

THURSDAY
March 17, 2011

HOMETOWN WEEKLIES

Volume 141
Number 32

\$1.00

NORTHVILLE RECORD

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**KEMP EARNS CHAMPIONSHIP
AT GYMNASTICS FINAL, B1**



ON THE RECORD

Local on "Millionaire"

Andy Weiss, a native of Northville, will be a contestant on "Who Wants To Be A Millionaire" on Thursday, March 17 with guest host Sherri Shepherd of ABC's The View. Locally, Millionaire can be seen on WWJ (CBS), weekdays at 9 a.m.

Weiss is a 1997 graduate of Northville High School and is the son of Becky and Dennis Weiss of South Lyon. He currently lives in Astoria, N.Y., where he works in digital advertising sales and as a comedian.

Weiss spent time in South Africa volunteering at a school for orphaned children. He said that if he won big on "Millionaire," he would "fund an extravagant lifestyle," pay some bills and donate to a school for orphaned children in South Africa. He is also hoping that in addition to winning \$1 million, he ends up with a date after his debut on national television.



Andy Weiss

Chili Cookoff

The American Legion Post 147 (100 W. Dunlap, Northville) is hosting its Annual Chili Cookoff, Sunday, March 20 with tasting from 3-4 p.m. and judging at 4:30. Cost is \$5 for tasting and a vote for the best pot of chili. The public is welcome. One vote per person (but you are welcome to bring all 50 of your nearest and dearest to vote for your chili at only \$5 per person).

If you think you make the best chili, and want bragging rights plus the cash prize, bring your chili to the Post by 2 p.m. and sit back and enjoy the festivities. Prizes are \$50 for first place, \$20 for second and \$10 for third. To register your chili early, call the Post at (248) 349-1060 after 4 p.m.

Blood drive

St. Mary Mercy Hospital and the American Red Cross are partnering in a blood drive campaign. The first blood drive is from 6 a.m. to 6 p.m., Thursday, March 17, in the Auditorium. The American Red Cross encourages area residents to donate blood.

The hospital is located at 36475 Five Mile Road, Livonia. Phone (734) 655-1593 for more information.

DDA OKs funding for improvements

Streetscape project changes discussed

BY LONNIE HUHAN
CORRESPONDENT

The Northville Downtown Development Authority on Tuesday approved funding for six commercial improvement projects that aim to improve exterior appearances. These projects are funded through the Business Assistance Program, which started in 2007.

In addition, the DDA discussed changes to the \$2 million Streetscape project while looking forward to the upcoming phase that will see work performed on Main and Center streets during the upcoming months. This began last year

for the purpose of updating the aging streetscape features while making downtown visitor friendly.

According to DDA Director Lori Ward, both projects are moving along well. She said the BAP has been a significant impetus for private sector investment in downtown while the streetscape project will help make safer visits to businesses along Main and Center.

"A little bit of help can start a big project, so we are providing funds to businesses so they can get started on something they have wanted to do," Ward said of the BAP. "When taken collectively the projects that have been completed have

improved downtown immensely."

The BAP has funded over 40 projects to date. The matching dollars are only granted for exterior work, which can include store fronts and rear areas. Ward said the current BAP budget is at \$42,500. The next phase of funding has been granted to such locations as Gardenviews and Urban Optiques and Eyeware.

The first phase of the streetscape construction plan was completed this past November; however, some modifications will have to be made to the completed work. Sidewalk work is the area to be reconstructed, specifically along south Center Street. Ward said the plan called for a dark grey concrete but instead a lighter color was poured in by the contractors.

LEARN MORE

For those interested in learning more about the streetscape plan there will be a meeting at Genitti's Hole-in-the-wall March 30 at 8:30 a.m.

The DDA is currently discussing the options to remedy these issues with Rauhorn Electrical and Albanelli Concrete. Ward said the proposed changes are contingent on receiving a favorable cost estimate. The project has a contingency amount of \$167,000. Overall costs were offset by a nearly \$700,000 grant from the Michigan Department of Transportation.

Volunteers, churches drive Hospitality Week

Annual event surpasses expectations

BY LONNIE HUHAN
CORRESPONDENT

The belief of loving one another through your actions is the main motivation for Northville's First United Methodist Church during their annual Hospitality Week.

"We aim to live out what we believe in," said Deborah Southworth, who chairs the committee that coordinates the annual event for the church. "The support from the church members, neighboring churches, community groups and others is testament to the dedication to helping others in need."

Each year since 1991, First United Methodist Church has been participating in a program to help those in need of shelter, food and fellowship. Hospitality week ran from Feb. 26 to March 5. It is an Inter-Faith Rotating Shelter program administered by Cass Community Social Services (CCSS) in Detroit, and it runs from

Please see **HOSPITALITY, A9**



Northville First United Methodist Church member Carrie Semeyn, center, talks to Lunard Worman, left, as he, Rachel Moore, right, and others enjoy a meal at the church on Eight Mile Road on Feb. 28. They were part of a group of homeless individuals from the Detroit area that were staying at the church for a few days.



PHOTOS BY JOHN FEIDER | STAFF PHOTOGRAPHER

Carrie Semeyn, left, Jack Kwas, right and others begin serving food on Feb. 28 for a group of homeless people who were staying at Northville's First United Methodist Church.

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Irish or not, downtown Northville's the place to be for St. Patrick's Day

BY LONNIE HUHAN
CORRESPONDENT

Northville residents do not have to travel too far for some St. Patrick's Day revelry.

March 17 is a day to celebrate one's Irish ancestry by wearing green, eating corn beef and cabbage, and having an adult beverage. The great thing about St. Pat's Day, however, is everyone can enjoy even if you are not descended from that island of shamrocks and blarney stone.

To start a day of celebration one must eat a healthy meal. One good place to go would be Edwards Café in downtown Northville. They will be serving all of the classics like Irish stew and soda bread along with corn beef and cabbage dinners. The hearty meal can be topped off with a leprechaun cookie or a dish of Bailey's rice pudding.

If you are looking for something different in Northville then a stop into Rebecca's Family

Please see **ST. PATRICK, A9**



INDEX

APARTMENTS
AUTOMOTIVE
CAREER BUILDER

B7
B8
B5

PUZZLES
OBITUARIES
OPINION

B6
A6
A12

REAL ESTATE
SPORTS
BUSINESS

B7
B1
A10

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Session reviews goals for master plan of Seven Mile Road property

Just introductory meeting

BY PAM FLEMING
STAFF WRITER

Members of Stantec and Northville Township trustees met in a brief study session on March 3 that served as an introductory meeting about or launch of the master plan.

"We just wanted to go over what the process is going to be," said Mark Abbo, township supervisor. "It was a really good meeting." Those involved with Stantec asked

the board and audience members how they see the property the township now owns.

When the audience answered that that was kind of hard to put into words, Stantec representatives suggested naming a car that they see the property like.

Fred Shadko, resident, said he sees the property as a Jeep Cherokee, because it's rugged, outdoorsy and has a bit of a "swagger." Abbo said he compares the property to

a Cadillac because a study once said that Cadillac drivers are the most loyal customers.

"That's how I see the residents of Northville Township reacting to this property," he said.

Sue Hillebrand said she saw it as a Chrysler 300, because there was nothing like it before it came onto the road. "The project needs to have a little 'attitude,'" she said.

Members of Stantec have been hired to develop a master plan for the property Northville Township owns where the former state hospital sat.

Talks so far have mentioned a pavilion, walking trails, a nature center, outdoor amphitheater, soccer fields and more.

The public will have a great deal of input in the design of the project, such as being part of public focus groups planned in the near future.

"We want the plan to meet the expectations of the community," Abbo said.

pfleming@gannett.com
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Crescent Rose Photography

Gypsy

The Novi Civic Theatre production of Gypsy has its three final shows this weekend. The majority of the show's actors are Novi and Northville adults and children. Novi residents Julie Landry and Bruce Markham have starring roles, as does Livonia resident Kelly Buck. In Gypsy, Mama Rose is a wildly determined stage mother trying to make her two young daughters into famous vaudeville performers. With many hit numbers such as "Everything's Comin' Up Roses" and "Let Me Entertain You", the production is sure to charm audiences. Some content may be inappropriate for those younger than 12. Tickets are \$18/adults, \$15/children and seniors. All seats are reserved. Purchase tickets at the box office or online at cityofnovi.org. For more information, please call the Novi Parks office at (248) 347-0400. Remaining shows are 7:30 p.m. Friday, March 18; 7:30 p.m. Saturday, March 19; and 2 p.m. Sunday, March 20.

THE NORTHVILLE RECORD
Published Each Thursday
By The Northville Record
101 Lafayette
South Lyon, Michigan 48178
Periodical
At South Lyon, Michigan

Mail Subscription Rates:
In-County: \$37.50 for one year. Out of County (in Michigan): \$48.00 for one year. Out of State: \$59.50 for one year. For delivery call 866-887-2737.

The Northville Record is published by Federated Publications, Inc., a wholly owned subsidiary of Gannett Co. Inc. Postmaster, send address changes to: The Northville Record, 41304 Concept Drive, Plymouth, MI 48170. POLICY STATEMENT: All advertising published in The Northville Record is subject to the conditions stated in the applicable rate card, copies of which are available from the advertising department, The Northville Record, 101 Lafayette, South Lyon, Michigan 48178. The Northville Record reserves the right not to accept an advertiser's order. The Northville Record ad-takers have no authority to bind this newspaper and only publication of an advertisement shall constitute final acceptance of the advertiser's order.

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John has written a play about his family – warts and all – and before it hits the stage, he knows he better get his father's permission.

What better way to do this than over cocktails at the family home? Well, maybe not.

See how it all plays out when the Tipping Point Theatre brings A.R. Gurney's "The Cocktail Hour" to the stage at 361 E. Cady St. from March 24-April 30.

This comedy brings to light the old grudges and stifled hopes of a typical well-to-do and very publicly admired American family.



Brian Sage

"John has a classic case of 'middle child syndrome,'" said Brian Sage, who is portraying him in this production. "He has never felt that he truly fit in with the family or that he really had the love and attention of his parents, especially his father. He finds solace and some enjoyment in airing his

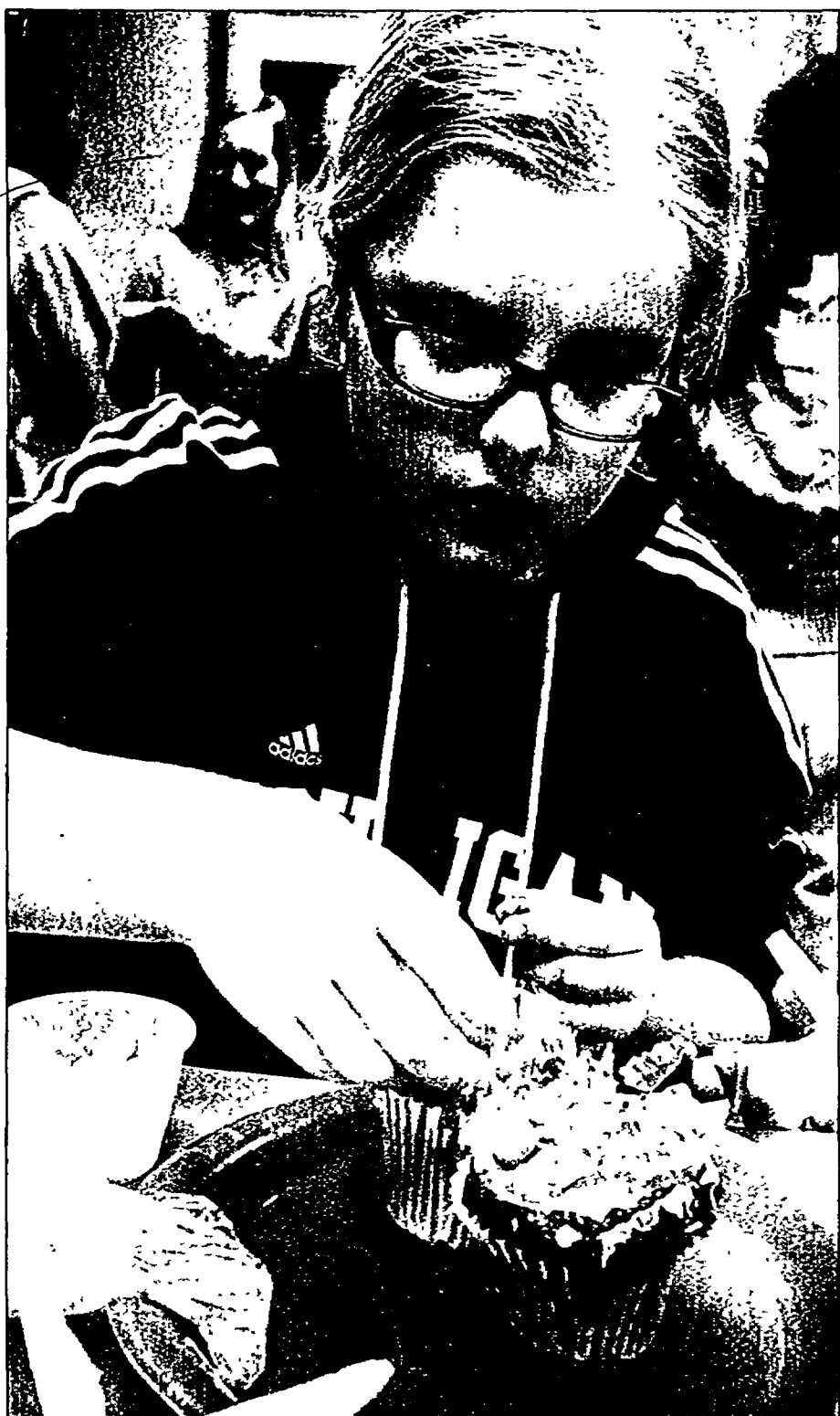
and the family's baggage in his plays, but is torn by his parents' disapproval."

The crisis that ensues after John's announcement about his play shows the sometimes quirky and often truth-ful ways family members see themselves and are seen by each other. In this cocktail hour, which is prolonged by a newly hired cook's inability to make a roast, people unravel as well as unwind.

"There is much comedy to be mined within the dysfunction of the family," Sage said. "It's almost a modern comedy of manners for the upper middle class, but there is a lot of heart in their familial struggles as well."

The production is supported by the Michigan Council for Arts and Cultural Affairs and the National Endowment for the Arts.

The curtain rises at 8 p.m. Thursdays through Saturdays, with matinees at 3 p.m. Saturday and 2 p.m. Sunday. Tickets are \$28 to \$30 for adults and \$26-\$28 for students and senior citizens. Tickets are on sale now and available by calling the box office at (248) 347-0003.



PHOTOS BY JOHN HEIDER | STAFF PHOTOGRAPHER

Katie Sturtz, 10, works on decorating a cupcake at a tween event at the Northville District Library on Feb. 24.

Sweet treats



Dana Beyer, 12, decorates the "fur" of a dog on her cupcake during a tween event at the Northville District Library on Feb. 24. Cupcakes, donated by Northville's Sweet 220, were available for frosting, in many colors and then kids had the opportunity to add colored gels, and candies and bits of cookies.



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JOHN HEIDER | STAFF PHOTOGRAPHER

Colonial town

Mark Grimes, left, points out some interesting aspects of his and Trevor DeGroot's "MarverTown" colonial era America development during a March 7 assembly at Moraine Elementary. Students collaborated on designing colonial towns and villages complete with housing, farms, parks and waste disposal.

High school cell phone policy

Northville High School is forming a committee to review the current cell phone/electronic device policy. The committee will be comprised of four faculty, four students, three parents and one administrator.

The group will meet in Mr. Watson's conference room from 2:30-3:30 p.m. on Tuesdays, March 22, 29 and April 5.

If you are interested and can make all of above dates, please email Kelly Knotts at knottsk@northville.k12.mi.us. Participation will be on a first-to-reply basis.

Northville accepts kindergarten enrollment for fall 2011

Northville Public Schools is now accepting kindergarten enrollment for fall 2011. If you have a child who will be five years of age on or before Dec. 1, 2011, please contact your local elementary school for kindergarten enrollment information. The Northville Public Schools Kindergarten sessions are half-day programs, offered in the morning or afternoon. School phone numbers are as follows:

Amerman (248) 344-8405
Moraine (248) 344-8473
Ridge Wood (248) 349-7602
Silver Springs (248) 344-8410
Thornton Creek (248) 344-8475
Winchester (248) 344-8415
Attendance boundary information is located on the school district website at www.northville.k12.

NORTHVILLE SCHOOL BRIEFS

mi.us/district/boundary-maps.asp. Contact the Northville Public Schools Office of Instruction at (248) 344-8447 or visit www.northville.k12.mi.us. A parent meeting for incoming 2011-12 kindergartners will take place at each school during April or May.

NHS Senior All Night Party early price is extended

Don't miss out on the 2011 Senior All Night Party. This special Northville tradition brings the halls of Northville High School alive with a magical setting. A surprise theme is kept under wraps all year and is unveiled the week of the party. The evening includes dinner, snacks, entertainment, activities, a T-shirt and prizes. It takes place on Sunday, June 5 from 9 p.m.-3 a.m. at NHS (follows graduation). Cost is \$85.

Wooden mustangs are also available for \$45. This unpainted wooden horse is personalized by you and displayed at the party. The sky is the limit as far as decorating to reflect your senior. It can be decorated with photos, sportswear, name tiles, props, etc. Take the horse home for your own graduation celebration. Words of Wisdom - send a personalized message to your senior for only \$5.

Send your senior off with a special message that will be given to them at the Senior All Night Party (SANP). Parents, siblings, grandparents, aunts, uncles, teachers, etc.

are asked to participate in this long lasting tradition. Words of Wisdom messages must be received by May 1.

Support the Class of 2011 and purchase Northville City Car Wash Gift Cards. The cards are \$20 for five carwashes, a savings of \$5.

To purchase, please contact Germaine Hoppens at ghoppens@aol.com

All forms and contact information can be found at www.northville.k12.mi.us/nhs under "Latest News" click on "Senior All Night Party Forms"

Parents, you can help make this evening a special one to remember by volunteering your time, many types of opportunities are available.

Looking for a few good parents

The Northville High School Administrative team is inviting you to partner through volunteerism. Standard IV of the National Standards for Parent/Family Involvement Programs is Volunteering.

Research shows when families, schools, and communities work together, student achievement improves, teacher morale rises, communication increases, and family, school, and community connections multiply.

Please contact Monty Shambleau at the high school for more information or stop by the main office during Parent-Teacher Conferences for a Parent Partnership Program Volunteer Application.

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EDUCATION

Thursday, March 17, 2011

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HAVE A STORY IDEA?

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Champs for Children

School administrators honor three from Northville

Northville community members Diane Powers, Sue Simcox and Joan Wadsworth are the recipients of the 2011 Michigan Association of School Administrators (MASA) Region 9 Champion for Children Award for their vision in bringing school children across the metro area together to learn, meet new friends, and help others through Bridgepointe and the Kids Against Hunger Michigan Coalition "Michigan Project."

Powers, Simcox and Wadsworth were recognized at the March 4 Tri-County Alliance for Public Education Meeting in Detroit where they were presented with a mounted crystal vase. The Regional Champion for Children Award is given each year to an individual(s) who has shown tremendous effort, dedication and enthusiasm in enriching the lives of children and enhancing their success and achievement in school. MASA Region 9 is comprised of the 82 school districts in Macomb, Oakland and Wayne counties (except for Detroit).

"It is clear to see that Bridgepointe, under the passionate and devoted guidance of Diane Powers, Sue Simcox and Joan Wadsworth, is improving the lives and enhancing the educational experiences of children throughout Southeast Michigan and beyond," said Northville Public Schools Superintendent Dr. Leonard R. Rezmierski, who nominated the three women for the award. "Northville is fortunate to have Diane, Sue and Joan as part of our community. Through the Bridgepointe partnerships and Kids Against Hunger our students have the opportunity to be part of an experience that will likely influence their lives for years to come."

In 1998, Northville school parents Powers and Simcox and their children spent an afternoon with third graders at a southwest Detroit school. The experience was eye-opening and the result was Bridgepointe, a non-profit organization that empowers school children from the city and suburbs to make a difference in their community and in the world. It creates opportunities for school children to learn from each other through special programs, activities and tutoring. Bridgepointe also provides essentials, such as clothing and food.

Not long after Bridgepointe's creation, Northville Board of Education member and community leader Joan Wadsworth joined Bridgepointe as a early and

LEARN MORE

For more information about Bridgepointe or Kids Against Hunger visit www.bridgepointe-tennonprofit.org or www.kids-againsthungercoalition.com.

active volunteer helping to facilitate partnerships between suburban and inner-city school and becoming a tutor and regular helper at the Bridgepointe schools.

Today, some 30 suburban school and many community organizations share relationships with the eight Bridgepointe schools in southwest Detroit and Hamtramck through the School-to-School Partnership Program. Over the years, staff and students from these suburban and inner-city schools have formed friendships of sharing and learning as pen pals, by visiting each other's schools, and through special projects such as Kids Against Hunger food packaging events. Each year, more than 1,200 students from Bridgepointe partner schools participate in Kids Against Hunger and hundreds more take part in other Bridgepointe activities.

