

# Pioneering In New Careers For Women

More and more employers are using the words "woman" and "mature" in their job specifications. But if you have a liberal arts or teaching degree, you may have to consider "re-training" to get a job.

This was the word from a group of personnel consultants who spoke at the second session of a four-day investigation into "New Careers for Women" at Schoolcraft College.

The first day (May 2) dealt with women in professional

careers; the third, with women in technical careers; and the fourth was a technical careers workshop. Areas covered in the latter were architecture, data processing, drafting and design, electrical, electronics and metallurgy.

Barbara Good of Professional Personnel Consultants pointed out that although the Department of Labor lists 29,000 occupations, women tend to stick to the traditional ones, and are secretaries, elementary school teachers,

household workers and nurses. Her advice as to "walk before you run." Start, if necessary, in a secretarial job, since most companies like to promote workers from within.

On this point, Gary Lytle, who is concerned with management employment for Michigan Bell Telephone Co., disagreed.

"Work experience is important," he said. "But stay away from the clerical thing;

if at all possible. We are not interested in 15 years experience in filing."

He advised going into sales and said that even experience in door-to-door selling or in insurance or real estate is valuable.

Opportunities for the mature woman are better than ever today, he said, in accounting, technical work, business administration, engineering and computer programming. "But," he said,

"we have a glut of liberal arts graduates."

"There is no job attainable to you today," he said. "We have women in installation and maintenance. We also have men operators and service representatives."

Claire Harrison, another Professional Personnel consultant, advised women to "be prepared to work harder than their male co-workers, be prepared to make some sacrifices, and decide what talent you have and what you

enjoy doing and are most comfortable with."

Anne Marie Duda, Wayne State University alumni placement director, stressed the importance of flexibility, but said that the question of retraining is an individual problem. For the woman who has raised her family and is re-entering the work world, she advised including volunteer experience on her resume. "It does help," she said.

Allis Johnson, who has run her own personnel agency in

Livonia for the past 10 years, said that the traditional women's jobs are developing a surplus.

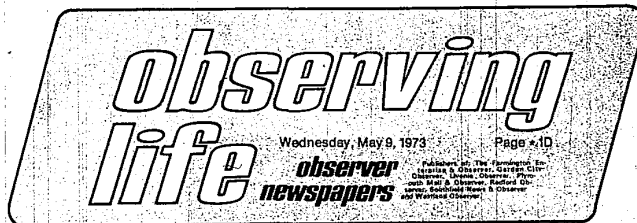
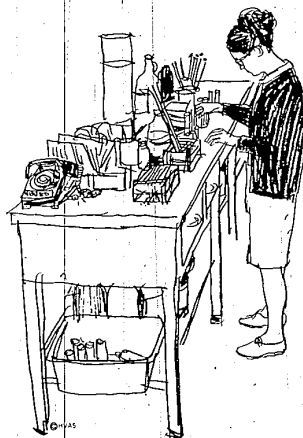
Opportunities now lie in the areas of engineering, science (physics, chemistry, geology and other earth sciences), dentistry, medicine, professional business (particularly banking), hotel management and purchasing.

"As long as you are knowledgeable, you can relate to any field that doesn't take muscle power. But get the

right training for the job you want," she said.

Nancy Dufour, head of Schoolcraft College's Continuum Center which sponsored the program, said the college's counseling office offers tests once a month for persons having difficulties deciding what field they should major in. But even these tests too often leave a bewildering variety of choices, she said, and so her office is hoping to set up some which will narrow them down.

## Some Roads Less Traveled By



Stories By Loraine McClish, Betty Masson, Kathy Moran

## HEATING AND AIR CONDITIONING

Although most women don't realize it, they were pioneers in the field of heating and air conditioning, says Frances Moore, co-owner of Moore Furnace Co. in Livonia.

Women are better able to walk into a home and recommend placement of heat registers that won't interfere with the house's decor, but will be best suited for a proper heating and air conditioning system.

"There's no person better qualified to talk to a homeowner than a woman," Mrs. Moore said. "Women recognize where the draperies and furniture will go. They think

about these things; men don't."

A poor heating system is not only expensive to operate but uncomfortable. A housewife is well aware of the difference between a good and bad system, particularly when it comes to cleaning a dusty house because of a bad system, she noted.

In addition to designing heating and cooling systems for homes, women in this field can go into sizing equipment, installation, purchasing, inventory control or servicing.

Mrs. Moore said she'll bet that it was a woman who built the first fire to keep warm and who first waved a fan over a man to keep him cool and "it's time women got back into the business of

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## DENTISTRY

Dr. Saule Dietz entered the University of Detroit Dental School with one other female student where "everybody seemed to think we were on some kind of lark."

She is now awaiting the birth of her baby and helps out at a private clinic one day a week.

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Her standard answer to barbs and sick jokes was: "Do you think this is the way anyone would spend a \$2,000 fling?"

Then, once her fellow students got used to the idea that she was serious about her chosen career, "They came to the conclusion that our primary interest in life was competing with men."

But for Dr. Dietz, this was an ironic twist. She is a native of Lithuania where dentistry is a woman's profession. Ninety-six per cent of the dentists in that country are women, compared to less than one per cent in the United States. To her way of thinking, it was the man who was invading the woman's world.

In addition to private practice and hospital work, there are public health fields and dental education open to the woman interested in dentistry. "but don't worry about specializing in anything until you've been working for a couple of years and you're sure of what you want to specialize in."

She claims a warm and compassionate nature is necessary for the job and an avidity to "keeping abreast of every new facet in the field. Read your journals faithfully."

After graduation she took jobs at both the Detroit General Hospital and Ford Hos-

## ACCOUNTING

Accounting is not a new profession for women, though it is one that does not attract many women.

Loyalty and integrity are important because the accountant is entrusted with vast amounts of private information.

You must like to work with detail, have a natural tendency to orderliness, and you must like to work with people.

"Most audits are done by crews and for long hours at one time. Animosity among the auditors can be destructive for everybody," she said.

You must have a genuine respect for accuracy. "You do not have to be a whiz at math," she claims, "you just have to like it."

The billions of federal dollars that are now being disbursed to states that are in turn being disbursed to agencies all have to be accounted for, and this factor in American life keeps growing.

"The need for accountants in this area alone will double between 1968 to 1990 - the field is wide open," she said.

She lists inner confidence as the number one requirement - enough so it can be passed on to the employer - and enough so that should the client panic, you don't.



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