On her way to the top with determination, style

At 33. Joan Mayer is the youngest of 13 vice presidents of Winkelman's. But far from being satisfied with her rapid rise in the corporate world, she doesn't believe she's reached her full potential within the firm.

"I think there's more I can do," said the Avon Township resident. "I expect to be a senior vice president and general merchandising manager. That's my goal."

al merchandising manager. That's my goal."

She may well reach it. In her 11 years with Winkelman's, she earned six promotions. Modest about her achievements, she says that she doean't feet that she's reached her present position at an unusually young age.

Most people she excounters respect her and realize that she wouldn't have gained so mech without the ability to earn her achievements. "There isn't anything I know of I'd rather be doing," she said.

Originally, she was sure there were

she said.

Originally, she was sure there were other fields for her. After graduating from Union High School in Chesaning, Mich, she intended to be an engineer. After her first semester at Western Michigan University she changed her major to home economics and clothing

and textiles because it sounded more exciting than the exacting world of en-gineering.

ALWAYS interested in fashion, she "wanted the creativity as well as (being able to work with) furnhers."

Although a fashion-merchandising program eventually developed at WMU, it was still in its early stages when Mayer was a student studying retailing with a minor in advertising. During her last semester she won an internable with the Pellon Corp. in New York.

internship with the Pellon Corp. In New York.

It was an opportunity that prompted her to work to convince the faculty of the value of similar experiences for other students. She has returned to WMU to speak about the internship program and careers in fashion.

After earning her bachelor's degree in 1973 Mayer was in the envisible position of mulling over three job offers, including bilds from firms in Chicago and New York. She chose Winkelman's over the others because it would allow the control of the processes of the control of the contro

Such frequent traveling also offers her the opportunity to work with 'all different kinds of people, from all different walks of life (who are) all business people and knowledgeable, hard working people. Anyone in this business is dedicated."

> · Joan Mayer Winkelman's vicepresident

> > By the time she was 32, Mayer had risen to vice president and merchandis-ing manager of the ready-to-wear divi-sion. Her duties include merchandising. directing the buying staff of the coat, suit and dress division and planning business, promotional and marketing duties.

Hardly a deakbound member of man

Hardly a deskbound member of man-agement, she travels a great deal. Last year, she spent a total of 26 weeks fer-reling out irends in stores, color agen-cies and fabric mills in New York, Ohio, Chicago and California. Twice a year she visits Europe and the Orient. Such frequent travelling also offers

\$7,200. Within 10 months, she was promoted to assistant buyer in sportswear and transferred to Winkelman's Detroit headquarters.

BUT THAT wasn't the end of her quick start. In October 1975, she was promised to sportswear hyper of coordinates and swimwear. The following May she was appointed junior dress buyer. In February 1978 she took charge of buying all dresse.

In Docember 1980, at ago 29, she became the youngest merchandising manager in Winkelman's history.

her the opportunity to work with "all different kinds of people, from all dif-ferent walks of life (who are) all brid-hess people and knowledgealfie, hard-working people. Anyone in this business is dedicated," she said.

Her own dedication and success re-ceives support at home from her hus-band Dennis, a forward program

planner in Courages a Country of the Purchasing Disease.

Both work in this city and decided almost seven years ago to move to Avon Township becames they wanted to get into an area in the Detroit suburbs that was like smaller-form living and still accossible to everything in Detroit but with properly and trees away from the big buildings of the city, she said.

Academics offered in summer school

New Morning School in Plymouth will offer an academic summer school from Monday, July 9, through Monday, July 30. Students in grades one through five will meet 8-10 a.m., and students in grades five through eight will meet from 10:30 a.m. to 12:30 p.m.

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will be intervenence planning.

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will be individualized assessment and planning.

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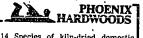
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