"What these young people discover through these relationships is that although their experiences and cultures may be different, they have a lot in common," Dr. Rezmierski said. "By encouraging children to build 'bridges' between city and suburban communities, Bridgepointe is helping create a future where such divisions no longer exist."

"It is such an honor for all of us involved with Bridgepointe to receive this award," Sue Simcox said. "Our mission is to empower all children through education with interaction and the Kids Against Hunger program exemplifies this. This type of interaction allows for the breakdown of existing social barriers, while also giving everyone a sense of pride and accomplishment. Bridgepointe and Kids Against Hunger have been successful because of the strong commitment of the school communities, the kindness of our generous donors, the efforts of our many volunteers, and most importantly, the hard work and enthusiasm of the children who participate."

Now in its sixth year, the unique "Michigan Project" partnership between Bridgepointe, Kids Against Hunger, and the Kiwanis International Michigan District, along with numerous other local school and community groups, has enabled more than 28,000 school-aged

volunteers across the state to take part in the Kids Against Hunger experience.

Kids Against Hunger is an international, volunteer-driven, non-profit organization dedicated to providing nutritious food to malnourished and starving children throughout the world and right here at home. The "Michigan Project" brings food packaging events into the school setting. Statewide, Michigan school children have assembled more than three million meals through the "Michigan Project."

During the food packaging events students work together on an assembly line to measure, weigh and seal 13.8-ounce bags of nutritious rice-soy mix that can each feed six adults or 12 children. One-third of the food from each packaging event goes to local food banks to help those in need in the community. Another third goes to feed the starving in Third World countries. And one-third goes to help those in the U.S. and worldwide struck by natural disaster.

Powers, Simcox and Wadsworth believe so strongly in the power of the Kids Against Hunger experience for young people that they have worked to spread the word to other school districts across the state. In September 2008 and January 2010, Bridgepointe, Kids Against Hunger, Kiwanis and MASA joined forces to sponsor food packaging events at the MASA conferences in Traverse City and Detroit with the goal of exposing school district leaders to Kids Against Hunger and inspiring them to take the program back to their school communities. Today, 15 Michigan school districts participate in Kids Against Hunger from Grosse Pointe, to Sault Ste Marie, to Linden, to Birmingham, to Clio.

Along with Kids Against Hunger and the School-to-School Partnerships, Bridgepointe provides many other ongoing programs including a Mentoring/Lunch Buddy Program where adult volunteers meet with students from Bridgepointe schools at least twice a month for lunch and support and a Tutoring and Literacy Program where volunteers (including high school students) provide reading help to young students. Bridgepointe volunteers also regularly sponsor holiday parties, career days, and field trips and educational seminars for the schools. Bridgepointe volunteers also provide food and clothing for children and families in southwest Detroit throughout the year.



PHOTOS BY JOHN MEYER | STAFF PHOTOGRAPHER

Noah Eckenroth, 7, blows a bubble on top of a table, learning a bit about the marvels of surface tension during a Monday, March 7, Family Science Night at Northville's Thornton Creek Elementary. The night was organized by the Ann Arbor Hands on Museum and staffed by volunteers from Northville High's Honor Society.



Science night

Thornton Creek second-grader Emily Walker enjoys lighting up her finger with a video magnifier lens during the March 7 Family Science Night at the school.

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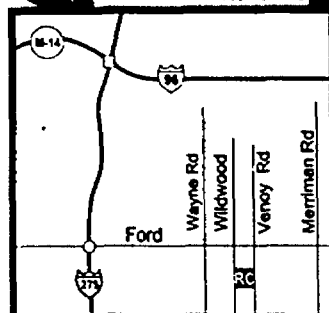
***** 2011 *****



Wednesday, March 23 ★ 4 to 7 pm

Organizations attending include:

- ★ Canton Fire
- ★ Dearborn Heights Fire & Police
- ★ Northville Twp. Police
- ★ U.S. Drug Enforcement Agency
- ★ Huron Valley Ambulance



Resumes will be accepted ★ No charge for admission ★ Open to the public
Schoolcraft College—Radcliff Center ★ Room RC 115 ★ 1751 Radcliff Street ★ Garden City, MI

For more information call 734-462-4421
or e-mail kcox@schoolcraft.edu



Kids 4 Afghan Kids

Haley Clifton, Erica Meister and Allie Pierce, Northville seventh graders, kicked off May is Kids for Afghan Kids Awareness Month recently at the Business Showcase Taste of Northville. Kids 4 Afghan Kids, a non-profit organization headed by Amerman teacher, Chris Nedam, is hoping to raise \$15,000 to support the medical and dental clinics in their village in rural Afghanistan. The medical and dental clinics are vacant due to the murder of their dentist, Colorado native Dr. Tom Grams, last August while on a humanitarian mission in northern Afghanistan and the death of the village physician, Dr. Hasruden. The group raised \$239.40 by asking donors to scratch-off a \$1-\$6 donation in exchange for a sheet of coupons from local merchants. In addition, the seventh graders obtained six donations from area businesses that were raffled off at the event. "The Northville businesses were very generous and very supportive in our efforts to raise money for our clinics. We hope the residents of Northville will do the same," stated Allie. Donations can be made through the organizations web site, www.kids4afghankids.com.

Jeans for Teens

Northville Girl Scout Cadette Troop 40844 collected 290 pairs of jeans for homeless teens for Aéropostales' Jeans for Teens drive. This was part of the girls' community service work toward their Silver Award (the highest award Girl Scout Cadettes can achieve). Along with the jean collection, they made scrapbooks, collected donations, made gift baskets and decorated a nursery for Alternatives for Girls, a homeless shelter in Detroit. They also helped package food for Kids Against Hunger and they made "breakfast happy meals" for a local food bank. Pictured (back row) are Valyn Schleicher, Marlin Furuyama and Connie Carswell; (front row) Raleigh Freeman, Jennifer Kowalczyk and Erin Neis.



Obituaries, Memorials & Remembrances

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JEFFREY D. BOWMAN

Age 45, of South Lyon, passed away suddenly March 6, 2011. He was born August 25, 1965 in Highland Park, Michigan to Donald E. and Ellen C. (McLaughlin) Bowman. Jeff, a 1983 graduate of Fordson High School, married the love of his life, Kristen Calder on August 12, 1994. They moved to South Lyon from Bowie, Maryland in 2002. Jeff was very passionate about his career. He served for over 12 years with the United States Secret Service Uniformed Division. He accepted and appointment as a Police Officer in January 1990 and worked numerous assignments in both protection and diplomatic liaison where he achieved the rank of Sergeant. Mr. Bowman joined the Federal Air Marshal Service in March 2002. Assigned to the Detroit Field Office, Mr. Bowman has served as the Operations Section Supervisor since April 2007. As the Operations SFAM he would oversee the daily field office operations ensuring an amiable balance between the agency's mission tempo (domestic and international), training requirement and employee quality of life concerns. Mr. Bowman was promoted to the rank of J-Band in October 2005 and served as a Squad Supervisor managing the daily activities of fifteen FAMS. From March 2002 to October 2005, Mr. Bowman served as a Mission Flying FAM, Acting Supervisor (9 months) and Operations Officer. Mr. Bowman was instrumental during the stand up phase of the FAMS Detroit Field Office. Mr. Bowman authored and assisted in the creation of numerous field office standard operating procedures as well as creating and implementing the scheduling procedures that are still in use. Above all else, Jeff adored his family. He was a dedicated Dad who was constantly involved in every aspect of his children's lives. He could regularly be found at Girl Scouts, Brummer Elementary and Millennium Middle School, teacher conferences, fun fairs and more. His social life was spent with his family and he was proud to admit they were his main priority. Jeff loved to travel nationally and internationally and stored a wealth of knowledge of world and American history. He was also an incredibly funny guy, who used humor to entertain and surprise you. He recently joined a co-ed soccer team to spend time with his wife, and took a new scheduling position with the South Lyon Soccer Club. Jeff was also an active member of Cross of Christ Lutheran Church and had a very strong faith. He is survived by his beloved wife Kristen; his siblings, Carol (Nick) Schenavar, Donald (Londal), Marguerite "Linda", Dollie, Sheryl (Dr. Mark) Pettovello, and Timothy Murphy; his mother-in-law Kathleen Murray; his father-in-law William (Angela) Calder; and sister-in-law Sara (Dusty) Scott. He is also survived by many loving uncles, nieces, nephews, cousins, friends, and colleagues. He was preceded in death by his parent and his brother James. A funeral service was held Saturday March 12, 2011 at Warf Presbyterian Church. Pastor Terry A. Nelson with Cross of Christ officiated the service. Mr. Bowman was laid to rest at Cadillac Memorial Gardens West in Westland. Donations would be appreciated to the Jeffrey D. Bowman Memorial Fund, c/o Huntington Bank, 27250 Wixom, Nov, MI 48374. Arrangements entrusted to Casterline Funeral Home of South Lyon.



MARILYN H. CAMPBELL

NOVI, formerly of CARO, Age 85, passed away Sunday, March 6, 2011 at Fox Run Retirement Community in Novi, following a lingering illness. Marilyn is survived by one daughter and her husband, Kay & David Maxwell of Northville; two grandsons, Cameron & Alexander Maxwell. She was preceded in death by her beloved husband of over thirty nine years, F. Douglas Campbell on January 26, 2003. Funeral services were held at 11:00 AM Friday, March 11, 2011 at the Caro First Presbyterian Church. Those planning an expression of sympathy may wish to consider memorial contributions to the Caro First Presbyterian Church. Friends may share memories, thoughts and prayers online at: www.ransfordfuneralhome.com

MARGARET JANE KETT

Age 89, passed away March 11, 2011. She was born on September 25, 1921, in River Rouge, to the late Warren and Anna (Fox) Hensel. Margaret is survived by her children: Lynda (Ronald) Baca, Brian (Shirley) Kett; grandchildren: Angela (Daniel) Hess, Christine (Jeffrey) Haskin, Karen, James, Hillary, and Claire Kett, Kelly (Jerry) McVety, Timothy Adriaens, Theresa (Ron) Smedley; great-grandchildren: Jonathon, Marissa, Andrew, Andrew, Ron, Dillon, Mia, Holden and Hadley. She was preceded in death by her husband Harold Kett in 2003, and her son Robert Kett in 2000. A memorial service will be held on Thursday, March 17, at 11 a.m. at the First Baptist Church of South Lyon, 60820 Marjorie Ann St., South Lyon. In lieu of flowers, memorial contributions may be made to the First Baptist Church of South Lyon or Henry Ford Hospice, 1 Ford Place, SA, Detroit, MI 48202. Arrangements entrusted to Phillips Funeral Home, South Lyon.

JAMES BRADLEY KINDER

Age 89, died March 6, 2011. He is survived by his wife, Ivory and daughter Linda (Frank) Sutka. Online condolences: www.obitfuneralhome.com

HUGH L. MARSHALL, JR.

Age 72, a long time resident of Northville, passed away 3/9/2011. A funeral service was held 3/12/2011 at Casterline Funeral Home, Inc. of Northville. Contributions to charity of giver's choice appreciated.

OBITUARY POLICY

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Or fax to: 313-496-4968
Attn: HTWobits
For more information call: Char Wilson 586-826-7082
Jill Keller 586-977-7838
The first seven "bulleted" lines of an obituary are published at no cost. All additional lines will be charged at \$3 per line. You may place a photo of your loved one for an additional cost of \$25. Symbolic emblems may be included at no cost (example: American Flag, religious symbols, etc.)
Deadline: Tuesday at 10 am for Thursday
Obituaries received after these deadlines will be placed in the next available issue

ELMER L. MCINTIRE

Age 87, of Northville, passed away peacefully surrounded by his seven loving children March 11, 2011. He was born December 13, 1923 in Highland Park, Michigan to Albert and Mae McIntire. Elmer proudly served his country in the Army during WWII. He was captured in 1944 by the Germans and was held as a POW until spring of 1945. He was awarded a Purple Heart and a Bronze Star for his bravery. He was united in marriage to Eileen Von Gruenigen on May 22, 1953 and they spent 50 loving years together until her death in 2004. Mr. McIntire was a longtime resident of Northville before moving to Charlevoix after retiring; he moved back to Novi seven years ago. Elmer was passionate about classical music and an avid reader of mystery books. He enjoyed doing crossword and jigsaw puzzles. He loved nature and the outdoors; especially gardening and bird watching. He was a talented woodworker, who loved tools and gadgets. He is survived by his loving children, Sue (Frank D'Amico) McIntire, Wendy McIntire, John (Faye) McIntire, Phillip (Stefanie Sanders) McIntire, Penelope (Emily) Thode, Paul McIntire, and Robert (Kristy) McIntire; his sister Dorenda (Edward) Dahline; and his grandchildren Andrew, Matthew, Kathryn, Nathaniel, Angela, Claire, Scott, Anna, Michael, and Cassidy. He was preceded in death by his wife and his parents. The funeral service was held Tuesday, March 15, 2011 at Casterline Funeral Home, Inc. of Northville. Rev. Herb Heavner, CH (COL), USA, Retired, officiated the service. Mr. McIntire was laid to rest at Rural Hill Cemetery in Northville. The family would appreciate memorial contributions to Wounded Warrior Project, attn: Donor Services, 7020 AC Skinner Parkway, Ste. 100, Jacksonville, FL 32256



HELEN MICHAEL

Age 89, passed away March 14, 2011. She was born on February 16, 1922, in Detroit, to the late Robert H. and Marguerite (Locher) Garrity. On September 3, 1960, she married Harry Michael. She was a member of St. Joseph Catholic Church, St. Fabians, and St. Bridget Church. She retired as an Executive Secretary from Detroit Diesel. Helen is survived by her brother, John F. Garrity of Bradenton, FL and Harnsville, MI, her only cousin James Garrity and many nieces and nephews. She was preceded in death by her husband Harry Michael in 2004, and her brothers: James, George and Hugh Garrity and her sister Pauline Ramirez. Visitation will be held on Friday, March 18th from 4:00pm-8:00pm at PHILLIPS FUNERAL HOME, 122 West Lake Street (Ten Mile), South Lyon. A Funeral Mass will be held on Saturday, March 19th, at 10:00am at St. Joseph Catholic Church, 830 S. Lafayette, South Lyon. Memorial contributions may be made to I H M Retirement Fund, 610 W Elm St. Monroe, MI 48161. Online guestbook: www.phillipsfuneral.com

JAMES STEWART ROWLANDS III

Age 68, of Ocala, FL, passed away March 1. Born in Pottsville, PA, lived in Novi over 30 years, then moved to Ocala, Florida to retire. He retired as an engineer for Ford Motor Co. after 31 years of service. He attended Penn State University, received his engineering degree from Tri State University and his master's degree from Wayne State University. He was a member of Ocala West United Methodist Church and was past secretary of the Men's Fellowship. He was past secretary of Oak Run shooting club and will be remembered for his love of helping people. He is survived by his wife, Trisha; two daughters, Gwen, wife of Bob, Summit, NJ; and Lynette, Chicago, IL; a son, Jimmy, Gainesville, FL; a stepdaughter, Tina wife of Jim, Northville, MI; a stepson, Tim, Redford, MI; two sisters, June, wife of Bob, Pottsville, PA; Eleanor, Goshen, IN, nine grandchildren, Carmen, Robert, Carlo, Alexander, Samantha, Matthew, Aspen, Justin, Christopher, nieces, nephews and special friends. For funeral information or to leave condolences, please call 352-854-2266 or visit www.robertsfuneralhomes.com. Roberts Funeral Homes, Ocala, FL has charge of the arrangements. James S. Rowlands III memorial at the Alzheimer's Association, PO Box 96011, Washington, DC 20090-6011



KENNY H. (BIG JAKE) WILLIAMS

Age 58, was escorted to heaven by angels on March 12, 2011. He was born on August 24, 1952 and raised in Detroit, Michigan. Ken served South Lyon as a police officer for 7 years. He had a great love for animals, and enjoyed working with the canine unit. He then worked for Detroit Edison for nearly 30 years. Ken will be remembered by all for his great love of the outdoors, his warm, exuberant personality, his hearty, contagious laugh, and his special ability to make everyone feel loved and welcome. He was a true friend, and showed generosity to all. Ken was preceded in death by his father, mother, and two sisters. He is survived by the love of his life, Merri (Hamilton), who was his loving wife of nearly 10 years; two sons Jason (Jodi), Jeffery, three grandsons, and his sister Nancy (Ron) Lewis. Ken is also survived by many, many loving family members and friends. Ken was a member of Calvary Baptist Church, Whitmore Lake, Michigan. He will be greatly missed by those who knew and loved him. Visitation will be held on Wednesday, March 16, 5-9pm, Thursday, March 17, 5-9pm at Phillips Funeral Home, 122 West Lake St. (Ten Mile), South Lyon. A Funeral service will be held on Friday, March 18, at 11am at Metro Baptist Church, 47100 I-94 N. Service Dr., Belleville, MI 48112. Memorial contributions may be made to Calvary Baptist Church "Bus Fund", 7527 Whitmore Lake Rd., Whitmore Lake, MI 48189. Online guestbook: www.phillipsfuneral.com

HELEN A. YURSIS

Age 82, of South Lyon, passed away 3/11/2011. A funeral mass was held 3/14/2011 at St. Joseph Catholic Church, 830 S. Lafayette, South Lyon. Memorial contributions may be made to St. Hedwig Cemetery in Dearborn Heights. Arrangements entrusted to Casterline Funeral Home.

NORTHVILLE COMMUNITY BRIEFS

Do your kids baffle you?

Dr. Tim Elmore, founder and president of Growing Leaders, will host an event for parents of Generation Y, also known as Millennials. He will share insight, encouragement and practical steps on how to creatively parent this generation, from his new book, "Generation Y, Our Last Chance to Save Their Future".

The event takes place this Saturday, March 19 from 9 a.m.-noon at Northridge Church - Plymouth Campus (4955 North Territorial). Registration opens at 8 a.m.

With more than 30 years of experience and expertise in generational leadership, Tim and his team at Growing Leaders have worked with more than 300,000 students, faculty and staff throughout the world on preparing this young generation to be the leaders of tomorrow. He will conduct four sessions including:

- * Aftershock - Shifts in culture and technology leave kids facing new challenges. This session will address the most recent research on how culture has impacted the minds and hearts of our kids.
- * Helicopters and Karaoke - Eight common parenting styles that have unwittingly damaged kids and left them ill prepared for adult life. Ideas will be provided for making mid-course corrections.

- * Screenagers - The older you are, the more you'll feel like an immigrant among natives with this new generation. This session explains the three greatest needs in kids today and how caring adults can address them.
- * Creative Ideas - We have the privilege of shaping their future. This session shares principles and practical steps for equipping your kids for today's society.

The event is open to the public with a \$10 charge per individual and \$15 per couple. Register by calling 734/414-7777 or go online at <http://www.northridgechurch.com/ServicesEvents/SpecialEvents/ParentingEvent.aspx>. A book signing and Q&A session follows the event.

The event is open to the public with a \$10 charge per individual and \$15 per couple. Register by calling 734/414-7777 or go online at <http://www.northridgechurch.com/ServicesEvents/SpecialEvents/ParentingEvent.aspx>. A book signing and Q&A session follows the event.

The event is open to the public with a \$10 charge per individual and \$15 per couple. Register by calling 734/414-7777 or go online at <http://www.northridgechurch.com/ServicesEvents/SpecialEvents/ParentingEvent.aspx>. A book signing and Q&A session follows the event.

Laugh for Life

The AAA Pregnancy Resource Center presents an evening of laughter and fun featuring Christian comedian Bob Stromberg for night of good, clean comedy while helping Detroit Metro families and supporting life at the same time.

The event will be 7-9 p.m. Friday, April 1 in Knox hall at Ward Presbyterian Church, 40000 Six Mile Road, Northville.

Tickets are on sale now for \$15; purchase online today at www.aaaprc.org; general admission seating; doors open at 6 p.m.

Concessions will be available, and school-aged children are welcome.

Proceeds will benefit the AAA Pregnancy Resource Center of Livonia.

Arbor Day seedling give-away

The Beautification Commissions of Northville Township and the City of Northville will jointly hold an Arbor Day seedling give-away from 9-11 a.m. Saturday, April 23 at the Township Hall (44405 Six Mile Road).

Arbor Day seedlings will be available at no charge to city, township and Northville School District residents. Please bring proof of residency. You must attend in person to pick up your seedlings; requests by phone or mail will not be accommodated or large requests of groups or schools.

UUCF kicks off learning series

The Universalist Unitarian Church of Farmington (UUCF) is kicking off the first of their Lifelong Learning Forum (LLF) series with three thought-provoking programs which will be held at UUCF on Thursday, March 17 from 7:30-9 p.m.

In "Just Breathe" participants will practice using

breath to achieve a better level for your mind and body's health. Also being held that night is "Diet as Disease: Prevention." An important "Time for Bullying to STOP" program will also be presented.

LLF is a six-week, Thursday night series that is open to the public. Future classes will be held on March 24, March 31, April 7, April 14 and April 21 with three different topics offered weekly. Topics include religion, philosophy, science, health, social and political issues.

