

The Stacy DiJulius Scholarship Fund

Providing opportunities to have a rewarding career impacting people's lives

The Stacy DiJulius Scholarship Fund is for ambitious people aspiring to make a significant impact in the beauty industry. This scholarship is designed to assist people, who are truly committed to having a long-term career as a licensed cosmetologist, with their initial tuition to cosmetology school. The scholarship will be awarded annually to one or more persons who are selected by a committee that will assess each candidate based on the merits of the Fund criteria:

- Energy
- Ambitious
- Professional
- Genuine interest in impacting the industry and people's lives
- Dreams large
- Selfless
- Give more mentality
- Community service

Interested parties must first complete an application In order to be considered. Members of The Stacy DiJulius Scholarship Fund Board will select a group of finalists from the application process to interview further. The Board will select the final winner(s) based on results of the application and interview process and will also determine the amount that will be awarded to each.

Good Luck!

Rules and Eligibility Requirements

The following application form, with all questions completed, must be submitted no later than July 24, 2010.

To be eligible to apply you must be in your last year of high school, a high school graduate, or have a GED. Contestants with any prior industry training or schooling are not eligible to participate.

Once all of the applications have been received, you will be contacted by email or a phone call to determine whether or not you are eligible to come in for an interview.

Finalist will be awarded on August 22, 2010. Scholarship must be used within 12 months. Check can only be submitted towards an approved cosmetology school.

Please make sure that the contestant application requirements have been met in order to be eligible to win a scholarship.

Finalists will be selected based on submitted question responses.

Application submitted via postal mail or hand delivered to the following address:

**The Stacy DiJulius Scholarship Fund
2010 Scholarship Application
673 F Alpha Drive
Cleveland, OH 44143**

Please note that all mailed entries and hand deliveries must be received no later than Friday, July 23, 2010.

Stacy DiJulius
August 22, 1969 – March 21, 2009
Founder of John Robert's Spa



Early years

It is not uncommon, in situations like these, to over eulogize the person; in Stacy's case, however, those of us who knew her would agree this would be nearly impossible. While many of us struggle at losing her much too soon, we can all feel good about what Stacy got out of life in her 39 years.

Her story is such an incredible one, one that many may not know. Stacy overcame a lot from her childhood, growing up in a dysfunctional, unhealthy family; where at 17 she found herself living on her own, in a one-bedroom apartment in Collinwood, barely supporting herself while going to high school in Richmond Height. Yet she had a spirit about her, a magnetic energy that drew people to her, and a resiliency of passion and determination.

It was obvious from the moment she started doing hair at 16, she was born to be in the beauty industry. She loved this career choice so dearly and had a vision for something few others could imagine. Through her uncompromising focus and determination, 23 years later, that vision has been more than realized. That 16-year-old kid built a collection of one of the most successful and recognizable salons brands in the country. She initially wanted to change a salon and she ended up changing an industry.

No woman ever made history by following all the rules

One of Stacy's favorite quotes was "No woman ever made history by following all the rules". She ignored traditional limitations that said only men in beauty industry could receive recognition and demand high prices for their skill. Stacy was a regular on all the local TV news channels and the Cleveland Plain Dealer, performing makeovers and providing fashion expertise. She was featured in Allure magazine as one of the top 10 hairdressers in the country. And the other 9 were all male. She charged more than \$100 for a haircut and was typically booked out for several weeks in advance. She was a platform artist for Aveda, traveling around the country performing on stage, inspiring hairdressers from all over. She participated at multiple occasions for New York Fashion Week and traveled all over the world for education, knowing that it was the foundation of her career. She put on amazing fashion shows in Northeast Ohio and built an amazing education program at John Robert's that today is copied by salons all across the country for training hairdressers.

All this helped change the way the profession of being a hair designer was viewed by the general public. It became a career that was recognized as a rewarding one, one that had so much self fulfillment and financial reward. As the artistic director of John Robert's, she helped groom, inspire and train well over a hundred service providers, who today are enjoying a lifestyle they never imagined.

The JRX

The experience she provided her guests with, as a hairdresser, literally made them feel as if they were the only client in the salon that day. It was personalized and she made an emotional connection with each of them. Today we call it the John Robert's Xperience (JRX), which allows everyone to be trained in providing the exact same type of experience. Stacy connected the same way with the people that worked for her. They could approach her, ask her questions, learn from her, be inspired by her, as well as ask her for personal advice.

Anyone that knew her would admire her by how much she did and did so well. She was the epitome of a teacher and a hairdresser icon. She inspired others to grow into becoming better, stronger people. Besides being responsible for more than 150 plus employees, her personal relationships were her priority, her family and friends.

