, Ludlow.

I have switched all the light bulbs in my house to the energy saver bulbs. If I'm not in the room nothing is on. I take shorter showers and let my hair air dry rather than blow drying. →



← We use less electricity and recycle all paper products by using them in my fireplace to help heat my house. ~Honey Jimenez, Hazleton.

I used to keep my T.V. on all night but now I put it on a timer when I go to bed. I wash all my clothes with cold water. I have bought reusable bags instead of having my groceries in plastic bags. →



## How are the present economic conditions affecting you or your family?



← The present economic conditions are affecting my family in a big way. We don't have the extra money to go out to eat or see a movie. We hardly have money to get stuff for the baby. Times are hard, but I thank God every night for what we do have. And I have faith that times will change for the better and things will go back to normal. ~Nicole Langan, Ludlow.

Times are tough. We'll get through though. ~ Ashley Sides, Hazleton.

I am struggling right now with gas (home heating) bills and electric bills. Not to mention I am currently a waitress and now business has dropped which affects what I make directly. →



## Who has been your greatest source of inspiration?

My greatest source of inspiration comes from my grandfather who served in WWII and all those who fought with him. Not only did they sacrifice so much for the greater good of our country, they also had a wonderful moral standing that I wish was around today. I am also inspired by my brother, Raymond, who also volunteered for the army and is currently serving in Iraq. →



I would have to say myself. I am the rock in my small family and I do what I have to, to make sure my son has the best education. Finishing my career in cosmetology will only reinforce that anyone can accomplish what they want in spite of any hardships. ~Gabriela Manriquez, Hazleton.



← Miss Anna, my teacher. She is always so positive and encouraging. She makes the day brighter and always finds something good. When I'm down or discouraged, she always finds a way to make me feel better and prods me on. ~Bobbie Ritter, Wilkes-Barre.

- **Jolie Hair and Beauty Academy**  
44 Sewall Street Ludlow, MA 01056  
(413) 589-0747
- **Academy of Hair Design**  
1057A North Church Street Hazleton, PA 18202  
(570) 459-5501
- **Academy of Creative Hair Design**  
125 North Wilkes-Barre Blvd. Wilkes-Barre, PA 18702  
(570) 825-8363



### A Message to Pioneer Students

Pioneer Education was created to meet the needs of students seeking careers in the beauty industry. Our staff and faculty are committed to providing exceptional educational programs and opportunities that equip our graduates with the skills necessary to obtain rewarding careers.

We are pleased to launch this debut edition of Pioneer's newsletter, *Highlights*. This publication spotlights accomplishments of our student body and faculty, along with alumni success stories.

The staff and I would like to take this opportunity to express our appreciation for allowing us to assist you in achieving your career goals. We understand the important role we play and the level of commitment it takes on our part to help you achieve success in your new career.

Being confident and focused during your time in school will help you to be prepared for the career challenges ahead. We are proud of you and your decision to enter the beauty industry and look forward to helping you become successful.

I am confident that with continued dedication and hard work your future career will be prosperous and rewarding.

Sincerely,  
*Joe Visconti*  
Regional Vice President,  
Pioneer Education, LLC