Join for refreshments at 7 p.m. No advance registration is necessary. A \$5 donation is suggested. Drop in and pick the class that interests you most. See the full class listing by visiting www.uufarmington.org.

UUCF is located at 25301 Halsted Road in Farmington.

Spotlight presents "Once Upon A Mattress"

Once Upon a Mattress is a Tony award-winning musical comedy that tells a familiar story and launched the career of the legendary comedienne Carol Burnett. First brought to the stage in 1959 and later made into a movie starring Glee's Mathew Morrison, it now appears courtesy of the Spotlight Players at the state-of-the-art Village Theater in Canton, April 8-17.

Directed by Northville's Allison Soranno; the cast includes locals John Boufford of Northville as King Sextimus; Gannon Styles of Novi as Prince Dauntless; and Stephany Renwick of Northville as Rowena.

Shows are April 8-10 and 15-17.

All performances are at The Village Theater at Cherry Hill, 50400 Cherry Hill Road, Canton. Tickets are available by phone at the Village Theater Box Office at (734) 394-5300 or (734) 394-5460 or online at www.spotlightplayersmi.org or in person at The Summit on the Park or at The door.

Reel call for entries

The Northville Art House and charity partner, Forgotten Harvest, present the first annual "Reel Michigan" Film Festival on Saturday, June 25. Reel Michigan will feature Michigan-made or Michigan-themed short films as part of the City's popular Arts & Acts event held June 24-26.

Arts and Acts is a vibrant, annual celebration of the arts in southeast Michigan featuring art, music, film, plays and more. On June 25, film and movie buffs will be treated to a variety of short films, including documentaries, comedies, drama and animation.

Reel Michigan is now accepting short films that are Michigan-made, Michigan-themed or by Michigan filmmakers. Filmmakers interested in participating should visit: <http://ci.northville.mi.us/Community/ArtsCommission/ArtsAndActsCallForEntries-ReelMichigan2011.pdf> or email ReelMichigan@gmail.com to find the call for entries. Entry submission is \$10 (\$5 for students) and films can include any project filmed with any type of camera and includes digitally made films.

Entry deadline is April 1. For more information call the Northville Art House at (248) 344-0497.

Dems town hall meeting March 17

Rich Robinson of the non-partisan Michigan Campaign Finance Network will present "A Lost decade for Campaign Accountability in Michigan" at 7 p.m. Thursday, March 17 at the forum at Hillside Middle School (Center Street and Eight Mile Road).

More than \$60 million was spent in Michigan state campaigns from 2000-2010 that was completely outside the State campaign finance reporting system, what that means to policy processes and what should be done about it.

For further information, email scraig27@comcast.net.

Spring into Northville!

The Northville Central Business Association is sponsoring Spring Into Northville from 5-9 p.m. Friday, March 25.

Stores will have special discounts, giveaways, and raffle tickets for great prizes. Receive a raffle ticket for every \$10 you spend (please take entire raffle ticket), and take your completed raffle tickets to the bar of your choice: Buckminster's, Poole's, Starting Gate, Northville Sports Den, or Wine Sync. Raffle prize drawings will be held at each establishment at 9:30 p.m.

You must be present to win, and the grand prize is a pam-

pering from head to toe.

Want to participate and help Northville Civic Concern? For every food donation you bring to a participating business, you'll get an additional raffle ticket.

Food assistance

Plymouth and Northville will be participating in "The Emergency Food Assistance Program" (TEFAP), which is a supplemental food program for all income-eligible Wayne county residents.

Distributions will be the third Thursday of each month from 10 a.m.-noon at St. Kenneth Catholic Church (14951 North Haggerty Road), with the first distribution

scheduled for March 17. All recipients must be pre-registered to become certified for eligibility (meeting both income and residency requirements) before being able to receive food on distribution days.

Recipients who are not currently on any governmental program (Food Stamps, ADC and General Assistance) will need to provide documentation such as birth certificates or social security cards, proof of income and residence and proof of the number of household members. Bridge Card holders will automatically be qualified to participate but must still register.

For more information and registration, please contact the

Plymouth Community United Way office at (734) 453-6879 ext. 2.

New Hope benefit

Swing Into Spring will be held Friday, April 8 at St. Mary's Cultural Center, 18100 Merriman, Livonia. This benefit for New Hope Center for Grief Support, a 501c3 in Northville offering grief support services.

Master of ceremonies will be Chuck Gaidica. Appetizers will be served at 6 p.m. followed by dinner at 7 p.m. with auctions, live music and dancing rounding out the evening.

Tickets are \$40 each (cash bar not included) and must be purchased in advance; casual summer attire is required.

Register online at www.newhopecenter.net or call the New Hope office at (248) 348-0115.

Children's classes at Mill Race Village

A series of children's classes are being offered at Mill Race Village in Northville. Children from the ages of 3 and up are learning and being creative in these interactive classes.

Upcoming classes include Antique Toys, One-Room Schoolhouse Adventure, ABC's of Mill Race Village, a Fancy Nancy Party, a Huck Finn adventure, and many more.

Teaching these classes is Faye Cramton, a Northville

resident. She has a degree from Michigan State in child Development and Teaching. Her certification is pre-school through eighth grade.

She's taught kindergarten, fourth and fifth grade for 16 years.

Faye also taught children's classes, did role playing and storytelling at Greenfield Village in the 1980's and was in charge of games on the green there in the summers.

Classes are \$15 each. Children can be dropped off and picked up at the end of the class. For a complete listing and schedule of classes contact the Northville Historical Society at (248) 348-1845 or visit their website at www.millracenorthville.org.

Your Invitation to

Worship

Brighton

LORD OF LIFE LUTHERAN CHURCH
5051 Pleasant Valley Road • Brighton, MI 48114
810-227-3113
9:30 a.m. Communion Worship
10:45 a.m. Sunday School
Rev. Dale Hedblad, Pastor
www.lordoflife.org

HOLY SPIRIT ROMAN CATHOLIC CHURCH & SCHOOL
www.hscrc.net
at the corner of Winans Lake & Musch Rd.
810-231-9199
Fr. John Rocus, Pastor
Weekend Liturgies Saturday 4:00 p.m.
Sunday 8:00 & 11:00 a.m.
Please visit our Street of Love Display and Book & Gift Shop

Highland

HIGHLAND COMMUNITY CHURCH
2350 Harvey Lake Rd. (248) 887-4556
Contemporary Service
9:30 a.m. & 11 a.m. Sundays
Men's Bible Study & Breakfast
2nd & 4th Saturdays at 8:15 a.m.
3rd-8th Grade Youth Tuesdays 7-8 p.m.
Pastor Nick Ruffer

NEW LIFE CHRISTIAN FELLOWSHIP
120 Bishop St., Highland
off Millard Rd., 2-7/8 miles N of M-59
• Sunday School 9:30 a.m.
• Morning Worship 10:00 a.m.
• Bible Study Wed. 7:00 p.m.
Pastor: Danny Martin
• 889-7253 or 887-4556

HIGHLAND UNITED METHODIST CHURCH
680 W. Livingston Rd. • Highland, MI 48351
248-887-1311 • www.myhmc.org
Sunday Worship 8:00, 9:15 & 11:00 a.m.
Kids Church 8:45 & 10:30 a.m.
Youth Night - Wed. 6:45 - 8:00 p.m.
Plus Young Adults, Recovery, Ours 4 Kids, Grief & more

CHURCH OF THE HOLY SPIRIT ROMAN CATHOLIC CHURCH
3700 Harvey Lake Rd., Highland (248) 887-5364
Rev. Leo T. Lukko, Pastor
Mass Schedule: Saturday 5 p.m.
Sunday 8 a.m. & 11 a.m.; 10-11:30 a.m.
Holy Day 9 a.m. & 11 a.m.; First Saturday 8 a.m.
Confessions - Saturdays 11 a.m. & 8:15 p.m.
or by appointment

Livonia

FELLOWSHIP PRESBYTERIAN CHURCH
Services held at:
Saint Andrews Episcopal Church
16360 Hubbard Road • Livonia
South of Six Mile Road
Adult Sunday School 9:30-10:15 a.m., Worship 10:30 a.m.
Children's Sunday School 10:30 a.m.
Dr. James N. McGuire • Nursery Provided

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Sunday School and Children's Programs
www.ncallife.org
41355 Six Mile Road
248-348-9030

WARD EVANGELICAL PRESBYTERIAN CHURCH
4000 Six Mile Rd., Northville
248-374-7400
Sunday Worship:
Traditional: 8 a.m., 9:30 a.m. & 11 a.m.
Contemporary: 9:30 a.m. & 11 a.m.
Nursery & Sunday School during the 9:30 a.m. & 11 a.m. services
www.wardchurch.org
Service Broadcast: Sunday 11 a.m.
WEDNESDAY 8:00. The WHOLE Word Station.

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200 E. Main St. at Hubco • (248) 349-0011
Worship & Church School - 9:30 a.m. & 11 a.m.
Children Available at All Services
Nursery & Sunday School during the 9:30 a.m. & 11 a.m. services
Single Place Ministry - Thurs. 7:30 p.m.
Rev. Stu Miller, Senior Pastor
www.fpcnorthville.org

Our Savior Evangelical Lutheran Church - Milwaukee Synod
Our Savior Lutheran School - Pre-school 3rd grade
13447 Van Housen Rd. (N. 59)
(248) 887-4388
Sunday Services 8:30 & 11:00 a.m.
Sunday School & Bible Class 10:00 a.m.
Cynthia L. Thomas, Pastor • Fr. John E. Brundage, Assistant Pastor
Rev. Judy Thompson, Pianist
www.saviorchurch.org

Milford

CHRIST LUTHERAN CHURCH
Preschool, Pre-K & Kdg. - Mo. Synod
620 General Motors Rd., Milford
Church office: (248) 684-0895
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NEWSMAKERS

Northville's Colaianne named Detroit Public TV's new board chair

Detroit Public Television (DPTV) today announced the election of Melonie Colaianne, of Northville, as new Board of Trustees chair.



Melonie Colaianne

Colaianne is president, MASCO Corporation Foundation and MASCO's director of Corporate Affairs. Also, DPTV announced at the public station's annual board meeting the addition of three new board members:

- Tim Nicholson - PVS Chemicals
- Hannan Lis - The WW Group
- Arthur Horwitz - Renaissance Media/The Detroit Jewish News

These additions increase the number of DPTV's volunteer trustees to 38. Along with her other corporate responsibilities, Colaianne represents MASCO and its foundation in their charitable and community engagements. She has been a member of the DPTV Board for 12 years and succeeds outgoing Chair Dick Rassel, chairman at the law firm Butzel Long, who has led the station's governance organization for the past two years.

"The appointment of Melonie Colaianne as Chair of DPTV's Board of Trustees ensures the 1.5 million weekly viewers of WTVS Channel 56 as well as the 200,000 weekly listeners to WRCJ 90.9 FM, that we manage for the Detroit Public Schools, will continue

to benefit from strong leadership," said Rassel, who will remain on the station's Board. "She brings connections to a broad range of individuals, community groups, foundations and corporations across the state that recognize Detroit Public Television as a regional communications partner with a national and international voice."

Colaianne was appointed as president of MASCO Corporation Foundation in 2005 and has continued to serve as the company's director of Corporate Affairs since 1998. Headquartered in Taylor, Mich., Masco Corporation is one of the world's largest manufacturers of brand name consumer products for the home.

Colaianne worked previously as vice president of Cranbrook Educational Community and, before that, as associate executive vice president at Eastern Michigan University. She is the immediate past chair of the Council of Michigan Foundations and serves on the boards of the Michigan Council for Arts and Cultural Affairs, Cranbrook Institute of Science, Michigan Cultural Data Project Advisory Board, the Belle Isle Women's Committee, and Detroit LISC's Advisory Board. She's an emeritus trustee of EMU's Foundation, emeritus director of Habitat for Humanity Detroit, and a lifetime member of the Michigan Community Service Commission's Leadership Advisory Board. Colaianne holds a bachelor's and master's degrees from EMU, and has an advanced certificate in corporate community involvement from Boston College.

For Honor, For Country

For Honor. For Country. Only four words on a highway billboard advertisement along Interstate 75, southbound, home from Michigan's Mecca, "up north" -- merely an ad campaign, dreamt up by suit-tie-clad business people and pitched in a glassy board room with a downtown skyline view. The United States Marine Corps cover, trimmed in black and brass atop a giant face in profile, looking down. Perhaps that billboard inspired my son, Lance Corporal Joseph Eichholtz.

Following deployment from USMC Camp LeJeune, Jacksonville, NC, the 2nd Combat Logistics Battalion flew to Bangor, Maine.



Lance Corporal Joseph Eichholtz

Bangor is not a tourist resort. But for military personnel, it's the closest thing to home. Smiling people are cheering as they deplane, waiting with hugs and handshakes. None of the Bangor cheering squad knows any of the passengers.

Young, old, boy and girl scouts, veterans, grandparents, housewives and business men line the walls of the Bangor Airport. Military units in transit from bases all over the world stop in Bangor. They are each greeted enthusiastically with cell phones, computers, hot food and fresh baked goods.

The Bangor Airport website says, "Bangor International Airport is our nation's main departure and arrival point for troops serving our country around the world. Troops are given heart-felt welcomes and goodbyes at Bangor, by a steadfast group of Troop



Following deployment from USMC Camp LeJeune, Jacksonville, NC, the 2nd Combat Logistics Battalion flew to Bangor, Maine, where smiling people are cheering as they deplane, waiting with hugs and handshakes.

Greeters and others. The "original" Troop Greeters began greeting the troops returning from Operation Desert Storm. The Troop Greeters at the Bangor International Airport come in at all hours of the day or night to welcome soldiers home from Iraq and Afghanistan." For Honor.

If you visit www.themaintroopgreeters.org, there are letters from soldiers and marines. Master Sgt. D. Carmen, United States Division-North, Public Affairs wrote, "To the wonderful people in Maine who greeted these fabulous soldiers - thank you so very much. We are extremely proud of our son and all of our soldiers. It's fabulous to know there are great people in Maine that 'go the extra mile' for our soldiers, too. Thank you again! God Bless You All!"

Natalie R, a military wife, wrote, "My husband passed through Maine just today, Feb. 19, 2011, on his way to Afghanistan. When he called me from Maine, although it was a very short chat, he

sounded happy. I'm sure I have you to thank! I've seen & heard about the love & care you give to our troops coming back & going. Wow, THANK YOU SO MUCH! Thank you again & may God continue to bless you as you do His work to love our beloved troops. Thank you from the bottom of my heart.

My new screen saver came from www.ourstopinmaine.smugmug.com. The 35,500 people of Bangor make sure to post a picture of every armed forces person they greet. Their website says, "Day or night, rain or shine, it is our commitment to welcome each troop home from war and give a proper send off to each of the young men and women heading overseas. We accomplish this by being here to offer free cell phones to call a loved one, a snack to keep them going, and handshakes to let them know we care."

Since we began greeting flights in May of 2003, the Maine Troop Greeters have greeted over 5600 flights with more than 1,156,000 service members and 288 military dogs. And it is our pledge that as long as there are U.S. armed forces serving overseas we will be here to greet them." For Country.

An anonymous writer said, "First, it's not quite right to

MARINE MOM'S MUSINGS

make a female Lieutenant Colonel cry in public!! :) Your greeters were so amazing and genuine and they touched each and every one of us coming off that plane."

My nephew, USMC Corporal Jacob House, Ret. of Midland, Michigan, said, "It was amazing, it was such a pleasant surprise, they were applauding and cheering. It was very emotional." February 5, 2009, when Jake stopped in Maine, after 14 travel hours returning from Iraq, his parents were ecstatic to see his photo.

The Bangor Troop Greeters say, "To all our troops and their families: As a measure of our appreciation of your sacrifices we are honored to provide pictures from Bangor International Airport (BIA). We are a Nana and Grand operation assisted by a small, dedicated group of volunteers, limited in what we are able to do."

I beg to differ. What they did for my family when they greeted my son, Joe, is indescribable. The pictures they have given me will forever be a part of our lives. Hearing his voice, before he left the country, priceless. For Honor. For Country - I thank you.

Debbie Eichholtz, Medical LRE at Silver Springs Elementary, Northville Public Schools, will be sharing her thoughts on her son's service regularly with Northville Record readers.

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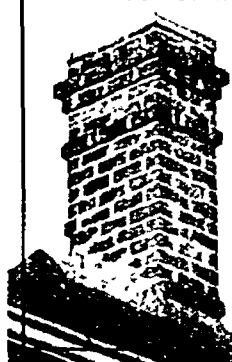
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11:20, 1:50, 4:30, 7:05, 9:40

O LIMITLESS (PG-13)

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12:10, 2:25, 4:40, 6:55, 9:10

FR/SAT LS 11:25

ADJUSTMENT BUREAU (PG-13)

FR/SUN-TH 11:45, 2:20, 4:45, 7:10, 9:30

FR/SAT LS 11:45

SAT 4:45, 7:10, 9:30

RAMBO (PG)

11:30, 1:50, 4:15, 6:40, 9:00

FR/SAT LS 11:20

ALL PASS (R) FR/SAT LS 11:30

Wonders of water

Brownie Troop 40839 of Silver Springs Elementary School has decorated the display cabinets at the Northville Public Library as part of the Wonders of Water badges they have been working on. The display is intended to educate people about conserving water and demonstrate ways that water can become polluted. Pictured (l to r, back) are Laryssa Imbuzeiro, Hannah Senawi, Alyssa Budweg, Katie Plim, Theresa Freydl; (front) Charlotte Atkinson, Lauren Atkinson, Leila Bazzi and Emma Schnorberger.



BY SUSAN ATKINSON

HOSPITALITY

FROM PAGE A1

October through May. Southworth said this year went very well because of all the volunteer help.

She said nearly 400 volunteers came to the church throughout the week to do such things as prepare and serve food, play volleyball with the guests, helping the guests put together a resume, to even setting up an impromptu barbershop. The amount of food and clothing donations went beyond their expectations, and because of that they were able to fully accommodate the 47 guests the church housed for the week.

The Northville Kiwanis, Civic Concern, and Our Lady of Victory along with neighboring churches like First United Methodist Church of Novi have partnered to help make the week that much better, Southworth said. They assisted with meal preparation and did such things as sewing slippers together that were given to the guests, which is what Our Lady of Victory did. In addition, businesses like Genitti's Hole-in-the-wall and Hiller's Supermarket donated plenty of food. Genitti's gave chicken for the last big meal before the church guests had to leave.

"It's an all-hands-on-deck operation," Southworth said. "It is amazing to see all of the compassion from various groups and individuals."

ST. PATRICK

FROM PAGE A1

Restaurant & Ice Cream Parlor for a gourmet omelet would also be a perfect beginning. For the "not so sure about cabbage people," having a dish of pasta at Tiramisu Ristorante Italiano is a great alternative.

Once the stomach is full the time for a drink is in order. What is St. Patty's day without a green beer or two? The bar scene in Northville has plenty of options from Poole's Tavern to Northville Sports Den to the Starting Gate Saloon. Wherever you are going, specials will be the order of the day.

"We have some great drink specials ranging

from \$2 Bud Light green beers to mini-green beers, which are shots of liquor," said Ramona Bluestein, General Manager of Northville Sports Den. "We will also have competitive-aged Irish dancers on hand to add to the celebration."

Down at Poole's the fun will begin at 11 a.m. with Irish coffee, corn beef and cabbage, stew and plenty of green beer. But according to bartender/server Audrey Jaskolski, one must get there at a good time because Poole's will be a popular destination.

"Around 2 or 3 in the afternoon we get packed," she said. "It will be busy and fun."

So put your green on and look no further than Northville for some Irish fun.

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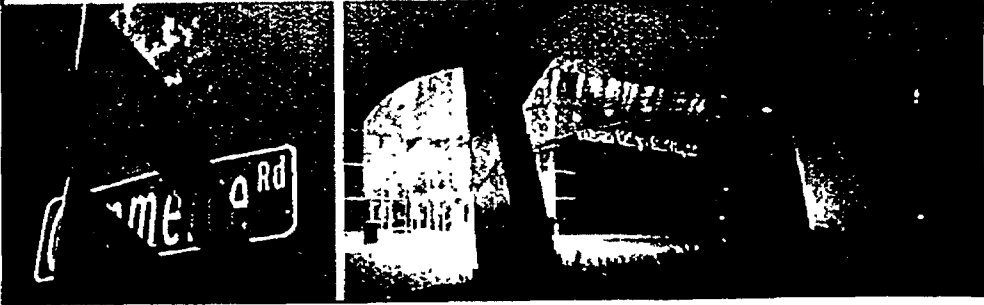
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NORTHVILLE BUSINESS BRIEFS

Streetscape Project meeting

Representatives from AEW, the construction managers for the downtown Northville Streetscape Project, Rauhorn Electrical, the general contractors, JJR, the project architects, the City and the DDA will be present to provide information on the project, the communication plan during the construction, and the project schedule at 8:30 a.m. March 30 at Genitti's Hole-in-the-wall, 108 E. Main Street. Coffee and light breakfast will be provided.

