

## BRICKS AND MORTAR

# Businessmen building cosmetology school

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**T**wo Wescosville entrepreneurs have formed a development company and are building a new free-standing school of cosmetology in Wescosville in western Lehigh County.

Wescosville businessmen Chad Jon Schneider and Gary Menzies formed CSGM Development in 2005.

Schneider is president and owner of Image International Modeling & Acting Center, located at 4959 Hamilton Blvd. Menzies is the principal at GM Financial Group, located 4972 Medical Center Circle, Wescosville.

Schneider maintains a salon as part of his Image International business, but has not been satisfied with the training brought by many of those he has hired.

"It's very difficult to find and retain good, quality help," Schneider said.



Photo by Jim Marsh  
**Work progresses on the Metro School of Cosmetology under construction in Wescosville.**

"For the last five to 10 years, I've been getting employees out of (cosmetology) schools, but it would take me a year, or 18 months, to retrain them in order for them to benefit our company."

Schneider said the time and money lost while workers became proficient enough to meet his standards was a stimulus to start a new advanced cosmetology school.

To be located at 4977 Medical Center Blvd., Wescosville, the 12,000-square-foot facility, will

be called Metro School of Cosmetics, and offer a 10-month program of 1,250 hours that will go beyond state minimum training requirements.

That cosmetology curriculum will include "hair designing and styling, nails and a little skin care and makeup, so graduates will be well-rounded," Schneider said.

Another offering, an aesthetics program, will teach skin care and require 600 hours of training, double the state requirement.

"The aesthetics industry has been growing by leaps and bounds," Schneider said. "We have dermatologists and plastic surgeon working with us as we develop the curriculum. This can be a very lucrative industry for those with the right credentials."

Schneider said he expects the school to receive national accreditation within the 18 months that process usually takes.

"When we attain our accreditation, we plan to use our training hours towards requirements for an associate's degree," he said. "This will give graduates a head start on a degree."

Menzies said the location of the new school will make it highly accessible to Lehigh Valley students. Its 4977 Medical Center Circle location will be adjacent to the Wescosville interchange of the new Route 222/Trexlerstown Bypass when that highway opens in spring, 2007.