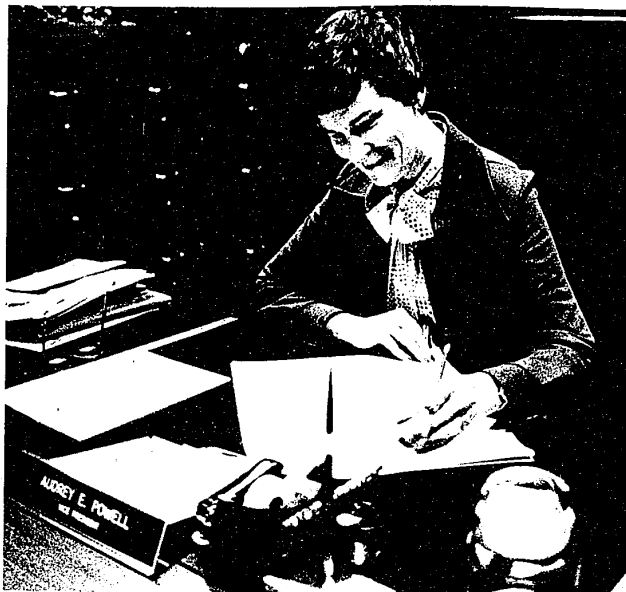


Banking breaking barriers in battle between the sexes



Audrey Powell's appointment as vice-president of Livonia came eight years after she started there as personnel at Michigan National Bank West-Metro in secretary. (Staff photo by Art Emanuel)

By SHIRLEE IDEN

Women are moving up the ladder in the banking business.

According to Rose C. Goldberg, assistant vice-president of Metropolitan Savings Bank's Tel-Twelve Mall branch and Audrey Powell, vice-president of personnel at Michigan National Bank-West Metro of Livonia, women are being accepted readily in the banking field and are moving ahead to responsible management positions.

Mrs. Goldberg, a Southfield resident, began her banking career when the last of her children went off to kindergarten. She decided she needed to go to work to keep busy.

That was more than 22 years ago and looking back, she remembers starting out by working from 10 a.m. to 3 p.m. but "soon growing to be very busy."

To insure that she would advance in her career, Mrs. Goldberg took courses at District 6 Savings and Loan Institute where she studied banking mortgages and supervisory aspects of banking.

She went to work for Metropolitan Savings in 1956 and when they opened their Tel-Twelve Mall Branch, she was named branch manager and assistant vice-president. As branch manager, she supervises six employees.

A native Detroit, she attended Central High School graduating in 1944. She and her husband have three grown children and two grandchildren.

BECAUSE all work and no play might make Mrs. Goldberg a dull banking vesp, she has kept busy in the community with the Southfield Chamber of Commerce, and has been appointed to governmental commissions and been financial advisor to the League of Women Voters.

In a lighter vein, she relaxes by bowling, knitting and crocheting. "I live and work in Southfield," she said. "It's nice getting into things that have to be done. If you're not active, then you can't complain."

Audrey Powell's appointment to vice-president of personnel at her bank came eight years after she started there as a secretary.

Mrs. Powell said she grew up on the east side of Detroit and worked for Detroit Edison for more than five years when she completed high school studies.

"Then I retired to have a family and became a secretary at the Warren Consolidated Schools," she said.

Her husband, Joseph, works at Detroit Edison and she said he loves to point out to people that many years



ROSE C. GOLDBERG

ago, he hired her as a secretary.

Despite the teasing, her husband and children Jim and Susan are both proud of their mother, the bank vice-president. Her climb to that position came after the family left Warren to live in Livonia and she joined the bank's personnel department.

"With all the activity in the women's movement the past few years, it's (women in bank management) is not so unusual. We have a lot of turnover with managers and it's mostly men who are being replaced by women these days."

—Rose C. Goldberg

"BANKING is a fantastic opportunity for women," she said. "and it's one that wasn't there a few years ago. Years ago, women were secretaries and that was that. Now they are coming into their own."