The Streetscape Project is scheduled to begin on April 11 and is limited to East and West Main Streets and North Center Street.

Please RSVP to cwoodsdda@comcast.net by March 25 if you plan to attend.

Brookside honored

Northville-based Brookside Travel has been recognized for their outstanding achievement by Sandals Resorts at the Ninth Annual Travel Agency Recognition S.T.A.R. Awards held recently at Sandals Whitehouse European Village & Spa, Jamaica.

The prestigious event honored travel agents from across the U.S. and Canada. Top agents were recognized for their outstanding expertise and performance in selling the world's best Luxury Included resorts.

Brookside Travel's awards included: Best of the Best-Central/Southeast Region U.S.



Tickets for students

Drs. Jeffrey and Stephanie Jaghab have teamed up with the Plymouth Whalers and adopted Moraine Elementary School in Northville. They donated Plymouth Whaler tickets for students, parents, and school staff through the season. Pictured are Drs. Jeffrey and Stephanie Jaghab, Whaler players Mitchell Heard and (soon to be a Philadelphia Flyer) Tyler Brown and students from Moraine.

Sandals Resorts has always believed in the valuable role that agents like Jim Ehehalt, owner of Brookside Travel, plays in helping their clients choose a dream vacation.

"Our resorts have more luxury inclusions than any resort on the planet - from luxurious suites with exclusive butler service, to 17 dining options per resort, to unlimited land

and water sports - even golf," said Gordon "Butch" Stewart, chairman of Sandals Resorts. "A Certified Sandals Specialist or Preferred Sandals Agency can best recommend the resort that is perfect for you."

Whether you're planning a destination wedding, honeymoon, romantic getaway or a family vacation at Beaches Resorts, Brookside Travel has

all the latest information on developments and services at Sandals Resorts, Beaches Resorts and Grand Pineapple Beach Resorts.

ABWA Masquerade Ball

The 2011 Masquerade Ball, hosted by the Novi Oaks Charter Chapter of the American Business Women's

Association, will be at 8 p.m. Friday, March 25 at the Royal Oak Music Theatre. Proceeds from this fundraiser benefit the chapter's Bettie Johnson Scholarship and Education Fund, which contributes over \$3,500 annually to grants and scholarships both locally and nationally.

Enjoy hot hors d'oeuvres, eclectic finery, mystics and

magicians, a candy buffet, photography, music and dancing, special guests, an art gallery, raffles, a premium cash bar, strolling entertainment, unique vendors and more. Please see www.abwamasquerade.com for information on purchasing tickets (\$65 per person; group discounts available), sponsorship opportunities and vendor booths.

Note the effect of recession recovery on your employees

The economic dark cloud that hovered over an unsuspecting landscape will eventually be whisked away by a changing wind or dissipated by a new light. The indicators point to rays of sunshine in which hope becomes action and promises become



Lee Meadows

contracts for forging a new beginning. Every new age brings with it new opportunities and a set of underlying issues heretofore thought to be non-existent. What is revealed in the light is that the issues were just flying underneath the radar by cautious pilots unwilling to subject themselves to any additional turbulence while trying to maintain a steady course. Waiting patiently for the winds to shift allowed resources to be preserved and a new flight plan to be designed. What is being witnessed is the emergence of those employees who have weathered the storm and, as they move toward the sunlight, and have taken on a renewed perspective about their career path.

The internal structuring that has allowed many organizations to keep their doors open also created a mindset among 'thankful' employees that to 'have a job' is better than to 'not have a job'. While the simplicity of that mindset is painfully obvious, the undercurrent themes have been largely ignored and will catch a number of organiza-

tions off guard. The theme of Employee Engagement may experience some sense of erosion due to the undercurrent theme of Employee Departure as these newly-minted, multi-talented, highly-educated survivors of the storm begin to update their resumes to reflect their broader skill base. As survivors, they have learned a great deal and now must wrestle with the fact that competitors will be shopping for the skills they have acquired. The winds blow the clouds away and the light shines on the new war for talent. Ironically, in an overcrowded market of unemployed professionals, the first step in the war for talent will take place business to business. Revitalized automotive companies, before looking in the unemployment market, will compete with each other for each other's engineering talent. Retail companies will compete for each other's sales talent and accounting firms will compete for each other's accounting talent. Opportunities abound for those who were shackled to their cube, but told to stretch in order to get the work done. At the end of that process is a broader skilled employee with a knowledge base and skill set that surpasses anything the organization had intended. The unintended consequence of an unexpected event has created a small market of highly marketable people, thus putting the employing organization at risk.

Conventional wisdom would argue that most organizations might just look beyond their walls into the unemployment

market (the hope is that it would be the first step) and bring in talent at a lower starting salary. Inherent in that assumption is the belief that the current talent pool will remain in place having seen how bad it can get. The problem with that assumption is that it does not take into account the prevailing atmosphere of adventure over loyalty and risk over sensibility. Given the momentum of an economic upturn, the only assumption any organization can make is one that recognizes the relief that comes from knowing 'Happy Days Are Here Again!' The undercurrent theme points to taking the time to rebuild the relationship with current employees to make sure that their new found happy days are not connected to a personal exit strategy. A lot of time and energy has been spent running through a rainstorm with no umbrella and only the belief that things will get better. Now that rays of sunlight are starting to break through, it is in the best interest of the organization to make sure that storms you have weathered translate into walks in the sunshine together.

Lee E. Meadows, Ph.D. is a professor of management at Walsh College working at the Novi Campus. He teaches Leadership and Management in the MBA and Doctoral programs and provides a number of consulting services for the surrounding community. He is the author of the leadership fable "Take the Lull By the Horns: Closing the Leadership Gap". He can be contacted at leameadows@walshcollege.edu.

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More: For a complete listing of local and regional events, see the Northville Calendar online at www.hometownlife.com. Submit: Send calendar submissions via e-mail to cstone@gannett.com; by fax to (248) 685-2892; or by mail to Northville Record, 101 N. Lafayette, South Lyon, MI 48178. Items must be received by noon on Monday to be included in Thursday's newspaper.

LOCAL

Northville Women's Club Annual Meeting & Pot Luck Luncheon

Time/Date: 12:30 p.m. March 18
Location: First Presbyterian Church
Details: Ladies please bring a new or used book to exchange and your table setting.
Contact: Virginia Martin (248) 349-3064

"Hansel & Gretel"

Time/Date: through May 1; 2:30 p.m. Tuesday-Sunday
Location: Marquis Theater, 135 East Main, Northville

Details: A fairy tale of two children who are lost in the forest and find a house made of candy. Come see this fun, not scary, musical with lots of singing and dancing. Tickets for all public performances are \$8.50. Group rates and reserved seating for 20 or more. Please no children under the age of 3.

Contact: (248) 349-8110 or visit northvilliemarquistheatre.com

Emotional Eating Weight Loss Class

Time/Date: 9:30-10:45 a.m. Saturdays
Location: Northville

Details: If your weight loss efforts do not work, emotional eating could be the reason. Learn more and get started on your way. \$60 for three weeks; limited class size; pre-register now.
Contact: (734) 420-8175 or e-mail northvilleclasses@yahoo.com

Codependency Support Classes

Time/Date: Held weekly, every Tuesday night or Thursday mornings
Location: Northville

Details: Weekly topics about codependency and issues related to all types of relationship problems and dysfunctional life style habits that can be creating unhappiness in your life.
Contact: (734) 420-8175 or e-mail northvilleclasses@yahoo.com

18th Annual Garden Walk

Time/Date: 9 a.m.-4 p.m. Wednesday, July 13

Location: Garden Walk Central is at Mill Race Village, 215 Griswold Avenue, Northville

Details: The Country Garden Club of Northville invites you to attend its Eighteenth Annual Garden Walk featuring six gardens in charming Northville. Other unique attractions include a garden market, live music, and refreshments. Proceeds from the event support charitable contributions to local and national horticultural causes. Cost is \$10; tickets available at Gardenviews, 117 E. Main in downtown Northville, after June 13.
Contact: (248) 348-3263; www.cgcny.org

Northville Art House

Location: 215 W. Cady St., Northville
Contact: Northville Art House (248)



JOHN FEIDER | STAFF PHOTOGRAPHER

Blood drive

Patricia Cousino gives blood on Feb. 23 at a Red Cross blood drive held at Hillside Middle School. The Red Cross is urgently requesting donors at this time of year. For more information on when and where local drives will be, go to www.semredcross.org.

344-0497 or www.northvillearts.org for on-going art classes, lectures, events, rentals, volunteering.
Hours: 1-5 p.m. Saturdays; 1-9 p.m. on first Fridays of each month
Details: Admission to Art House exhibits are always free and open to the public.

Beyond The Blueprint:

Architects' Other Art

Details: Free exhibit continues through March 26.
Reel Michigan Film Fest
Date: June 25
Details: Call for entries deadline is April 1. Now accepting Michigan-made or themed short films. Entry submission is \$10; \$5 for students. Email ReelMichigan@gmail.com or visit: <http://ci.northville.mi.us/CommunityArtsCommission/ArtsAndActsCallForEntries-ReelMichigan2011.pdf>. Sponsored by Northville Art House. **Contact:** (248) 344-0497

Location: Eight Mile Road (between Beck and Napier roads.) State Park motor vehicle permit required for park entry; \$6 daily, \$24 annually (\$6 annually for seniors 65 and older).
Contact: (248) 349-8390, Friends of Maybury (248) 349-3858 or FriendsOfMaybury.org.

Northville-Novi Business Networking Breakfast

Time/Date: 7:30-9 a.m. first and third Tuesdays (except Nov. and Dec., which are just the first Tuesdays)

Location: Kerby's Coney Island, 21200 Haggerty Road
Details: Business networking focused on building relationships. The Sunrise Networking Group, LLC

(www.sunriseNETWORKINGgroup.com), or SNG for short, is a group of about 250 business leaders who help each other to build more business by referring people to each other. Cost of breakfast is \$10.
Contact: Fonda Milana 586-232-3009 or fmilana@sunrisefinancial-groupllc.com

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REGIONAL EVENTS

Jazz @ The Elks

Time/Date: 7:10-30 p.m. fourth Tuesdays

Location: Plymouth Elks Lodge #1780, 41700 Ann Arbor Road, just west of Haggerty Road in Plymouth.
Details: These events are keeping

d'oeuvres and live jazz in a beautiful club setting; limited seating.

John Trudell Jazz Quartet

Time/Date: 7-10:30 p.m. Tuesday, March 22

Details: Featuring Trudell on trumpet and flugelhorn, Ray Tini on bass, Bill Cairo on drums and Chuck Shermatero on keyboard.
Contact: www.PlymouthElks1780.com or (734) 453-1780.

Women's Network Source

Time/Date: 6:30-9:30 p.m. second Mondays

Location: Real Estate One, 346 N. Lafayette, South Lyon
Details: Networking and education meetings; cost is \$5. Women's Network Source was established to empower, motivate and support women to become successful entrepreneurs. WNS welcomes women curious about exploring whether to start a new business or learning how to grow their current business to attend an upcoming meeting.
Contact: Debra Downing at (248) 252-2952 or downingddd@aol.com

Moonmusters Ballroom

Dance Club

Time/Date: 7-8 p.m. lessons, 8:30-11:30 p.m. dance every Saturday

Location: Livonia Senior Center, Five Mile and Farmington roads, Livonia
Details: Lessons are \$6, dance with live music is \$6, cost for both is \$10.
Contact: Joe Castrodale (248) 968-5197

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OUR VIEWS

St. Pat's Day

Stay safe and sober, avoid a tragedy

It may not be the busiest bar night of the year — that honor, if you could call it that, goes to Thanksgiving Eve — but St. Patrick's Day is right up there. You don't have to be Irish to celebrate the day, but you do need to do it in a way that keeps yourself and others safe.

St. Patrick's Day has become a popular night out to celebrate with friends and family. Unfortunately, due to the large volume of drunken drivers, the night out has also become very dangerous.

The statistic is sobering.

According to the National Highway Traffic Safety Administration, 37 percent of the drivers and motorcyclists involved in fatal crashes had a blood alcohol content (BAC) of .08 or greater on St. Patrick's Day 2009. Additionally, there were 103 crash fatalities on St. Patrick's Day 2009 and out of that number, 47 people were killed in traffic crashes that involved at least one driver or motorcyclist with a blood alcohol concentration (BAC) of .08 or more.

And you don't have to be "falling down drunk" to be too impaired to drive safely. Even a few drinks can impair driving, and a buzzed driving crash has the same consequences as a

drunken driving crash. Driving a vehicle or riding a motorcycle while impaired is not worth the risk. The consequences are serious and real. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be significant.

Drunken driving violators often face jail time, the loss of their driver's license, higher insurance rates and dozens of other unanticipated expenses ranging from attorney fees, court costs, car towing and lost wages due to time off from work.

We all know the slogan, "Friends Don't Let Friends Drive Drunk," and it's true — not just on St. Patrick's Day, but every day of the year. Go ahead and be "Irish," but don't get lost in a sea of green beer. Make sure you have a game plan that includes getting home safely.

The folks at www.stopimpaireddriving.org recommend that if you plan on drinking alcohol, don't drive. Plan a safe way home before the festivities begin or designate a sober driver and leave your car keys at home.

And if you're impaired, use a taxi, call a sober friend or family member or use public transportation so you are sure to get home safely. If you happen to see a drunken driver on the road, don't hesitate to contact the police. That phone call could save someone's life.

And if you know someone who is about to drive while impaired, take their keys and help them make other arrangements to get to where they are going safely.

Your Irish eyes can be smiling on St. Patrick's Day 2011, but don't let the haze of alcohol cloud your vision. Designate your sober driver before the St. Patrick's Day parties begin.

COMMUNITY VOICE

Do you have any upcoming travel plans?



"I'm going to be studying abroad beginning this May. I'm going to Italy for my business major."

Bobby Johnson
Northville



"I wish. I'm going nowhere, but I need to go somewhere to get out of this Michigan weather."

Kim Leary
Northville



"We're going to South America — Colombia — where we're from. We've been here 11 years, but try to get back about once a year."

Claudia Ordonez
Northville



"We're going to North Carolina in April to visit family."

Patricia Cousino
Northville

LETTERS

Mystery solved at Mill Race Village

A Murder Mystery Tea was hosted by the Northville Historical Society at Mill Race Village on Saturday, Feb. 26. A sell-out crowd was on hand to solve the murder of Elaine, one of the Decadent Housewives of Hysteria Lane. Guests listened to the remaining housewives tell their hilarious tales of misadventure with Elaine; not one of them sorry she was gone.

Vicky O'Neil of Victoria's Tea Salon catered a delicious assortment of tea sandwiches, scones and desserts which were served during the uproarious accounts of the neighborhood gossip while the housewives insisted on their innocence.

The Cady Inn was adorned with lace curtains. Linen and lace tablecloths were set with fine china and silver flatware. Fresh irises graced each table.

Mill Race Village now has its own signature tea under the name of Cady House Tea, a black decaffeinated tea with raspberry. It was a huge hit with the guests and will be served at all future teas.

The Northville Historical Society would like to thank the students from Rotary Interact who volunteered to be servers and help with cleanup. These young people did a great job and their help was greatly appreciated.

The Tea was a fundraiser for Mill Race Village. A Polish Easter Tea is planned for Saturday, April 9. Tickets are now on sale in the Cady Inn office. Contact the Northville Historical Society for more information at (248) 348-1845 or visit their website at www.millracenorthville.org.

Tillie Van Sickle
Northville Historical Society

New Hope kudos

As a new year begins, all of us here at New Hope Center for Grief Support would like to take

WHAT DO YOU THINK?

We welcome your Letter to the Editor. Please include your name, address and phone number for verification. We ask your letters be 400 words or less. We may edit for clarity, space and content. Submit letters via the following formats.

E-mail: cstone@gannett.com.

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www.hometownlife.com

Deadline: Letters must be received by 10 a.m. Monday to be published in the Thursday edition.

Blog: You may also let your opinions be heard with your own blog at www.hometownlife.com.

This opportunity to thank the Northville Record for your support. The Northville Record is instrumental in spreading the word about the work we do and the various fundraisers we have that allow us to do the workshops, support groups, and other resources we offer to grieving individuals after the loss of a loved one.

We would also like to let the Record's readers know about the wonderful restaurants that operate within our community. When New Hope has a fundraiser, we rely on donations for just about everything from food to gift certificates for our raffle and/or auction items. So many restaurants have responded to our requests in 2010; we feel strongly that they need to be recognized. They are as follows:

George's Senate Restaurant; Romano's Macaroni Grill; Bigby Coffee; Main Street Catering; Rusty Bucket; Aubrees; Olga's Kitchen; Bucca Di

Beppo; LeGeorge; California Pizza Kitchen; Hungry Howies; Five Restaurant/Inn of St. John's Ruby Tuesday; Genitti's Hole-in-the-Wall; Starbucks/downtown Northville; Maria's Italian Bakery; Border Cantina; Martino's Restaurant; Brann's Steakhouse; Station 685; Rebecca's; Cassel's Catering; Deadwood Bar and Grill; The Gathering Place; Table 5; Doc's Sports Retreat; Bravo Cucina Italiana; Tuscan Café; and Detroit Bagel Factory.

New Hope Center for Grief Support is so happy to be part of this community and so very grateful to the above-mentioned restaurants of Northville and the surrounding areas for your continuing support and generosity. You're a blessing to our New Hope family.

Cathy Clough, Pattie Bingham, Arlene Kurzawa, John O'Shaughnessy and Elaine Dzwonkowski

Thanks, DPW!

We just want to thank the Northville Department of Public Works and tell them how much we, as homeowners, appreciate the services of the DPW in Northville. We live at the bottom of Grace Court, and in the 35 years we have lived here, there has never been a time when we could not get up our street — even in the deepest snow.

The roads in Northville are so much better than in neighboring communities, and it is evident what a good job you all do. We understand it requires getting up and out very early in the morning and not only plowing, but scraping, salting and keeping the streets safe.

We also appreciate frequent fire hydrant checks, drainage checks, leaf pickup and removal of debris after storms.

It is a difficult job, but you do it well. Thank you from the bottom of our hearts.

Tom and Judy Beyersdorf
Northville

GUEST COLUMN

Time to stop playing the educational blame game

Stop blaming and complaining and spending and pretending. The time to create a foundation for transformation and reinvention is now.

As I watch our economic problems unfold, and see how decisions are being made that impact our neighborhoods and public schools, that old kindergarten song, "The knee bone's connected to the thigh bone ...", ("Dem Old Bones ...", <http://listenlearnmusic.com/2009/10/dem-bones-dem-bones.html>) springs to mind.

Governors, legislators, superintendents and local school boards are all in the process of making decisions about what to fund (and what not to fund).

Families are becoming aware about how these decisions are interconnected and ultimately impact our children and our collective futures. Are cuts going to hurt? Of course.

No, this does not mean capitulating to the crowd that simply screams the loudest "No cuts!"

Our schools need to adopt the new 3 R's: Restructure, Reform and Reinvent and throw in a "T" for Transform.

The reality is that public bodies, including our schools, are going to have less resources than we had in the past as doing more with less becomes the norm. We are going to have to find ways to recalibrate to a new normal.

There is no appetite for any significant tax increase to mitigate the cuts that are coming. Federal stimulus dollars that artificially propped up the bottom line and delayed the inevitable are going away. Even as the "stimulus" dollars were helpful, in far too many jurisdictions, they became a lubricant for protecting the status quo and an excuse to avoid making tough choices. The day of reckoning has arrived.

No one is coming to the rescue of our schools and local units of government — THIS is our new reality. What we once had is now gone.

Yet, as responsible adults, we have an obligation to maximize the benefits for our children and the taxpayers with the resources we DO have at our disposal.

THE NEED FOR A QUALITY EDUCATION

The need for a quality education has never been greater. We are living through a disruptive period of transformational change. Globalization, knowledge, creativity, innovation and a Darwinian ability to adapt to change is the currency of this new century.

We must do more than reinvent or reform our system of learning — we must transform it.

Children sitting our classrooms today will be engaged with and competing against three billion new capitalists and consumers from the BRIC countries (Brazil, Russia, India and China) whom most of us — certainly not our parents and grandparents — ever had to worry about from an educational, economic or jobs perspective.

The community, school boards, administrators, teachers, support

personnel and the unions that represent them must come together and acknowledge this new reality and work together to maximize resources that help our teachers teach and children learn.

Continuing with historic and typical finger-pointing behavior — blaming the political leadership, school board, superintendent and/or the unions — is counterproductive and does little to solve the problems facing our children and communities.

Now is the time for communities to come together to forge a new covenant of shared sacrifice that will produce a vision and common action plan that revolves around our kids.

Our children are depending on us. They typically have just one year per grade to acquire the building blocks for a successful life. No one is going to give them a pass on the global stage because they came of age during the 21st century American economic meltdown.

Blaming and complaining is not a winning strategy. Together, and only together, do we stand a chance to do right by ALL of our children as we

work our way through the mess that our children did not create.

Let's remember we are all connected and only by working together do we have a chance of turning adversity into opportunity. This means tossing out those tired, back-in-the-day phrases, "But we have ALWAYS done it this way or "It's not in our union contract."

