

# Deborah Hayes Makes It Big In Modeling Shooting For The Stars

By GARY STEWART  
Editor

As a child, Deborah Hayes was ashamed of being tall. Everyone pushed her into basketball, a sport she hated.

Now, she's a model and Talent Agency Director, and tall is in. She's proud of it.

The daughter of Bob and Sue Hayes of Kings Mountain, Deborah today is Talent Agency Director for the Barbizon Schools in Charlotte. She recruits models, books models for various fashion shows, ads and commercials, and coordinates a number of fashion shows herself.

With the track record she's built since taking over as head of the Barbizon programs, there may be no stopping her.

After admittedly being a flop in basketball, some of her high school friends encouraged her to try modeling. She entered Barbizon to study fashion merchandising.

"I was the worst one in the class," she recalled Monday in her office in the Outlet Square in Charlotte. "Everybody had to beg me to keep going back."

But, graduation night, things seem to fall in place and she was the best in the graduation fashion show. The next day she received a call from Belk's asking her to be an alternate in "Serenade to Autumn", the biggest fashion show in Charlotte.

She worked for Belk's for three months, then with Ivey's for another year, and then joined another modeling school in Charlotte as a teacher.

"I was making good money," she recalled, "but was not getting the exposure I wanted."

She joined Barbizon a year ago as combination Head of Staff and Talent Agency Director. Under her guidance, the school grew at such a rapid pace she was made full-time Talent Agency Director and someone else was hired as Head of Staff.

"The more they want me to do, the more I want to do," she says. "Except for my dog, Prisci, and swimming, I don't have any hobbies. I'm usually so tired when I get home at night, I just hit the couch."

Deborah goes to school part-time at UNC-Charlotte, where she's a business major. She lacks two years on her studies, and then hopes to either open her own modeling school or land a modeling job in New York City.

She has booked shows at several locations in Charlotte and this week coordinated a show at the Ramada Inn for the Charlotte Humane Society. The show was her personal attack on the recent N.C. Legislature's approval of allowing animals to be sold for lab research.

Deborah has appeared on several television specials and in TV, newspaper and magazine ads. She plans to travel to New York this winter for a possible layout and feature story in "Vogue."

As her father says with pride, Miss Hayes has a lot of initiative. She also has a lot of intensity. To build Barbizon to the biggest modeling school in Charlotte, she didn't just sit back and wait for business. She went all over the big city, knocking on doors and selling her models.

"The hardest thing about booking a model is that the client is looking for one specific thing," she says. "You have to convince them that who you'll send will be



DEBORAH HAYES  
...During a relaxing moment

exactly what they have in mind."

Deborah keeps a list of over 100 models but works with only about 20 at one time. She limits her class sizes to 10.

The market is constantly changing, thus, some models get steady work for awhile, and then business slacks off.

"Most people now want the All-American, Miss America look," Deborah says, "or the tall, very high fashioned type. The people in Charlotte are very particular about hair."

The general feeling that "gentlemen prefer blondes" doesn't necessarily apply in all modeling cases, she says. "For ads, especially, they don't want blondes," she said. "They want dark hair that will show up in color pictures. If the ad is for glamour, then they want blondes."

She has made many ads and commercials of her own, as well as a panty hose package. She's appeared on "Top of the Day", "Channel 18's Forum" and "Good Morning With Jim Patterson" twice.

She's been invited to do some work this winter with the biggest modeling agency in New York City, and will make another trip to New York to "knock on doors" and give out headsheets (personal information) on Barbizon models.

"A lot of people in Kings Mountain ask me if all this has changed me," she said. "It hasn't. I no longer hate being tall. I rather enjoy it now. My best friends from Kings Mountain will always be my best friends and my first loyalty will always be my parents. If the time ever comes when they need me, I'll quit everything and go to them."

"This has made me more self-confident," she added. "I'm confident that if I have to depend on myself, I can do it. I work hard and I feel like if I can take something like this and develop it, nothing can stop me, including taking over all of New York City someday. But if I never make it big in New York, that's okay, because I'm satisfied

with myself and am happy with what I'm doing. For once in my life, I don't hate getting up and going to work."

For aspiring models, her advice is to be determined and work hard.


"You don't necessarily have to be pretty or tall," she says. "You just have to be determined and have to develop yourself to where rejection doesn't hurt your feelings. In this business, you're rejected more than you're accepted."

"You have to have people to stick behind you," she added.



DEBORAH HAYES...In recent fashion show

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## Lost Berry Plants Replaced in Fall

Strawberry plants are among the victims of this summer's dry, searing heat and may have to be replaced. Both home garden and commercial plantings are affected.

North Carolina State University agricultural extension specialists suggest to growers that orders for plants should be placed immediately to assure availability this fall.

The plants can be set in early fall for a light crop of berries next spring. The best procedure is to plant in double rows about 12 inches

apart. The plants should be in the ground before Nov. 15 in most sections of North Carolina.

The NCSU specialists urge growers to mulch new plantings. Left unmulched, they are likely to heave out of the ground this winter with the freezing and thawing of the soil.

Replacing lost plants this fall won't assure you of a bumper crop of berries next spring. The yield will be sparse from these new plants the first season, but production should be good the following season.