

# Ventures into business reap rewards

By PATRICIA LaCROIX

Independence. This word is spelled S-U-C-C-E-S-S for women who have broken from the traditional confines of a "women's job" and the analogy is accurate. Women, tired of the wife and mother qualifications, are increasingly asserting their independence. It is only natural progression that this would advance them from behind the desk as secretary into the executive offices—owners.

And they are doing it successfully. Elaine Kratz is a prime example. In business for only 15 months, she now owns or operates three businesses, all in Southfield.

The Air-Sea Travel Agency is one. A natural outgrowth of this adventure, Kratz says, is the Air-Sea Travel Boutique which she operates next door. It is specifically designed to meet the needs of travelers as sold there.

She also operates a similar boutique in the Travelers Tower complex. Her third business is an executive typing service. Through this firm, she says she tries to "create an image" for men and women in business via the gifts they distribute to employees and prospective patrons.

"I used to get all this junk as a business person. How many pens and calendars can you use, anyway?" she asks. "I really got tired of this after a while, and decided I would market unique items so they (the business executives) would be remembered." One of the products she promotes is a one-inch gun which shoots either "blanks or flares."

Corinne Bozin, part owner of a quickly growing modeling school chain, also has made her mark in the business sphere.

Ms. Bozin, speaking so quickly as to make one think they are keeping her from some terribly pressing appointment, gladly tells of her climb from a teenaged model to co-owner of one of the fastest growing modeling chains.

"At 17 years old, as a high school drop-out, I knew that I'd be facing some stiff competition for jobs," she says. "I attended modeling school so I could put my look together and present myself as a professional."

During the six years since her first class at Auston's Professional Modeling and Finishing School in 1972, her biography has expanded to include rapid advancement through the organization until, in 1975, she entered into a "50 per cent" partnership of the school located in Dearborn.

"Now, the company is expanding, and will be opening schools in Windsor as well as Cleveland or Toledo in October."

Elaine Kratz, Travel agency owner

"Men have a tendency to see businesswomen as women first, then for their ability. Men think women are great to have lunch with, but not so good to discuss the nitty-gritty."

Elaine Kratz, Travel agency owner

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—Model Corinne Bozin

ber. By January, Ms. Bozin expects they will have expanded to Toronto, or perhaps Chicago or Atlanta.

In 1972, there were only two schools, one in Royal Oak and one in Detroit.

OTHER BUSINESS WOMEN have less dramatic stories to tell.

Arlene Anderson, owner of the Golden Fleece needlecraft shop in Farmington, says she was a homemaker for 20 years before she opened her store.

"Now that the children are grown, it seemed like a fun thing to do," she says. "It's nothing very unusual."

Mrs. Anderson says her husband is "very enthusiastic" about the shop.

"I guess he really put the idea into my head. He knew I needed something to do," she explains.

Helen Roche, who owns Helen's Health Hut in Farmington, has another reason for opening her business.

Mrs. Roche says she went "from doctor to doctor" when she was sick a few years ago, but didn't find a cure. Finally, she tried natural foods and vitamins, which she says improved her health.

"I figured that if those things helped me, they would help others, she says.

But being in business isn't all glory. Mrs. Roche says she wouldn't have begun if she knew about all the paperwork that needed to be done.

"It's my first venture into business. Of course, I never would have done it if I had known about all the paper work you had to do," she says. "Everytime you turn around there is some other form to fill out."

Both Ms. Kratz and Ms. Bozin are both satisfied with their professions, though.

"I'm very contented with the business," says Ms. Bozin. "I've met with interesting people who are seeking careers in modeling, but more importantly, people who are interested in benefitting themselves."

Ms. Bozin says she may go back to school to take some business courses, such as accounting.

"I'd like to just get the technicals. I've been doing the practicals for five years now," she adds.

Ms. Kratz says she learned about the business world from her father, who "always talked business in front of us kids."

"He taught us to make decisions and analyze situations for ourselves," she says.

"All I know is that it really gets my adrenalin flowing to see a new business of mine opening up," she says.



Corinne Bozin (above) demonstrates some runway moves to a future model. Ms. Bozin is part-owner of the Auston's Professional Modeling and Finishing School in Dearborn. At left, she applies makeup to aspiring model Lori Stefaniek. (Staff photos by Gary Friedman)

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