It's time to forge a new reality together — based on a pathway to success that is based on what IS — not on what we wish it were.

Difficult? Of course. But since we are all interconnected, we MUST come together or end up tearing ourselves apart.

Our children are counting on us. They need for us to be successful so that they might also have a chance not simple to survive but to thrive in this new reality.

Tom Watkins is a business and educational consultant in the U.S. and China. He is an award-winning education writer and was Michigan's state superintendent of schools, 2001-05. He can be reached at tdwatkins88@gmail.com.



Tom Watkins

Velvet Peanut Butter spreads to 500 grocery stores

BY KAREN SMITH
OBSERVER STAFF WRITER

Like many in Metro Detroit, Eric and Jason Bruce grew up eating Velvet Peanut Butter, made in Livonia for 30 years.

Then the company was sold in 1985 and after a series of acquisitions, the brand disappeared off store shelves.

"I thought that was criminal," said Eric, 44, adding that local brands are part of an area's identity.

So Eric bought the recipe and the rights to the Velvet label and found a manufacturer in Georgia to make it. His wife Kim took it to the senior buyer at Hiller's Market, Larry Krispin.

Hiller's bought 1,300 jars, their entire inventory, and the peanut butter sold out in two weeks. That was in 2009.

Today, Velvet Peanut Butter is available in more than 500 Michigan grocery stores, including Kroger, Meijer, Hiller's, Spartan and Busch's. The business is doing well enough that Eric recently hired his brother Jason, 41, who lives in Livonia, as director of operations. Jason is overseeing the expansion and distribution of Velvet Peanut Butter.

EMOTIONAL CONNECTION

Eric, who has a master's degree in business administration from Eastern Michigan University and works in Atlanta in marketing for an ABC affiliate, said he expected the brand to do well, but he didn't expect the emotional connection people



The trademark Velvet boys on the label, "Fresh," "Pure" and "Delicious," were drawn in the likeness of the founder's son. Velvet was started in 1937 by an Eastern Market truck driver.

would have with it.

"Their grandma or their mom would serve it to them," he said, explaining the appeal of Velvet Peanut Butter, with its trademark boys, "Fresh," "Pure" and "Delicious."

Eric's favorite part of the business is getting emails from customers who are glad the product is available again.

"Velvet Peanut Butter takes me back to the late '60s when I rode with my mother in the car to pick my dad up from work," wrote a customer from Rochester. "As we would approach the Velvet Peanut Butter facility (on Schoolcraft Road), mom would say, 'OK, roll the window down!' and I would crank the window down and inhale the wonderful aroma of roasting pea-

nuts!"

Wrote a customer from Center Line whose grandparents served him Velvet peanut butter sandwiches every weekend for lunch, "It has brought back memories of simpler times and family long gone and I will be a customer as long as you make it."

Some of the emails come with suggestions of how to eat it - like with oatmeal or jalapeños.

WONDER BREAD

The Bruce boys, who grew up in Garden City, prefer Velvet Peanut Butter on white bread, preferably Wonder bread.

That's how they ate it in their school lunches - Eric with grape jelly, Jason just plain - and that's how they still eat it today.

"When you bite into it, it actually feels like you're tasting a peanut, and that's the thing I like about it," Jason said.

Their kids love it. Eric's daughter, Emily, 4, screams for peanut butter as soon as she sees the jar. Jason's son, Benjamin, 9, won't let anyone he knows have any brand other than Velvet in their kitchen cupboard. "From the get-go, he's been my No. 1 supporter," Eric said.

Velvet Peanut Butter was started in 1937 in Detroit by an Eastern Market truck driver who saw used peanut butter making equipment advertised for sale. The boys on the jar were drawn in the likeness of his son.

Eric's goal is to preserve the Velvet brand so it never disappears from store shelves



Jason Bruce of Livonia is the new director of operations for Velvet Peanut Butter, which is available in both smooth and crunchy. He said the feedback from customers at Busch's Market in Livonia, where this photo was taken, and other stores has all been positive. "When I'm stocking the stores, I get a lot of, 'Oh I remember that as a kid!'" he said.



Kim, Emily, Dominick and Eric Bruce hope Velvet Peanut Butter sales grow to the point where they can move from Atlanta back to the Detroit area and Eric can make running the company his full-time job. Eric grew up in Garden City.

again, and for Velvet to become the No. 1 peanut butter sold.

He's got a long ways to go - Velvet is just starting to be sold in other states - but he's unwilling to take any shortcuts to get there.

10 PERCENT TO CHARITY
For example, he won't

reduce the amount of peanut butter in the jar from 18 ounces. That goes against his company's values. And he pledges to give 10 percent of the company's annual profits to charitable efforts. Last summer, Velvet donated 10 cases of peanut butter to Lighthouse of Oakland County to help feed kids from low-income families

who normally get lunch for free at school.

The company now has five part-time employees, including Eric's wife, Kim.

Jason also works as rink manager and a Zamboni driver for the Livonia Hockey Association.

Eric and Kim moved to Atlanta in 1999 because of Eric's job, but they want to move back to the Detroit area to be near both their families. Eric and Jason's parents, Dominic and Claudia Bruce, are Livonia residents.

Eric hopes to grow the Velvet company to a point where he can leave Atlanta and return to Michigan to run the company full-time.

He said being in Georgia, where peanuts are grown, put him in contact with the right people to help him revive the Velvet brand and start manufacturing it.

Now he hopes the brand he brought back to Michigan brings him back here as well.

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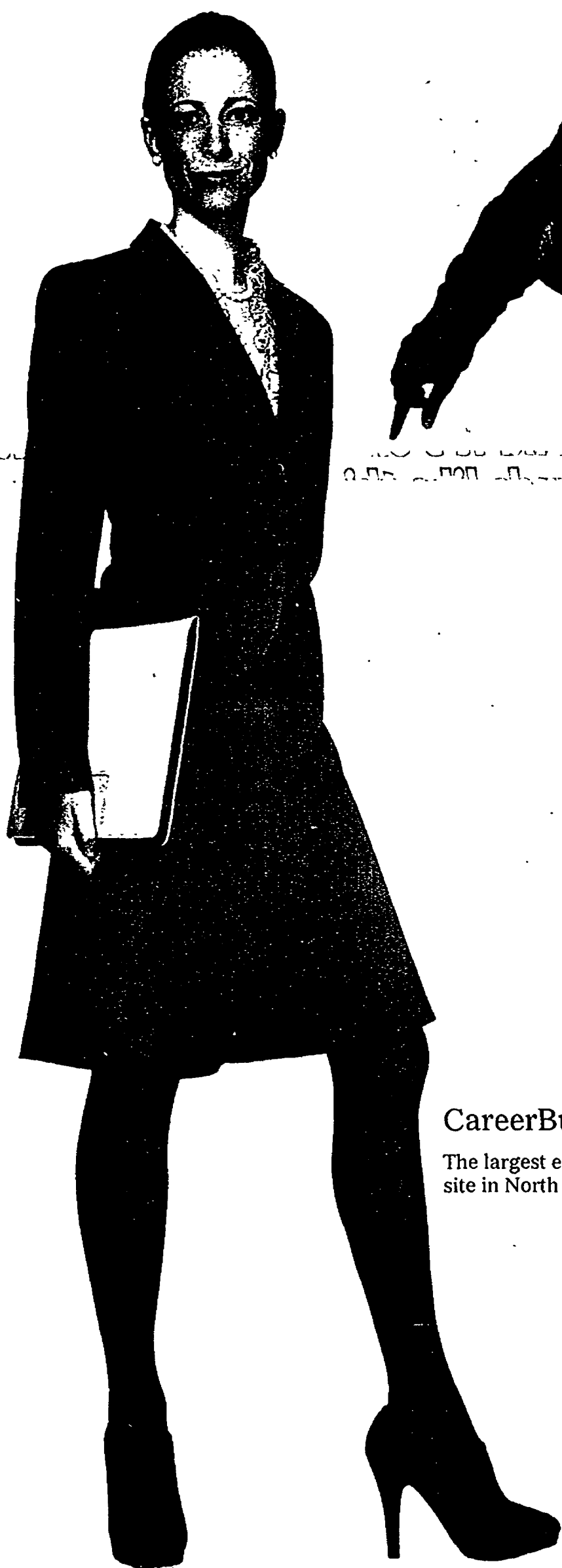
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The Taste of Northville, March 5, at Northville High.

Taste of Northville

Alex Flegal, 9, checks out a book at the Northville District Library's booth at the March 5 "Taste of Northville" business expo at Northville High. Many local businesses and organizations had a presence at the event to showcase their offerings.



PHOTOS BY JOHN HEIDER | STAFF PHOTOGRAPHER



Melissa Kennedy, a server at Northville Township's Rusty Bucket restaurant, dishes up some salad at the March 5 "Taste of Northville" business expo at Northville High.

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Last weekend we moved our clocks ahead to give us more daylight, this weekend it's officially Spring. Today is St. Patrick's Day. Sounds like things are changing. Save some serious green at these fine merchants.

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Listings: Etc. includes Meetings; Senior Events; Library Lines; Parks and Rec; Volunteering; Support Groups; Clubs and Groups; Class Reunions; Golf Outings; and Health Events. Please visit our Web site (hometownlife.com) to view the complete listing.

Submit: Send item submissions via e-mail to cstone@gannett.com; by fax to (248) 685-2892; or by mail to Northville Record, 101 N. Lafayette St., South Lyon, MI 48178. Items must be received by noon on Tuesday to be included in Thursday's newspaper.

MEETINGS

Northville Public Schools BOARD OF EDUCATION
 Date: Second and fourth Tuesday of the month
 Time: 7:30 p.m.
 Location: Old Village School

City of Northville CITY COUNCIL
 Date: First and third Monday of the month
 Time: 7:30 p.m.
 Location: City Hall, 215 W. Main St.

DOWNTOWN Development AUTHORITY MEETING
 Date: Third Tuesday of each month
 Time: 8 a.m.
 Location: City Hall Meeting Room A, on lower level, 215 W. Main St.
 Contact: downtownnorthville.com

PLANNING COMMISSION
 Date: First and third Tuesday of month
 Time: 7:30 p.m.
 Location: City Hall

HOUSING COMMISSION
 Date: Second Wednesday of every month
 Time: 3 p.m.

Location: Allen Terrace, 401 High St.

HISTORIC DISTRICT COMMISSION
 Date: Third Wednesday of month
 Time: 7 p.m.
 Location: City Hall

ARTS COMMISSION
 Date: Second Wednesday of every month
 Time: 7:30 p.m.
 Location: Art House, 215 W. Cady St.

BEAUTIFICATION COMMISSION
 Date: First Monday of every month
 Time: 8 a.m.
 Details: Individuals and organizations invited to attend.
 Location: Northville City Hall, Meeting Room B

Northville Township PLANNING COMMISSION
 Date: Last Tuesday of month
 Time: 7:30 p.m.
 Location: Township Hall, 44405 West Six Mile

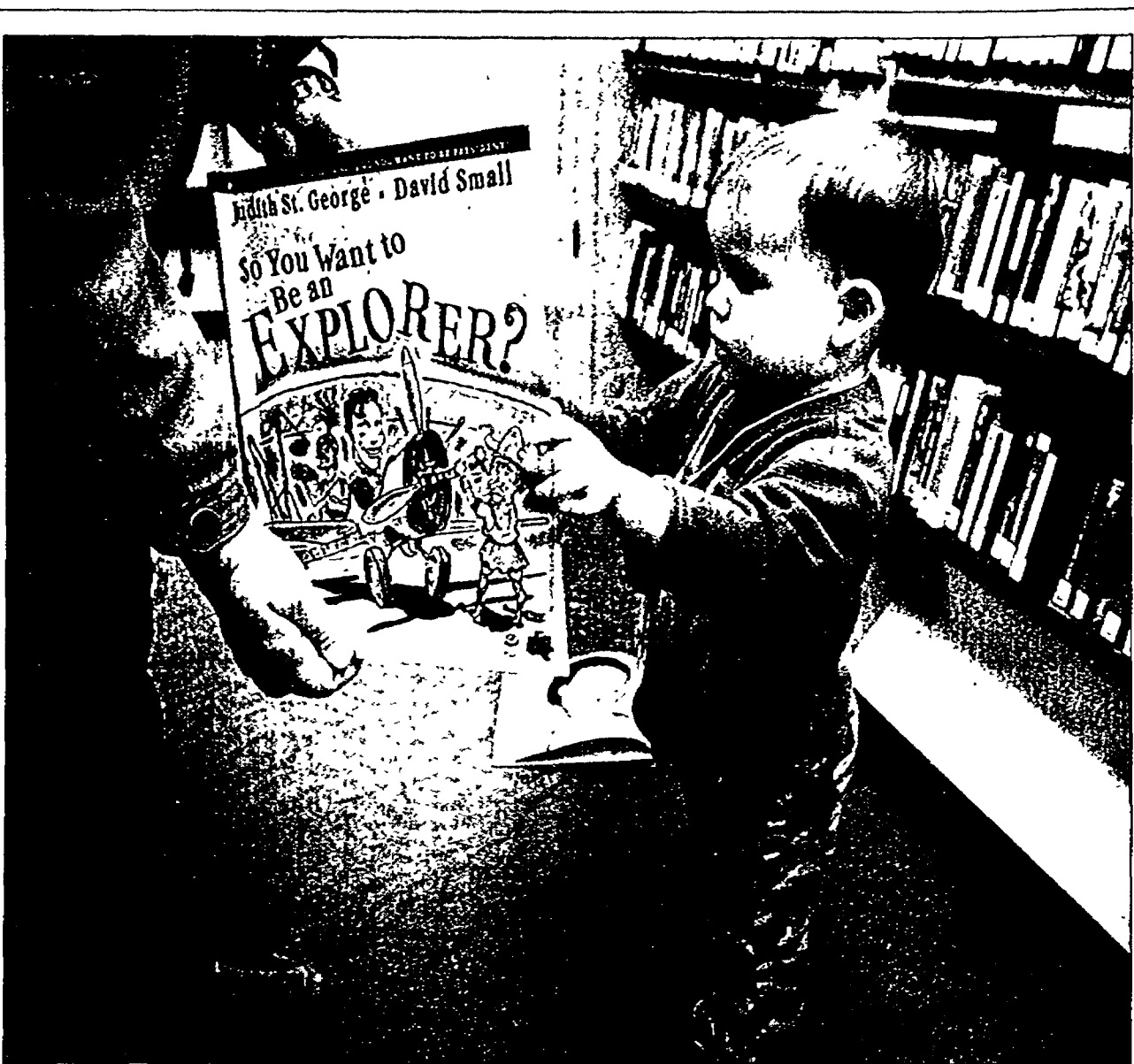
BOARD OF TRUSTEES
 Date: Third Thursday of month
 Time: 7:30 p.m.
 Location: Township Hall

ZONING BOARD OF APPEALS
 Date: Third Wednesday of month
 Time: 7:30 p.m.
 Location: Township Hall

BEAUTIFICATION COMMISSION
 Date: Third Monday of month
 Time: 7:30 p.m.
 Location: Township Hall

YOUTH ASSISTANCE
 Date: Second Tuesday of every month
 Time: 8 a.m.
 Location: Northville Township Hall, 44405 Six Mile Road
 Contact: Sue Campbell (248) 344-1618

SENIOR EVENTS
 Senior Community Center
 Location: 303 W. Main St.



JOHN HEIDER | STAFF PHOTOGRAPHER

Checking it out
 Colin Kenneally, 2, peruses a book held by his grandmother Elizabeth at the Northville District Library on March 2. The Kenneallys were at the library for a story time session earlier that day.

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THURSDAY
 8 a.m.: Walking Club
 9 a.m.: TOPS; Massage by appt.
 10:30 a.m.: Yoga
 11 a.m.: Cribbage
 Noon: Walking Club
 12:30 p.m.: Pinochle

FRIDAY
 8 a.m.: Walking Club
 11 a.m.: Poker
 11:30 a.m.: Walking Club
 Noon: Walking Club
 1 p.m.: Movie

MONDAY
 8 a.m.: Walking Club

9:30 a.m.: Mah Jongg
 10 a.m.: Beginning Line Dance; Oxycise
 11 a.m.: Adv. Line Dance
 Noon: Walking Club
 12:30 p.m.: Pinochle/Euchre

TUESDAY
 8 a.m.: Walking Club
 10:30 a.m.: Yoga
 11:30 a.m.: Walking Club
 Noon: Walking Club
 12:30 p.m. Pinochle

WEDNESDAY
 8 a.m.: Walking Club
 9 a.m.: Foot Reflexology by appt.

10 a.m.: Oxycise
 11 a.m.: Strength Training
 11:30 a.m.: Walking Club
 Noon: Bridge; Walking Club
 1 p.m.: Cribbage
 7 p.m.: Bridge

CO-ED ADULT 50+ OPEN VOLLEYBALL
 TIME/DAYS: 10 a.m.-noon
 Monday, Wednesday, Friday
 Location: Recreation Center at Hillside
 Details: All levels of play welcome; bring your friends; \$1.

Contact: Northville Parks and Recreation (248) 449-9947

HEALTH WALKING
 Date: Monday-Friday
 Time: 8-10 a.m.
 Location: Senior Community Center, 303 W. Main St.

PILATES CLASS
 Time/Date: 6 p.m. each Tuesday

BUNCO
 Time/Date: 12:30 p.m. second Thursday of each month
 Details: Call Senior Community Center 24 hours in advance to register; \$1 per person.

FRIDAY FLICKS
 Time: 1 p.m. every Friday
 Details: Cost is \$1.

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Handbell Ensemble

Tickets are on sale now for the Detroit Handbell Ensemble's April 10 concert at 4 p.m. at Meadowbrook Congregational Church in Novi. Fourteen performers will present a variety of music under the direction of Michael Burkhardt. The ensemble will perform on five plus octaves of Malmk handbells and five octaves of Malmk Choirchimes. The Detroit Handbell Ensemble is an auditioned concert choir and its members are church musicians, educators, composers, engineers, and business professionals from across southeastern Michigan. This afternoon of Music at Meadowbrook will have an Afterglow following the 4 p.m. concert. Tickets are \$8 presale and \$10 at the door for adults. For students over age 10, tickets are \$4 presale and \$5 at the door. Children 10 and under are free. The concert is open to the public. Meadowbrook Church is located at 21355 Meadowbrook Road, between Eight and Nine Mile roads in Novi. For further information, call the church office at (248) 348-7757.

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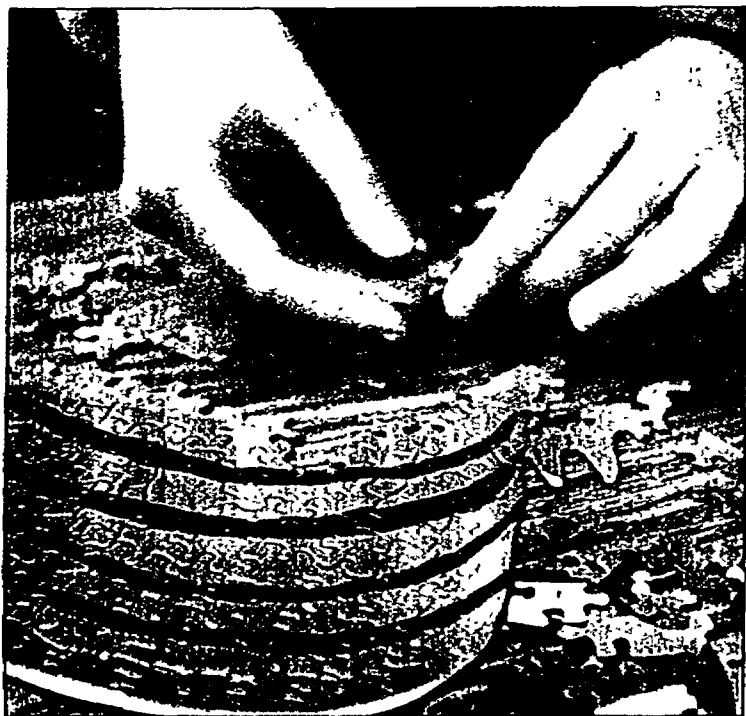
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PHOTOS BY JOHN HEIDER | STAFF PHOTOGRAPHER

Katie Sonnenberg, a Hillside Middle School sixth-grader, tackles a puzzle on March 8 during the school's Puzzle Club. The club, overseen by Hillside parent Mark Klutcho, meets every Tuesday afternoon in Room 117 and kids get to tackle a variety of puzzles that were donated to the school.

Hillside sixth-grader Beste Aydin tries to solve a jigsaw puzzle during the school's Puzzle Club meeting on March 8.



Puzzle club

Hillside Middle School Puzzle Club member Beste Aydin, a sixth-grader, works on solving a jigsaw during a Tuesday afternoon session. The club meets every Tuesday after school in Room 117.

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This is how I see it:
Most women are used to being able to drop down to 5th gear when they need to. They run a household full of "others" that need everything else done for them. Most women today also need to work, so that means they are paying bills. Women are usually the last ones to take care of themselves because they are either taking someone someplace...ballet, soccer, karate, animals to the vet, kids to the doctors, car to the dealer, grocery shopping and have you seen you those huge SUV's...they need them not only to haul kids, dogs and friends, but they go to places like Costco and load up like there is no tomorrow. And don't even get me started on Home Depot with the whole home renovation issue.