Stacy didn't understand the meaning of moderation. She did everything the same way, 100%. If you asked Stacy for anything, you got all of her. If you asked her about a recipe, she made it for you. If you asked her where she got something, she went out and purchased it for you. She was obsessive about the details, all the details. Fun was a must when in her presence.

Stacy left an imprint of her life; in so many of us. Stacy cannot be forgotten. Her boys worshiped her. Their lives were her life. She was so proud of each of them and celebrated their uniqueness. You can see her in her three boys; 17 year old, Johnni, his focus and relentless determination to accomplish anything he sets out to. 12 year old Cal, his energy, faith, independence, and incredible charisma similar to Stacy. And in 7 year old, Bo, you see her rebellious side, the "don't tell me I can't do something" attitude.

*The following is an excerpt from Stacy's husband first book Secret Service; hidden systems that deliver unforgettable customer service

Impossible Dream versus Reality

In the 1980s the salon industry was very different that what it is today. Many salons were poorly run businesses, hairdressers jumped from salon to salon, and poor customer service was the norm. Clients accepted this state of affairs, and few customers respected their salon or its staff.

These salons didn't make much money or survive for long. Few offered benefits such as hospitalization and vacation, let alone 401Ks or further education. Opportunities for advancement were rare. A hairdresser couldn't expect to advance to a better job; nor for that

matter could a receptionist. As a result, a lot of frustrated people sought greener grass at other salons that offered false hopes and bogus opportunities. When promises failed to pan out, the employees often chose a totally new career.

My wife, Stacy, and I dreamed of creating a very different kind of salon business. We wanted it to have high ethical standards and to take the client's experience to a new level. We wanted to reward and recognize our team members in countless ways and to give them the same benefits and opportunities they could find in other industries. We wanted to contribute to our community, not just take money from it.

Basically, our dream was to "enhance the quality of the lives around us" by being a wonderful place where customers love to come, by creating jobs that make people feel good about themselves, and by sharing our success with the community by contributing to significant causes. In our dream salon, the employees would love to come to work, would take pride in what they did and whom they did it with, and in the process would find a purpose that touched their lives and their clients' lives.

It looked great on paper. To carry it out was such a huge challenge that it sometimes seemed impossible. We had to create this vision clearly so that we could measure real life against our ideal. We had to keep reminding ourselves that we were on the right path no matter how rough it got.

We had to ignore the voices of critics. We had to resist the temptation to follow industry tradition and cheat a little along the way; that might solve many of our problems in the short term, but we believed it would not be beneficial in the long run. We had to believe that if we built the business the right way and trusted others, eventually we would all benefit even more than we had originally hoped.

We had to walk the talk every single day, making sure we were what we said we wanted to be, making sure we did everything with integrity. We had to revisit our mission and vision constantly to make sure we lived up to it, adjusting it and evolving rather than allowing ourselves to think that what worked yesterday would work today and tomorrow.

Today we are a team of individuals who enhance the qualities of the lives around us. Above all else, I am proudest that with all the success of John Robert's and all the careers we have created, none of it happened at the expense of other salons. We owe our phenomenal success to the passion our core team has shown from the beginning. You don't need rules and policy if you have a team of people who are totally engaged. Even now, with well over 100 employees, that passion and family feeling are strong. Our core team shared our dream and faith and made John Robert's what it is today. Without our core team, we would be nowhere today.

The following quote best describes Stacy DiJulius' unique qualities and approach to life

Risk More

than others think is safe

Care More

than others think is wise

Dream More

than others think is practical

Expect More

than others think is possible

The Stacy Di Jul DiJulius Scholarship Fund

Providing opportunities to have a rewarding career impacting people's lives through
Cosmetology & Esthiology

Application

Name: _____ Date: _____

Address: _____

Contact Phone: _____ Email: _____

Have you ever worked in the beauty industry?

Are you currently enrolled in cosmetology school now or have you ever been?

Are you currently licensed to do hair, nails or esthetics?

How did you hear about the Stacy DiJulius Scholarship?

What purpose would you use the proceeds from the scholarship for?

What are your short & long term goals in the beauty industry?

Why should you win this scholarship over other candidates?

How do you want to be remembered?

How would you like others to describe you?

Why have you chosen the beauty industry?

How do you stay inspired and motivated?

What is most important to you?

Please explain how you plan on doing the following in your career;

Risk More - than others think is safe

Care More - than others think is wise

Dream More - than others think is practical

Expect More - than others think is possible