

Kaukauna Woman Finds New Career as Electrologist

Paper converter displaced thrives with Appleton office

BY PETE BACH • POST-CRESCENT STAFF WRITER • APRIL 29, 2010

APPLETON — Mary Frank took full advantage of the options after her former employer, the Hoffmaster Group, announced it would shut its Appleton plant in 2008, displacing 300 workers.

Thanks to the terms of the Trade Adjustment Assistance Act, she attended a school in Eau Claire and obtained state board certification as an electrologist. She opened her own shop last September.



Mary Frank took advantage of the Training Adjustment Act Fund, which helped her to pay for training to become an electrologist. She opened her own Appleton practice, Clear Choice Electrolysis, in September and has stayed busy ever since. (Photo for The P-C by

Q: Why did you pursue electrolysis rather than some other field?

A: I thought about it probably 35 years ago, but never pursued it. As you start working, you get comfortable (and) you don't pursue it.

Q: Have you had electrolysis treatments?

A: Yes. I had treatments prior to going to school. Maybe people didn't see it — I didn't have that obvious of hair — but it was enough that it bothered me and I wanted to address it. I think people who come to me have that same concern. They want to look better and feel better about themselves.

Q: You went from an employer and performing multiple jobs over many years along with a long period as a union steward and all of the duties that entails. Now you're self-employed and your own boss. How's it working?

A: I know it's a job that physically and mentally I can do. As long as I want I can continue as long as I can see decently. I use an Orascope.

Q: What does that visual aid do for you?

A: It allows me (to observe from) 30 inches away. I sit back in my chair. I don't put any strain on my arms or shoulders and I can work away. You do your job better.

Q: How's business going?

A: It's been very good. My business has grown. By the second month in business I was paying my bills. I'm not working as many hours as I would hope to work. But I'm working a comfortable amount of hours.

Q: How long do appointments last?

A: It's different for each person. For some it might just be 15 minutes if it's just an upper lip. Basically we say about 15 minutes per area.

Q: You're located in the "Between the Locks" building in an office you say suits you fine. How much is the rent?

A: It's \$275 a month and it includes everything.