It's this constant to-do-list and it's never ending!

So then right around the mid thirties to forties, it hits...dropping it down to 5th gear starts to become a memory. You know, the times when you had the mind of a steel trap, you could retain LOTS of information. **You were able to get things done.** Instead, now you start things and can't finish, the list just keeps getting longer.

But you're tolerant, you push through, walk it off right? And then finally it hits you and you are forced to go to the doctor to find out what's wrong. By this point your pain tolerance is through the roof (this is why women bare children, *cause we can take it!*) or your tank is so empty, there just isn't any gas left!

And here come the barrage of reasons why you aren't YOU anymore... **chronic fatigue**: constantly tired (*no kidding*), **fibromyalgia**: fibrous muscle pain (*of course your muscles hurt*), you clean the house, lift up cases of water, 30 lbs. of dog food, and 4 gallons of paint to re-do the kitchen), **attention deficit** (*it's hard enough managing one person's life let alone a whole tribe, who could possibly get everything done*), **low libido** (*when stressed, overwhelmed, or overloaded your hormones become unbalanced*).

You really begin to feel like you have lost your mind. You can't understand why you no longer are **SUPER WOMAN**. There was a time you could leap buildings in a single bound...wake up bright and early, skip breakfast, down a few cups of joe or diet cokes, get a whole bunch of things done, skip lunch or maybe nibble on some carbohydrate filled snack, keep going, more things to get accomplished, then throw down dinner, get a few loads of laundry done, write out tomorrow's to-do-list and **DO IT ALL OVER AGAIN, AND AGAIN, AND AGAIN, AND AGAIN...** I am talking about years, decades at this pace!

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"I don't have time to feel bad, life is short and now I feel like I got ME back"
- Rose F.

"I finally found someone who would listen!"
- Sue C.

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-Tina Maruszewski D.C.

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MUSTANGS ELIMINATED FROM GIRLS HOCKEY STATE TOURNAMENT – B2

SECTION B

SPORTS

THURSDAY, March 17, 2011

hometownlife.com



CC 17TH AT STATE SWIM MEET – B3

Kemp earns state championship at gymnastics final

Senior makes comeback from injury a memorable one

BY SAM EGGLESTON
CORRESPONDENT

Allison Kemp told herself over and over that if she were able to come back and compete during her senior gymnastics season, she would make the best of it.

When she returned, there was an element of tentativeness as she went through her training and her first competition. Soon, she was off and running, all injuries and concerns behind her as she sprinted forward and vaulted into the remainder of her senior campaign.

And Kemp made the best of it.

When all was said and done, it was as though the senior had never injured her back and had never sat the sidelines. Last week, at the state finals, she and her sophomore teammate, Taylor Dempsey, competed as individuals. Kemp earned a state championship with her performance on the beam, earning a 9.7 in the process. She also finished second on the vault, with a 9.6, while collecting a sixth on the bars with a 9.2 and a sixth in the all-around.

"She earned All-State honors for placing in the top 10 in the state of Michigan on vault, bars, beam and

all-around," said Northville coach Erin McWatt said.

Dempsey did not place on the bars, which is what she qualified for the state finals in, though McWatt was proud of her nonetheless.

"She added some difficult elements to her routine and ended her sophomore season on a successful note, as it was her first trip to the state finals," she said.

Northville, as a team, did not qualify for the state finals, which was held at Kenowa Hills High School in Grand Rapids last Friday and Saturday.

Both Dempsey and Kemp earned other accolades, too. Because they both qualified for the state finals during their showing at the regional tournament two weeks ago, the gymnasts were awarded All-Region honors. Dempsey earned the honor for the bars while Kemp became an All-Region selection in the All-Around.

Kemp added the honors to All-Around first-place finishes at both the KLA Conference meet at the regional tournament.

Sam Eggleston is a free-lance writer and former staff sports writer for the Northville Record and Novi News.



Northville gymnast Allison Kemp, center, placed first at the recent state meet for her work on the balance beam with a score of 9.7. Here she is on the awards podium after receiving her medal.



Mustang Chris Kim swims the 200 yard freestyle at the state finals on March 11.

PHOTOS BY JOHN HEIDER / STAFF PHOTOGRAPHER

'Stang tankers finish 12th in state finals

Squad has three swimmers qualify for All-State honors

BY SAM EGGLESTON
CORRESPONDENT

Anyone who watched Will Price and Kevin Bain diving this year knew that Northville had something special.

Now that both of the tankers are All-State, the rest of the swimming world knows, too.

The Northville divers finished with Price taking fifth place and Bain notching seventh. They were joined in the All-State ranks by teammate Will

Greenlee, who capped an impressive year with an eighth-place showing in the 100 butterfly.

While the three tankers turned in outstanding performances, the team, as a whole, finished lower than they would have liked, taking 12th with 75 points. Saline won the team state title, followed by perennial powerhouse Ann Arbor Pioneer in second, Rockford in third and Ann Arbor Huron in fourth.

"Obviously we are all disappointed in the outcome of this

years' meet," said Northville coach Rich Bennetts. "However, the kids should be proud of what they accomplished within our league and we hope to improve on our state meet performance next year."

The hardest part, said Bennetts, is seeing some of his long-time tankers leave the pool for the final time.

"This was a great group of seniors and we will miss them,"

Please see TANKERS, B3



Mustang Will Greenlee dives into the pool at the MHSAA state finals as he sets out to swim the 50-yard freestyle.

Mustang cagers bow to Plymouth Salem

Season ends in tightly contested game

BY SAM EGGLESTON
CORRESPONDENT

Bryce Groshek heard the whistle and knew right away that his senior season had come to a close.

After scoring 21 points and leading his team against the Plymouth Salem Rocks in the district tournament, Groshek was hit for his final foul with eight seconds to go. As he headed for the bench, the Northville faithful stood to their feet and applauded him.

For Groshek, and the rest of the Mustangs, it was a warm tribute. Unfortunately, it was their last in such a venue this year as the Mustangs bowed, 72-68, to the Rocks.

"Every time we play Salem it's a battle," Sander said. "It's close and whoever's ahead better be ready for a run. Tonight it was us trying to come from behind. I liked how our guys battled, I liked how we fought."

As was typical style all season long, the Mustangs found themselves falling behind throughout most of the game, though they didn't fall behind by very much. After the first quarter, Northville trailed, 11-9, before both teams let up on defense and allowed the score to climb to 32-27 at the half. After the end of three quarters, the Mustangs were still playing from behind, 52-42.

Northville wouldn't let the game completely out of their grasp, however, and despite trailing 64-55 with 3:15 left in the contest, they began to work their way back. The Mustangs turned up the heat, scoring seven unanswered points to cut the lead to 64-62, largely due in part to the shooting of Brett MacDonald, who had 12 points in the game.

Northville snagged a turnover from the Rocks on their next possession and pushed down the court looking to tie the game. But an errant shot missed its mark and the Mustangs fouled Salem forward Chris Dierker on the ensuing rebound. Dierker hit his two free throws to make it a 66-62 game and Northville couldn't recover.

Northville, which finished 11-10 on the year, followed Levi Perry on the boards as he pulled down 11 rebounds. Andrew Baldwin added six in the losing effort.

Sam Eggleston is a free-lance writer and former staff sports writer for the Northville Record and Novi News.

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Catholic Central's Nate Baldus swims in the 200 yard freestyle on March 11 at the state finals.

JOHN HEIDER | STAFF PHOTOGRAPHER

CC tankers take 17th at states

Team has one All-Stater in Joe Brinkman

BY SAM EGGLESTON
CORRESPONDENT

The Catholic Central swim team knew going into the state finals that they just didn't have the big guns needed to compete with powerhouses like Saline or the Ann Arbor Huron and Pioneer squads.

But they knew they had talented tankers and they were determined to make the best of the situation they were in.

The Shamrocks swam to 17th place in the state finals, finishing with 38 points while Saline took first, Ann Arbor Pioneer finished second, Rockford was third and Ann

Arbor Huron was fifth.

Catholic Central's top showing came from Joe Brinkman, who finished sixth in the 200 individual medley to earn All-State honors. He finished in a time of 1:56.01.

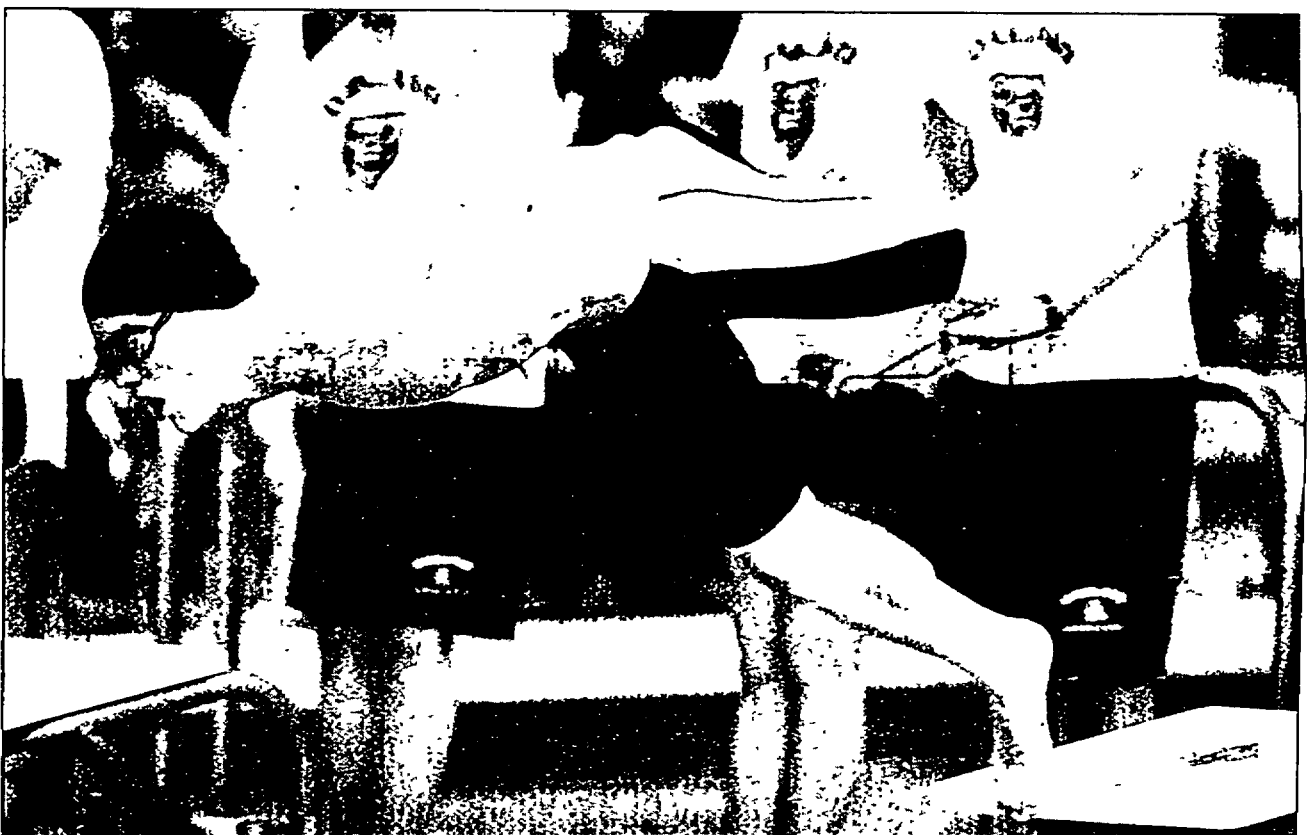
Brinkman also lended his talents to the 200 freestyle relay that finished in 16th along with teammates Dan Szuba, Colin Brinkman and Sean Ryan. The relay team fin-

ished in 1:30.31.

Also scoring points for the Shamrocks was Colin Brinkman, who swam to 15th in the 500 freestyle with a time of 4:51.16.

The 200 medley relay team of Daniel Burton, Ryan Newman, Nick Baldus and Szuba took ninth in 1:38.94.

Sam Eggleston is a free-lance writer and former staff sports writer for the Northville Record and Novi News



Mustang Spencer Miller dives in at the start of the 50 yard freestyle at the MHSAA state finals at Oakland University.

PHOTOS BY JOHN HEIDER | STAFF PHOTOGRAPHER

TANKERS

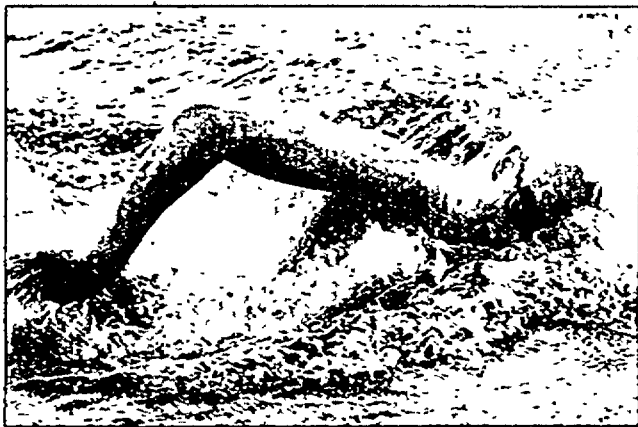
FROM PAGE B1

he said. "Congrats to Will Greenlee and Kevin Bain for going out as All-State performers in the pool and on the board."

Other scorers for the Mustangs at the state finals included the always-tenacious

Bofang Zhang, who finished 11th in the 200 individual medley. The team of Greenlee, Dawson Laabs, Ryan Winkler and Spencer Miller swam to 9th in the 200 freestyle relay while the team of Winkler, Chris Kim, Greenlee and Miller took 10th.

Sam Eggleston is a free-lance writer and former staff sports writer for the Northville Record and Novi News



Mustang Tim Shea swims the 200 meter freestyle at Oakland University.

Record-setting day for Shamrock wrestlers

Junior Alec Mooradian earns third straight state championship

BY SAM EGGLESTON
CORRESPONDENT

It was the kind of day teams usually can only dream about: State records, undefeated wrestlers and state championships.

The Detroit Catholic Central wrestling team, coached by Mitch Hancock, went to work in the individual state finals last weekend and came away looking like the powerhouse they have been all season long.

The squad set a school record with six wrestlers earning a berth into the championship round of their respective weight classes: Ken Bade, Logan Marcicki, Alec Mooradian, Drew Garcia, Kevin Beazley and Miles Trealout. The previous record was four, accomplished both in 2004 and 2010.

When all was said and done, the Shamrocks had three crowned as state champions and eight finish with All-State honors.

"Our guys brought fight this weekend," said Hancock. "We had eight freshmen and sophomores in the lineup last week (at the team finals). That's difficult for a youngster. Our guys battled this week in practice. When you put six guys in the finals, that's pretty impressive. We walk away with three state champs, I'm awfully proud of them. They represented Catholic Central proudly, they represented the Basilian Fathers proudly, and they represented the coaching staff and our program proudly. You can't speak enough about their work ethic. It's a heck of a weekend for Catholic Central."

The most notable performance was that of Mooradian, who capped his junior year with a state championship — the third of his career — in the 135-pound division. Mooradian joins former Shamrock great Trevor Steward as the only three-time state champion in Catholic Central wrestling. Mooradian's performance capped a 159-1 career record, including a 55-0 mark this year.

The three-time champion had the easiest win in the finals when his opponent had to forfeit the match due to injury. Mooradian definitely didn't want to win this way, but it was out of his hands at that point. It was the second time in his high school career he has gone a full season undefeated.

"It was a great season, finishing up my second undefeated season," he said. "It was a great year. I'm kind of mad that it's over now because I don't get to finish out on a good victory. There's always next year."

Bade, wrestling at 125 pounds as a sophomore, had what was likely the most heated championship of the day. Bade led 2-1 after the first two minutes but found himself on the wrong side of a comeback as Howell's Alex Calandrino tied the match at 4-4 heading into the final period before earning an escape and a take down 30 seconds in for a 7-4 advantage. In the final minute,

however, Bade earned a reversal and got a two-point near-fall to take the lead and earn an 8-7 victory. He finished his season with a 51-4 record.

"I knew before the match I had put in all the work," said Bade. "To win it by coming back was just amazing. It felt great. I knew after I got the reversal and those back points I had to hold him down. I basically just an ankle and stayed strong on top."

It was a great match for Hancock to watch.

"That's special for me because the kid has trained so hard," said the coach. "He fell a bit short last year in the semis. He persevered this year. He wrestled hard for six minutes and he won the match."

Catholic Central's final state championship came from a freshman — Marcicki, who wrestled at 130 pounds.

Marcicki, who finished 41-7 this year, faced off against Clarkston's Jeff Sloney, a grappler he lost twice to this season, in the final match. The Shamrock didn't hesitate to even think about it, earning a take down just 15 seconds in for the lone points of the first period before earning an escape point in the second for a 3-0 advantage. In the third, after Sloney chose to start the period with both wrestlers up, Marcicki earned a take down with 1:23 remaining to secure the victory.

"I've never seen someone so cold, calm and collected coming into a finals match, and that kid is just a freshman," said Hancock of Marcicki. "That speaks about how competitive he is. He's just a freak of nature. He just dominated from the get-go."

Catholic Central also had outstanding performances from their other wrestlers. Trealout, a senior, took second place, ending his season with a 49-5 record, while Erickson, a senior, fell in the blood round to finish his career with a 37-17 record this season.

Garcia, a freshman, made it to the finals in the 152-pound weight class but fell in double overtime, 2-1. He finished the season with a 49-8 record.

Freshman grappler Amine finished fifth at the finals to end his season with a 42-13 mark.

Also placing at the Palace of Auburn Hills was Beazley, a junior, who fell just short of a championship as he bowed to Clarkston's Matt Vandermeet, 1-0, in the finals. He finished this year with a 43-7 mark.

Mason, a junior, finished fifth at 145 pounds, losing to second-place Jaren Zimmerman of Hudsonville in the quarterfinals. He had a 40-9 record this year.

Junior TJ Fagan, sophomores Riley Hanson and Mike Babicz and freshman Evan Toth all made the trip the palace but did not place. Fagan finished 34-12, Hanson was 38-11 and Babicz was 38-15 while Toth finished the year with a 36-14 showing.

Sam Eggleston is a free-lance writer and former staff sports writer for the Northville Record and Novi News.



Mustang Bofang Zhang swims the breast stroke at the March 11 state finals at Oakland University.

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Building pros offer tips on working with contractor

Canton Home Expo
 the place to be for
 expert advice

BY JULIE BROWN
 OGE STAFF WRITER

Tom Adamusik of Canton has been in business with his Regal Construction Inc. of Canton over 20 years. He agreed homeowners are staying put in this housing market, often looking to upgrade their homes.

"Bathrooms are still going strong," said Adamusik, among vendors at the 10th annual Canton Home Expo March 5-6 at the Summit on the Park. He sees less roofing and siding work right now.

"People are afraid to spend it," he said, noting, however, that auto company bonus checks and tax refunds will bring his business.

"I would certainly get references," Adamusik said of working with a contractor on a project. "That's the No. 1 issue." A contractor should be licensed and insured.

"If you don't have a good rapport in the onset, you won't have it throughout the project," said Adamusik, who was assisted at his booth by daughter Jennifer Bux of Westland, a mom of two who helps out at shows.

Adamusik was on the committee that got the home expo started years ago, and was involved with the Canton Chamber of Commerce. The annual event is sponsored by Canton's Building and Inspection Services, the *Observer & Eccentric Newspapers* and the Canton chamber.

At the show that Saturday was Ralph Richardson of Canton, shopping not for his home but for his church, Geneva Presbyterian in Canton. There are two benches to replace in the memorial garden.

"I've got at least three contractors here that are going to come out," said Richardson, who also enjoyed coffee, Danish and popcorn at the free event. "This sounds promising."

"I enjoy this show," the retiree added. "It's fascinating, all the vendors. It's definitely a good introduction to all the possibilities."

Chris Cleveland of Monroe was staffing the booth for Mans Lumber on Michigan Avenue in Canton. The business is owned by the fourth Mans generation.

"We're doing a lot of flooring renovations and cabinets," Cleveland said. "Also a lot of decking." Mans customers seek energy-efficient windows as well.

He's been with the company six

years, and noted Mans does well at the expo.

Cleveland recommends shopping around for a qualified contractor, noting some unemployed workers have set up shop and aren't necessarily qualified.

"We handle everything for the homeowner," he said. "We do a lot of work for builders as well. The company's been around for so long that customers feel safe."

Mans outgrew its Ford Road location and moved to Michigan Avenue where there's a showroom and warehouse.

Nearby was David Henry, president of Town 'N' Country Hardware, affiliated with True Value and located on Ford Road in Garden City. "Just 56 years," Plymouth Township resident Henry said of the store's tenure.

"Oh, I think that's true," he said of people staying put more now. "We do very well with fireplace." He has a good contractor for those installations.

Town 'N' Country customers also upgrade their barbecues, the store being the largest one-outlet location for Weber sales in Michigan.