Both Mrs. Goldberg and Mrs. Powell agreed that more and more women are taking positions as tellers and moving up from there.

"With all the activity in the women's movement the past few years, it's not so unusual," Mrs. Goldberg said. "We have a lot of turnover with managers and it's mostly men who are being replaced by women these days."

Career counselor offers occupational pointers

By CHARLOTTE ADAMS
Career Placement Counselor

Women are developing a special sense of determination.

They are willing to learn. They want to be in management positions. Women strongly feel they are qualified for these positions. They are constantly striving for experiences that will allow them to become even more qualified. Many are taking the initiative to surge ahead. Their self-confidence and self-acceptance are definitely paving the way.

By their actions and results, women are proving to their peers that they have earned the right to be in management. They are successful women who are continually proving that they have earned the right to be called successful.

Even though the over-all work prospects look brighter and everybody is out there hustling for a career or career advancement, the stone wall of acceptance has not completely crumbled.

In fact, unfortunately, women are beginning to "rush the wall" too rapidly. The "female image" still enters into their performance evaluation by their peers. This stigma enters into the selection performance of the woman ready to enter the work force.

This "female image" stigma hinders those women considering a position change or a career change.

Women have been their own worst enemies in the past, and regretfully, this still holds true. Rightfully, women have waited long enough to enjoy equal pay for equal work, equal recognition for outstanding accomplishments, and equal consideration for advancement when qualified.

Being right, however, doesn't make it so.

Women, more than ever, have to continually prove themselves. In today's competitive world they have to be more aware of their attitudes, goals, abilities, their own definition of what constitutes success. Women must analyze their fundamental values, they

must establish clearly in their minds what is their zenith of fulfillment.

These fundamental evaluations, coupled with drive, skills, abilities, dedication and luck, will spell success, accomplishment and bring with it all the benefit of super achievers.

Never in our lifetime have we been so close to achieving our rightful and equal place in society. Never before in our lifetime have we had so great a control of our own destinies.

As of July, 42.1 million women were gainfully employed. Never before have women been able to achieve so much recognition, acceptance and advancement.

Now, more than ever, women should be more thoughtfully aware of their own goals, pursuits, and how it might affect their sister achievers.

It greatly concerns me, as a personnel consultant, that it takes only a few women to create a poor impression that reflects upon all women.

For example: Many of the executive secretaries in today's work force are suddenly becoming discontented with their position and are expressing this discontentment in unprofessional ways. True, they have a point. Many are long overdue, and have been bypassed in promotions and financial gain. Equally as many executive secretaries, however, are happy with their lot, and an untold number of young women who aspired to become an executive secretary are beginning to express this disillusionment.

My belief, and the best advice I can briefly offer today's women entering or advancing in the work force is:

1. Be the most competent you can be in your chosen field.

2. Acquire a second area of expertise as a back-up if necessary.

3. Be realistic. Begin your climb up the ladder at the bottom if necessary.

4. Do your very best; keep your eyes open for opportunity and your frustrations quiet.



Charlotte Adams, career placement counselor, advises women "never miss an opportunity to advance."

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About our section

Working women take a bow.

October 16-21 marks National Business Women's week, a time to recognize the female segment of the workforce. This section serves as a tribute to the millions of women who leave their homes each day to take their place in the working world.

Besides those writers and photographers contributing to the section, others who have lent their talents include Gary Friedman, cover photographs and design; Kathleen Moran and Steven Barnaby, layout; advertising coordinators, Margaret Shieb and Shari Johnson; production department; keyliner, Martha Taucher; copy editors and editorial coordinator, Susan Rosiek; art consultant, Glenna Merrilat.

Featured on the cover are Genevieve Dotson, an apprentice millwright at Chevrolet Spring and Bumper Plant in Livonia, and Evelyn Forrest, a Troy attorney.