"We are a full-service hardware store as well," Henry said, noting big box stores don't necessarily save customers money, especially with current

gasoline prices.

He said it's good to start thinking about snowblower needs for next year. "Snowblowers are probably the biggest gamble of everything we buy. It's worse than going to the Detroit casinos."

Alfonso Hysko, a Belleville resident who grew up in Canton, was manning his AGH Construction Inc. of Belleville booth. He's been in business since February 2002.

He's seen residents staying put the last three-four years, and back then doing minor work like painting and countertops.

Baths "evolved into kitchens and baths. That's now it's more major projects," said Hysko, citing basement remodeling and others. He's already seeing auto bonus checks benefit him.

"I know that some of those monies are going to go into my pocket," Hysko said.

"Definitely shop around," he said of looking for a contractor. "I try not to strong-arm them." In comparing bids, you need to be sure you're comparing apples to apples, he said.

The key is a contractor doing what he/she said within the set amount of time, Hysko said.

"Just go out and spend," he added. "Go out and remodel, especially if you're staying put."

He's seen Lowe's and Home Depot stock go up recently, a good sign: "The real estate market is starting to move forward."

Novi resident Tony Silvestri has been in business with his Northville Interiors since 1987. He does kitchens, baths and entertainment centers.

Silvestri used to have a storefront in downtown Northville, and showed pictures and news clippings of his contributions to putting MacKinnon's restaurant back together after it was struck by a vehicle.

December through March are slower in his business. "It's about eight months out of the year," said Silvestri, in his first Canton Home Expo.

He does his installations with several other staffers, including drywall, tile work and hardwood floors. "If I can push a Michigan product, I do," he said.

Silvestri's also encouraged by auto company bonus checks and tax refunds coming in. "You don't have to spend \$20,000 on a kitchen," he said. "It all depends on their needs."

He showed on his laptop floor plans he can show customers. There are also 3-D images with the ability to change elements like flooring and cabinets, and even to introduce lighting.

"Most of the time this is what sells the job," Silvestri said.

Bedbug issue could be threat

Q: I understand that the New York State Legislature just passed a law requiring city landlords to disclose any history of bedbug infestation before leasing an apartment. Do you think that would apply to condominiums and co-ops?

A: Apparently, the law requires landlords to give renters written notice before a lease

is signed indicating whether the apartment being considered, or any other apartment in the building, has been infested

within the past year. Of course, anyone renting out an apartment in a co-op or condominium would also have to comply with the law. However, it appears that co-ops and condominium buyers may be entitled to know whether there has been a bedbug problem and should certainly make that a part of any contract negotiations. I would expect that in New York as well as other jurisdictions, a separate disclosure law for co-ops and condominiums regarding bed bugs may well be introduced, but people in Michigan should be aware of this potential issue.

Q: It is my understanding that there are number of properties under water in the Naples/Fort Myers area which have not gone to market. What effect do you think that will have on the real estate environment in that area?

A: In speaking with a number of investors, as well as real estate persons, it appears that the breadth of the decline has not been reached yet and that there is still at least a 10 to 15 percent potential decline in real estate values in the Naples/Fort Myers area. A number of the condominium units are underwater even if some of them were bought in the early 2000s as they were grossly overpriced during the boom times, appreciating at approximately 20 percent a year. While no one knows for sure when the bottom will come, there are a number of opportunities for real estate investment and/or a first or second home purchase in the Naples/Fort Myers corridor at this time. As always, you should confer with a real estate professional to assist you in looking for the right property.

Robert M. Meisner is a lawyer and the author of *Condominium Operation: Getting Stopped & Staying on the Right Track*, second edition. It is available for \$9.95 plus \$1 shipping and handling. He also wrote *Condo Living: A Survival Guide to Buying, Owning and Selling a Condominium*, available for \$24.95 plus \$5 shipping and handling. Call (248) 644-4433 or visit bmeisner@meisner-associates.com. This column shouldn't be construed as legal advice.

Check out the numbers in Sports

HOMES SOLD-WAYNE

These are the area residential real estate closings recorded the week of Nov. 29 to Dec. 3, 2010, at the Wayne County Register of Deeds Office. Listed below are cities, addresses, and sales prices

Canton	
2146 Cameo Ct	\$230,000
4251 Forest Bridge Dr	\$200,000
48235 Greenwich Ln	\$150,000
39994 Hillary Dr	\$117,000
4676 Hunters Cir W	\$75,000

45535 Kilarney Cir	\$178,000
7979 N Ridge Rd	\$252,000
43432 Proctor Rd	\$117,000
45240 Spinning Wheel Dr	\$116,000
Garden City	
29019 Barton St	\$16,000
32530 Donnelly St	\$31,000
31205 Marquette St	\$66,000
33630 Rosslyn Ave	\$83,000
Livonia	
33033 Brookside Ct	\$255,000
15962 Deering St	\$96,000
37517 Grantland St	\$149,000
71834 Halter St	\$83,000
18133 Lathers St	\$169,000
27426 Lyndon St	\$85,000
31581 Merrimood Park Dr	\$67,000

16845 Polyantha St	\$157,000
31381 Westfield St	\$80,000
Northville	
44415 Broadmoor Blvd	\$328,000
18481 Clairmont Cir E	\$150,000
48836 Freestone Dr	\$115,000
39406 Jasmine Cir	\$285,000
17201 Lake View Cir	\$191,000
46487 Pinehurst Cir	\$598,000
46640 Pinehurst Cir	\$529,000
48905 Pinehurst Cir	\$537,000
655 Randolph St	\$296,000
17660 Rolling Woods Dr	\$50,000
35649 Southwind Ln	\$427,000
15831 Spynglass Dr	\$515,000
19255 Surrey Ln	\$53,000

16975 Warwick Ct	\$375,000
317 Yerkes St	\$105,000
Plymouth	
48704 E H Forest Ct	\$315,000
1200 Maple St	\$285,000
49451 Plymouth Way	\$90,000
Redford	
13501 Crosley Rd	\$65,000
17611 Gaylor	\$48,000
9425 Hazelton	\$45,000
9606 Hemingway	\$61,000
10000 Hemingway	\$59,000
13565 Marion	\$175,000
9589 Mercedes	\$174,000
18699 Olympia	\$53,000
18704 Seminole	\$31,000
12730 Tecumseh	\$10,000

26830 W Davison	\$33,000
Westland	
2151 A'nonso St	\$10,000
1950 Alexander Dr	\$111,000
32348 Anita Dr	\$71,000
7600 August Ave	\$15,000
35838 Booth St	\$23,000
36205 Farragut St	\$11,000
7445 Guman St	\$62,000
7392 Klubs St	\$9,000
451N Harvey St	\$52,000
6541N H x Rd	\$44,000
37085 Vincent St	\$65,000
21530 Warren Rd	\$15,000

HOMES SOLD-OAKLAND

These are the area residential real estate closings recorded the week of Nov. 29 to Dec. 3, 2010, at the Oakland County Register of Deeds Office. Listed below are cities, addresses, and sales prices.

Beverly Hills	
18365 Bedford St	\$242,000
31800 Eastlady Dr	\$222,000
20326 Rosedale Dr	\$360,000
18397 Warwick St	\$150,000
16873 Warwick St	\$298,000

Birmingham	
1810 Fairview St	\$630,000
1670 Holland St	\$75,000
451 N Elton St #2	\$40,000
1480 Old Salem Ct	\$975,000
152 Randolph Ct	\$456,000
1092 Ridgeway Ave	\$390,000
5325 Wing Lake Rd	\$125,000

Bloomfield Hills	
233 Bardonia Rd	\$135,000
168 Bardon Rd	\$75,000
2292 Salsbury Way	\$240,000
2071 Wabek Hill Ct	\$333,000

Bloomfield Township	
7077 Cathedral Dr	\$287,000
457 Fox Hills Dr W	\$45,000
3889 Lincoln Rd	\$175,000
275 Mackintosh Ln	\$300,000
2251 Park Ridge Dr	\$240,000
4420 Squirrel Rd	\$99,000
799 Upper Scotsborough Way	\$268,000
875 W Glenary Cir	\$1135,000
6825 Whysall Rd	\$321,000
42522 Woodward Ave	\$50,000

Commerce Township	
8575 Edgewood Park Dr	\$1,000,000

HOMES SOLD-OAKLAND

2812 Ivy Hill Dr	\$210,000
4901 Juniper Dr	\$245,000
6162 Mayestic Oaks Dr	\$274,000
4970 Parkgate Dr	\$50,000

Farmington	
22753 Floral St	\$20,000
23036 Floral St	\$41,000

Farmington Hills	
31071 Aldgate Ct	\$312,000
28861 Balmoral Way	\$120,000
23341 Barfield St	\$118,000
28257 Bayberry Rd	\$130,000
21307 Baypoint Dr	\$208,000
32826 Cadillac St	\$265,000
25290 Chapelview St	\$135,000
33621 Colfax Dr	\$27,000
34543 Fend St	\$175,000
31915 14 Mile W 102	\$55,000
21827 Hamilton Ave	\$35,000
38265 Lancaster Dr	\$190,000
23600 Middlebelt Rd	\$125,000
30231N Meadowridge	\$170,000
25679 Pebble Ct	\$183,000
39201 Polo Club Dr # 105	\$250,000
29992 Richmond Hill	\$108,000
21524 Roosevelt Ave	\$45,000
30727 Shawnee Rd # 56	\$29,000
25407 Springbrook Dr	\$174,000
32013 W 12 Mile Rd	\$17,000
30060 W 12 Mile Rd Unit 95	\$41,000
35948 W 13 Mile Rd	\$450,000

Franklin	
25958 Hersheyville Dr	\$286,000
30621N Greenbriar Dr	\$253,000

Lathrup Village	
28565 Lathrup Blvd	\$85,000
18825 Rainbow Dr	\$123,000
26845 Bloomfield Dr S	\$110,000

Milford	
7189 Marjorie St	\$106,000
780 Milford Glen Dr	\$257,000
609 Tanya Rdg	\$221,000
1419 Timber Ridge Ct	\$345,000

HOMES SOLD-OAKLAND

22622 Autumn Park Blvd	\$515,000
41380 Belden Cir	\$100,000
24507 Bethany Way	\$306,000
28439 Carlton Way Dr	\$127,000
24561 Driser Dr	\$85,000
44746 Gwynnell Loop	\$75,000
26027 Island Lake Dr	\$127,000
24520 Jameson Rd	\$189,000
39502 Karlar Ln	\$85,000
40564 Ladene Ln	\$230,000
24588 Nepayne	\$475,000
24998 Sarneset Ct	\$398,000
21730 Scarlet Dr S	\$98,000
21835 Sunflower St	\$175,000
45521 Violet Ln	\$335,000

Novi	
25566 Coach Ln	\$40,000
131 Easton Dr	\$41,000
61070 Preakness Blvd	\$322,000
22790 Quail Run Unit 1	\$110,000

Southfield	
15620 Arbor Pl	\$110,000
15415 Fairfax St	\$135,000
20506 Madia Ave	\$25,000
18239 Maryland Dr	\$85,000
24200 Pierce St	\$65,000
23240 Russell St	\$30,000
23471 Russell St	\$70,000
28290 Tavistock Trl	\$135,000
19045 W Nine Mile Rd	\$50,000
17361 Wilshire Blvd	\$25,000
21270 Winchester St	\$13,000
29755 Woodland Dr	\$65,000

South Lyon	
680 Akehurst Ln	\$293,000
35 Glandon St	\$95,000
8483 Horton River Dr	\$135,000
20 Parry St	\$100,000
971 Pembroke Dr	\$208,000

White Lake	
680 Akehurst Ln	\$293,000
35 Glandon St	\$95,000
8483 Horton River Dr	\$135,000
20 Parry St	\$100,000
971 Pembroke Dr	\$208,000

REAL ESTATE BRIEFS

BIA

• Building Industry Association of Wayne County (BIA) will sponsor a three-hour Continuing Competency course, required for license renewal for both Builders and Maintenance and Alterations Contractors licenses, on Tuesday, April 12, from 9 a.m. to noon at Association Offices, 2075 Walnut Lake Road, West Bloomfield.

For those with licenses issued prior to Jan. 1, 2009, three hours of continuing competency are required each licensing cycle. The instructor, Don Pratt, CGB, CGR, CGP, CAPS, of CECS of Michigan, LLC, will present one hour for each of the required subjects: legal issues, codes, and safety issues. Registration fees are \$55 for members or guests. For registration information, call (248) 862-1002 or register online at www.builders.org/events.php.

org/events.php.

Investors

The Real Estate Investor Association of Wayne County Association monthly meetings the first Tuesday of each month at the Holiday Inn, 17201 Northline Road, Southgate. Entrance fee is \$20 for non-members to be applied to annual membership. For information, call (313) 819-0919 or visit www.reiawayne-county.org.

Career Seminar

Keller Williams Realty will offer a Real Estate Career Seminar 6:30-7:30 p.m. Thursday, March 17, at 40600 Ann Arbor Road, Suite 100, Plymouth. Those attending will learn about the \$50,000 income guarantee and the free pre-licensing course. For information, contact Lesley Aiello at (734) 459-4700 or laello@kw.com.

A Top Career Coach Reveals Her Favorite Résumé Strategies

Selena Dehne,
JIST Publishing

For more than 20 years, "Résumé Magic" author Susan Britton Whitcomb has helped thousands of people better manage their job hunts and careers. The job market has changed substantially during this time, but what hasn't changed are many of the obstacles job seekers struggle to overcome in their quest for employment. For example, one of the most common weaknesses people have in the job search is a lack of understanding about how to write a résumé that succinctly tells employers what they can do that other candidates can't.

Not only does Whitcomb help job seekers overcome this problem, she also lends guidance to other career professionals like herself who have their own job-seeking clients. Below are a few of the résumé strategies she shares that have been especially effective in helping job seekers capture employers' attention and secure interviews.

1. Write like an advertising

copywriter, not an autobiographer.

2. Connect with the employer by targeting positions that capture elements of your Master F.I.T.™ (Function and Fulfillment; Industry/Interests and Identity; and Things That Matter and Type). These positions should be consistent with your career brand. Who you are should align closely with what you want to do.

3. Zero in on what the employer needs by reviewing position postings, networking (in person or online) or conducting research or informational interviews. These needs can be categorized as TOP issues: Trends, Opportunities and Problems/Projects.

4. Substantiate your ability to do the job and meet the needs by including numbers-driven results. Make an economic case for hiring you.

5. Omit extraneous

information -- employers looking for a sales professional will rarely care that your degree is in Home Economics (list the bachelor's degree but not the subject area).

6. Create multiple résumés for multiple targets -- one résumé will suffice for the targets of sales; two résumés are appropriate for unrelated targets, such as sales and procurement.

7. Position critical information (such as keywords and

accomplishments) in the first third of the page. Briefly summarize or omit dated information.

8. Prioritize the sentences that comprise your job description -- place the most relevant information first and less relevant information last.

9. Spin information to be as transferable as possible. If

an employer needs someone who can make electronic widgets and your background involves only mechanical widgets, refer to your experience with "widgets" rather than "mechanical widgets."

10. Use your résumé wisely -- it plays a supporting role and is not the star of your job search show. Too often, job seekers hide behind résumés, thinking that if they just mail or e-mail enough résumés, a job will materialize. Yes, it's appropriate to e-mail résumés or post them on your target companies' websites. But you must combine these activities with extreme networking. Humans make hiring decisions -- get face-to-face with employers and show them you can meet their needs. This will give you an edge over your competition.

Selena Dehne is a career writer for JIST Publishing who shares the latest occupational, career and job search information available with job seekers and career changers. She is also the author of JIST's Job Search and Career Blog. Follow her on Twitter at <http://twitter.com/SelenaDehne>.



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Plastipak Packaging is an Equal Employment Opportunity Employer.

Help Wanted-General 5000

Auto Parts Counter Person
Exp. needed using computer to look up parts. No nights or Sunday's. Resume: PO Box 1184, Walled Lake, MI 48390

Help Wanted-General 5000

AUTO BODY TECHNICIAN
Experience is necessary. State certified. Qualified apprentices will be considered. If you love cars and to deliver a premium product, this job is for you.

Help Wanted-General 5000

AUTO DETAILER
No experience is necessary. Searching for hard working, detailed, self-motivated individuals; someone who has a love for cars. The detailer is responsible for full service cleaning/detailing and general labor help. Must be at least 18 years old with valid driver's license and a clean record.

50 IMMEDIATE POSITIONS
Fast paced production/assembly positions. Solid work days/week. \$9.00-\$10.55/hr. Must be willing to submit to a criminal Background check and drug screen. Please apply at www.employmentplus.com and then call for an interview (810)227-9258.

Help Wanted-General 5000

CARPENTERS
Experience only with good transportation. 248-214-6458

Answer Phones/Warehouse
\$9.00 + per hr. Good phone skills, writing, spelling. Wtcom location. 248-921-3170

Help Wanted-General 5000

CARPENTERS NEEDED
For manufactured home community in Lyon Twp. Exp. necessary to refurbish mobile home, valid driver's license needed. Fax resume to: 248-437-0176

ARE YOU AMBITIOUS?
If you are eager to learn & can work without supervision we are looking for you. Part time or full time. Your initial interview will be conducted by phone. Call: Toll Free: 1-888-445-1846 or 734-878-5161

Help Wanted-General 5000

CHILD CARE CENTER
Seeking part-time exp. pre-K, toddler, & infant teachers. Please call Teddy Bears Playhouse at: 618-225-9448

Call to place your ad at 1-800-579-SELL(7355)

Help Wanted-General 5000

CHILD CARE CENTER
Brighton needs lead staff, CDA's required 734-260-3473

Help Wanted-General 5000

CLEANERS NEEDED - EXP'D
For Nov cleaning co. Must be dependable & responsible. Join our family of cleaning professionals. \$10/hr w/flexible schedule. (248) 478-3240

Help Wanted-General 5000

DRIVER
2 nights per week, approx. 25 hours, good driving record, chauffeurs license, must pass DOT physical.
Please send resume to ezexpdang@hotmail.com

Help Wanted-General 5000

GENERAL LABOR

SERTA MATTRESS
Numerous positions available in our production & sewing dept. All hands on manual labor position, heavy lifting BEING ABLE TO WORK IN A VERY FAST Paced environment is required in order to keep up with production quota. Manufacturing experience is preferred, bedding experience is appreciated. Employees are eligible for piece work pay once qualified. Long hours (10-12 per day) and some Sats.

Help Wanted-General 5000

JANITOR, FULL/PART-TIME
In New Hudson, Mon-Sat, evenings. \$8.50 per hour. Call Mycole: 248-213-6570

Help Wanted-General 5000

MILL & GRINDER HANDS
Now accepting resumes, detail work.
Call: (248) 477-8040

Help Wanted-General 5000

Production Techs
Hi-Lo Drivers
Summer Help, Internships
Must have High School diploma or GED to be eligible Mechanical, Material Handling or Manufacturing experience helpful.

Help Wanted-General 5000

QUALITY ENGINEER
Must have good computer skills, must be willing to travel SE Mich daily. Must have automotive supplier knowledge. Fax resume to 810-229-6054

Help Wanted-General 5000

CNC MILL PROGRAMMER/OPERATOR MACHINIST
Machinist must be able to Set-up and program Master CAM Full time with benefits package health, optical, dental, & 401K. Apply in person at: Fortune Tool & Machine 29550 Beck Rd Wixom

Help Wanted-General 5000

DRIVERS
Local company looking for Regional and Team Drivers in the Detroit area. Minimum 1 yr. exp. & good MVR. Call for more info. 877-977-4287

Help Wanted-General 5000

DRIVERS NEEDED!
TRAINING TRUCK DRIVING SCHOOL & CDL TESTING
Day, eve, & weekend classes. Job placement assistance. (517) 887-1600

Help Wanted-General 5000

LABORER NEEDED
For Stone/Masonry co. Must have own transportation. Fax resumes to: 810-632-9135

Help Wanted-General 5000

LABORERS & EQUIPMENT OPERATORS
Accepting applications with a minimum 5 years experience in road work, grading & utility construction. Hiring is totally dependent on work load.

Help Wanted-General 5000

QUALITY ENGINEER
Local machining company has a need for an experienced Quality Engineer. Responsible for PPAP Submissions, Supplier Development, ECH's, Data Collection, Gauge Calibration, Document Control, Supplier & Customer visits. Knowledge of machining castings & ISO/TS 16949 a plus.

Help Wanted-General 5000

QUALITY ENGINEER
Must have good computer skills, must be willing to travel SE Mich daily. Must have automotive supplier knowledge. Fax resume to 810-229-6054

Help Wanted-General 5000

COVENANT HOUSE
A Human Service Agency serving homeless & at-risk youth in Detroit seeks:

Help Wanted-General 5000

DRIVERS
Southfield Charter Bus Company hiring drivers. Must have CDL-A or B with P endorsement. Exp. preferred but will train right candidate. Call 248-353-9510 Mon. thru Fri. 9AM-5PM.

Help Wanted-General 5000

GENERAL LABOR
In manufacturing plant. Afternoon Shift. 3:30pm-midnight. Apply Within or Mail Resume: 1911 Northfield Dr. Rochester Hills MI 48309

Help Wanted-General 5000

LANDSCAPE MAINTENANCE
Taking applications for individuals with commercial applicators license with 3A, 3B, & 5 certifications for all phases of landscape maintenance. 248-464-3932

Help Wanted-General 5000

LAWN CARE LABORERS
\$440/wk + bonuses + full benefits. Must have good driving record. Call Chris 313-218-8534 EOE/M/F/D/V/A

Help Wanted-General 5000

LAWN EQUIPMENT TECH
Full or Part-Time. Experienced Preferred. 734-525-0988 or email: john@commlawn.com

Help Wanted-General 5000

LOOKING FOR A CAREER (not a job) REAL ESTATE CONSULTANT
(Special pricing for Pre-licensing only \$99)

Help Wanted-General 5000

DIRECT CARE ASSISTANT
Assist and support the persons that we serve in residential settings. \$8.39/hr. plus good benefits. Fax to: 248-948-4426, 248-968-9658 Visit us at: www.Quest365.Org

Help Wanted-General 5000

DRIVERS-Attention Class A
CDL Drivers. Exp. Drivers. \$1200 Sign-On Bonus. Excellent miles, home weekly, HazMat Endorsement. Border Crossing Pay. Orientation Pay. Performance Bonus. Apply: www.carrier-express.com or 800-738-7705 x1286

Help Wanted-General 5000

Get Your Real Estate License in 1 Week FOR \$99
Call Mary Mycole REAL ESTATE ONE 1-800-370-5816

Help Wanted-General 5000

HAIR STYLIST
Full service and friendly atmosphere - Fantastic Sams in Highland now hiring experienced stylist. 810-632-4400

Help Wanted-General 5000

HAIR STYLIST
wanted with clientele. Shine Salon, Inc. < Call 810 229 9018 >

Help Wanted-General 5000

HAIR STYLISTS - Milford
Maine Care now accepting resumes. Downtown Milford. Commission. 248-685-0643

Help Wanted-General 5000

HAIR STYLISTS
wanted with clientele. Shine Salon, Inc. < Call 810 229 9018 >

Help Wanted-General 5000

DIRECT CARE ASSISTANT
Join the team. Assist persons we serve in their home and community. \$8.50 plus good benefits. Fax: (248) 573-5025 South Lyon area. Or: (734) 239-9816 Ann Arbor area. Visit us at: www.Quest365.Org

Help Wanted-General 5000

ENTRY LEVEL SALES
Seeking candidates looking for career oppy. Weekly salary + comm + full benefits. Tony 248-379-9006 EOE/M/F/D/V/A

Help Wanted-General 5000

ESTABLISHED GEOTHERMAL HVAC COMPANY
Seeking motivated, hard working individuals for installation crew. Experience helpful but not required. Send resume to: info@energypath.com or apply online at: www.energypath.com

Help Wanted-General 5000

F.A.O. JEWELERS BRIGHTON
is looking for a jeweler's apprentice and errand runner. We will teach basic jewelry repair skills. Also will help doing odd jobs, includes driving 20-30hrs. per week to start. (810) 229-5335

Help Wanted-General 5000

Full Charge Bookkeeper
Long-term, Full-time. Min. 5 yrs exp. QuickBooks, AP/AR, Full-Service Payroll Monthly/Quarterly reporting, Bank Rec's, General Ledger, Monthly P&L's, Excel, Access, Phone Skills, Admin Exp. is req'd. Send Resume to pcagents@comcast.net

Help Wanted-General 5000

HAIR STYLISTS
wanted with clientele. Shine Salon, Inc. < Call 810 229 9018 >

Help Wanted-General 5000

HAIR STYLISTS
wanted with clientele. Shine Salon, Inc. < Call 810 229 9018 >

Help Wanted-General 5000

DIRECT CARE WORKER
PT & FT positions available. Must be trained, have positive attitudes & clean driving record. Starting \$7.61/hr. (734) 524-1361

Help Wanted-General 5000

DIRECT CARE WORKERS
Needed for midnights, part time hours. Must have high school diploma & valid driver's license. Lisa or Melissa 517-552-9518, 8am-3pm.

Help Wanted-General 5000

DRESSAGE BARN IN HAMBURG SEES
Responsible and reliable part time help. Primary mornings and weekends. Daily chores, light grooming and barn maintenance. Horse experience required. 248-921-5502

Help Wanted-General 5000

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careerbuilder

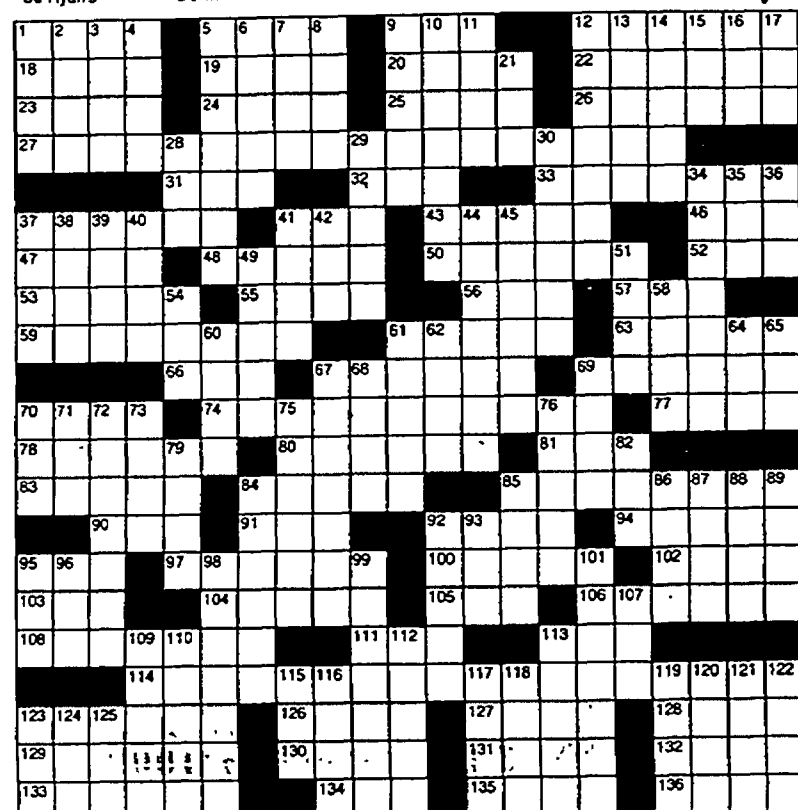
HOMETOWNlife.com

Crossword Puzzle

Purchasing Power

ACROSS
1 "Kon-Tiki," for one
5 Relay
9 Lawyers' org
12 Pontificate
18 Grasso or Ranes
19 Promoted
20 Daring
22 European peninsula
23 "Giselle" composer
24 Sour fruit
25 Cupid
26 Elect
27 Start of a remark by Evan Esar
31 "Nightmare" street
32 Party
33 Likely to last?
37 Chemical compound
41 Gangster's gun
43 Kafka character
46 Bother
47 Homer's field
48 Pen pals?
50 Duty
52 Part 2 of remark
55 Steel support
56 Ryan's

DOWN
1 "Kon-Tiki," for one
5 Relay
9 Lawyers' org
12 Pontificate
18 Grasso or Ranes
19 Promoted
20 Daring
22 European peninsula
23 "Giselle" composer
24 Sour fruit
25 Cupid
26 Elect
27 Start of a remark by Evan Esar
31 "Nightmare" street
32 Party
33 Likely to last?
37 Chemical compound
41 Gangster's gun
43 Kafka character
46 Bother
47 Homer's field
48 Pen pals?
50 Duty
52 Part 2 of remark
55 Steel support
56 Ryan's



Answer to Last Week's Puzzle

ARID MACAWS OIRC TLC
GENA ARABIA PIAR SHEA
HIGHSOCIETY TILL TERM
ADELE NTH ISLE ENOS
INCA SARUM SHIRAY
SARATOGA RASA ASHAK
AID WES GULF MEETS
TRASH EASIER RIDE DIP
TEL PTA PHOTOS ETE
COAXES UGO ODOR EIDIE
SANG SHIPOFFOODER EIGAD
URGIE LORED FIED LARREN
GRO TAREO TIED DEIR
AIL LATEN HEADER DELLA
REDDY EBAN FUR SAN
ERUPT IRIS THEPATSY
SNIPER RADAR ROEG
HYPO CARID SEA SAGES
EROS AVID THESHOTIST
LINT NEMO EASIER HATE
PIAO LAG AYEAYE ANEW

Help Wanted-General (5000)

ROOFERS
Commercial/Industrial
Foreman & Labor Positions
Experience a plus.
• Competitive wages
• Medical/Dental Insurance
• 401K Plan
Reliable transportation a must.
Must be at least 18 yrs of age.
Pre-employment drug testing.
Submit resume or apply in person at: 38750 Ford Rd
Westland MI 48185

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In The
Classifieds
Give us a call today!
1-800-579-7355
or you can
visit us online
at
www.hometownlife.com

SERVICE TECH Experienced with Commercial swimming pools. Apply 1281 S. Old US-23, Brighton, MI 48105-5870

Service Tech-Installer
FULL TIME - BENEFITS, COMPANY VEHICLE, 401K & COMPETITIVE WAGES. Looking for a personable, reliable, hard-working and mechanically inclined person that can lift over 80 lbs to service and install water treatment equipment. Must have a valid, clean driving record and able to pass a drug screen. If you are interested, please call: Mark (810) 632-5042

SERVICE TECH/INSTALLER
For Fire Protection Co. Exp. preferred. Send resume to: 1913 Knobs, Westland, MI 48185; or Fax: 734-727-0425

TOOL MAKER - In Brighton, CNC programming exp. needed. \$15-\$18/hr. Call Adam (248) 262-5213

Help Wanted-Office (5020)

BOOKKEEPER - Full Service Growing property mgmt. co. seeks motivated, highly organized self starter, w/ability to work independently. Proficient in QuickBooks, with ability to set up new business with multiple LLC's. Exp. in Excel, Word, small payroll A/P, A/R and collections. P/T weekdays. Send resumes to: polcat@aol.com

COMMUNICATION SPECIALIST

The COMMUNICATION Specialist is responsible for operating the switchboard in the process of incoming and outgoing calls as well as taking and relaying messages to the appropriate individuals. Full-time position in Southfield, MI. High school diploma req. and previous experience as a telephone operator/receptionist. Prior health care exp. preferred but not req. Knowledge of PC operations and software (Word processing and spreadsheet) is preferred. Job responsibilities include: • Considerable knowledge of the operation of a telephone switchboard, ensuring phone calls are efficiently directed to the necessary party. • Ability to keep records & respond to management requests. Become a valued member of our growing company by emailing your resume to: hr@newadamedical.com

Help Wanted-Office (5020)

LEGAL ASSISTANT

The Office of the Chapter 13 Trustee Krispen S. Carroll has an immediate opening for a legal assistant. Responsibilities include review and analysis of bankruptcy pleadings, assist attorneys at court hearings and provide a broad range of support to the legal department. Qualified candidate should be motivated and dependable with superior verbal and written communication skills. A minimum of 2 years legal (bankruptcy) experience is required.

The trustee office offers a competitive salary and excellent fringe benefits including 401k, medical, dental, optical, prescription, life and disability and paid parking.

Please submit resume, cover letter and salary requirements to: saaney@att13ksc.com

Or mail to: Chapter 13 Trustee Attn: Nancy Kaplan 719 Griswold Suite 1100 Detroit, MI 48226

Call to place your ad at 1-800-579-7355

LEGAL SECRETARY

Farmington Hills law firm seeks reliable full time legal secretary (M-F) Salary commensurate with exp. Please forward resume to: job0012011@yahoo.com

LEGAL SECRETARY
Leading family law firm for women. 2 yrs. exp. Competitive salary & benefits. smicallet@victoriastudio.com

PART-TIME CLERICAL
Farmland Automotive Apply in person only at Liberty Chevrolet, 30400 Lyon Center Dr., New Hudson, EOE

Help Wanted- (5030)

CNC BORING MILL AND TURNING CENTER

Machinists/Programmers needed for Three M Tool & Machine, an Oakland County precision machine shop that machines windmill castings and other components. Must have 3-5 years experience in both set up and operating. Must be able to work afternoons. Steady overtime and benefits package included. No phone calls please! Email: tmh@three-m.com or fax to: 248-363-4422

PROCESS ENGINEER

Needed for Three M Tool & Machine, an Oakland County precision machine shop that machines windmill castings and other components. The qualified candidate would design fixtures, program machines, and do estimating/quoting, machining experience helpful. Excellent opportunity for advancement. Steady overtime and benefits package included. No phone calls please! Email: tmh@three-m.com or fax to: 248-363-4422

Programmer

Vison cameras Full time. Send resume jobs@ussvision.com Or fax: 734-522-0818

Help Wanted-Dental (5040)

DENTAL FRONT DESK

NEW POSITION
Must have at least 2 yrs exp with dental
Dentrix a plus
Please fax resume to: (734) 844-5072

IT'S ALL AT YOUR FINGERTIPS!
The best local classifieds!
1-800-579-7355

NOW HIRING

• FRONT OFFICE
• PATIENT COORDINATOR
• RDA/CDA
for Fowlerville General Dentist Office.
Personality + skills = \$20-25/hr. + benefits. Experience preferred. Fax resume to 517-219-4099

Help Wanted-Medical (5060)

ADVANCE URGENT CARE
Is looking for Honest, Hardworking and Experienced Medical Assistant. Fax Resume to: 810-222-0572

Certified Nursing Assistant
Needed for 29 bed nursing home. Full-time afternoon position. Part-time hours available on other shifts. Experience in long term care preferred.

Apply in person at: 16106 W. 12 Mile Rd. Southfield, MI 48076 or send resume to: See Vosburgh at the above address or email resume to: svosburgh@stanageand.org

CNA's

(Certified Only Apply!)
• P/T - All Shifts Avail.
• F/T - Midsalaries
• F/T - 7pm-7am, 12hr
• Benefit Package
Can't beat our PTO time! Send resumes or apply: Howell Care Center 3063 W. Grand River - Howell, MI 48843

HOME HEALTH AIDES

24 hr live-in & hourly, experienced only, Brighton & Midland area. Great pay Call TLC Senior Care, (248) 797-2008

MEDICAL RECEPTIONIST

Part-time, medical office experience a plus.
Reply to: heilesc@yaho.com.
For busy internal medicine practice in Novi.

MEDICAL ASSISTANT

Experienced. Part-time for busy Midland Podiatry practice. Email resume: julie@nicholaspodiatry.com Fax resume: 248-685-7181

MEDICAL ASSISTANT/RECEPTIONIST

Experienced. Needed for Livonia office. Fax resume: 248-476-6452 or email: digesteddisease@yahoo.com

Help Wanted-Medical (5060)

MEDICAL BILLING SPECIALIST

The medical billing specialist is responsible for collecting, posting and managing accounts payable. In addition, they are responsible for following up with the insurance companies to ensure payment is being received in a timely manner. Job Requirements: • 2 years exp. in a physician clinic or medically-related • Knowledge of medical terminology, coding and billing policies. • Oncology exp. preferred but not required. Job Responsibility: Requires ability to pay attention to detail while working on several tasks simultaneously. Must possess the ability to establish and maintain effective working relationships with physicians and third party payers as needed. Good interpersonal skills, including verbal and written communication skills needed. Requires ability to function effectively in fast-paced environment. Computer knowledge to include all Microsoft applications. Become a valued member of our growing company by emailing your resume to: Mike Ariss at hr@servicedental.com

Physical Medicine Office

in Farmington Hills has opening for Medical Receptionist/ Biller. Full-Time. Benefits, Mon-Fri. No evens. or weekends. Fax resume: 248-538-4949

RADIOLOGY TECHS & MEDICAL ASSISTANTS

Full and part time positions available for new urgent care in Howell. Experience preferred. Please fax resume to: 517-339-4620

REGISTERED DIETITIAN, DIET TECHNICIAN, or CDM

We are seeking a part time Registered Dietitian, Diet Technician or CDM with at least two years experience in long term care. The candidate will coordinate resident care by completing nutritional assessments, MDS, developing and implementing nutrition plans, and documenting nutrition information about residents. Interested candidates should forward their resumes to: Patricia Sullivan, Administrator at: Fax: (734) 729-9741 Or email: psullivan@olympicgroup.com Apply online: www.westlandcc.com

RN/SAPPS/CNA's

Medbridge of Howell is hiring RNs and LPNs and CNAs who are looking to further their career. PT, FT & Contingent shifts avail. for Afternoons and midnights. Exc. medical benefits & tuition reimbursement for FT employees. Apply at 1333 W. Grand River, Howell, MI 48843 &/or send resumes to: dmlczko@medbridge.com

SUPERVISOR

Registered Nurse Supervisors needed for Afternoons & Midnights. *SIGN ON BONUS* Send resumes or apply to: Howell Care Center 3063 W. Grand River Howell, MI 48843

Help Wanted-Food Beverage (5080)

BARTENDER

Part-time, Mon. & Thurs., 3-11pm. Howell Elks Lodge. Must have experience and be good with people. Call Char at: 517-546-4941

MAJOR APPLIANCE SHOP

Sales, service and parts. Westland, MI. 1957, owner retiring. Includes machines, parts, tools, van and more. \$63,000, (734) 722-1242

Help Wanted-Food Beverage (5080)

COOK, Full & Part-Time with Pizza Exp. ALSO Midng WAIT STAFF, EXPD ONLY

Apply at: Starling Gate 135 N. Center St., Northville

JOE'S PRODUCE AND GOURMET MARKET in Livonia

is accepting applications for the following: *EXPERIENCED SUSHI CHEF* Needed to prepare sushi. *EXPERIENCED PASTRY SOUS CHEF* Must be organized, energetic, customer service oriented and have artistic decorating skills. Experience in retail market desired, but not required. *SOUS CHEF* Needs to be organized, team player w/exp. in all areas of the food industry including food production, ordering, costing, managing a staff, and maintain health & sanitation regulations. Salary Neg., Based on Exp. Please apply in person at: 33152 W. 7 Mile Rd., Livonia

KITCHEN MANAGER

Full time/seasonal. Apply within: Coyote Golf Club 28700 Miford Rd New Hudson 248-486-1228

NOW HIRING FOR ALL POSITIONS

Must be exp. and have positive attitude. Apply in person after 4pm at Grid 23, 1535 Old US 23, Hartland No phone calls.

O'Hare's Restaurant has Immediate openings for:

*Experienced Servers
*Cooks
*Host/Hostess

Apply in person only btwn. 9am-11am & 4pm-8pm to: O'Hare's Restaurant Located inside Best Western Greenfield Inn 3000 Enterprise Drive Allen Park, MI 48101

Wait Staff & Bus Staff

P/T/FT avail. Exp preferred for Waitstaff, Bus Staff: no exp. Starts at \$8/hr. Apply Mon-Fri. 10-4pm: Meadowbrook Country Club 40941 W. Eight Mile Rd. Northville, MI 48187 Or email resume: p.spencer5@mychets.edu

Help Wanted-Professional (5110)

MENTAL HEALTH THERAPIST

HOWELL MI Detailed job description available at: http://cmhmi.hilltop.com Accepting online applications only. EOE

Help Wanted-Sales (5120)

Sales Producer & Telemarketing Positions
Insurance agency - Wixom and Brighton areas Experience preferred. Email Resume to: linarcobewick@attstate.com

Education/Instructor (5600)

MARKETPLACE

HOMETOWNlife.com

6000-6999
LOOK HERE
Announcements & Notices (5200)
MEDICAL MARIJUANA CARD FOR INFO CALL (517) 344-9405
Transportation/Travel (6400)
Travel To The Memphis In May International Festival. Incl. 4 days/3nights. Wed May 11 - Sun May 15, 2011. \$339/person, pay pal avail. For info call Keith or Lucille Hawkins: 313-341-1718 hawkinsproduction@comcast.net

Health/Nutrition/Weight Loss (6420)
AIRE E-CIGARETTES Try it at Barwood Mall. www.Aire8.com Order now 651-636-3204

Antiques/Collectibles (7020)
GAS PUMP Restored Bennett mg/1 Sunoco gas pump. From the 50s-60s era. Lighted. Great for rec rm/garage. \$2000 248-310-7602

Antiques/Collectibles (7020)
JIM BEAM DECANTERS Auto's (41-57 Chevy, '28 Ford, '29 Ford, '70 Challenger, 68 Vet. \$75 ea. 248-310-7602

Antiques/Collectibles (7020)
You can view and print all our auctions from our website, listed below
Bauer & Helmer Auction Service, Inc. (734) 965-9646 • (734) 996-9135 (734) 994-6389 • (734) 428-1918 www.bauerandhelmer.com

Antiques/Collectibles (7020)
MEDICAL MARIJUANA CARD FOR INFO CALL (517) 344-9405

7000-7799
Handmade
Antiques/Collectibles (7020)
JIM BEAM DECANTERS Auto's (41-57 Chevy, '28 Ford, '29 Ford, '70 Challenger, 68 Vet. \$75 ea. 248-310-7602

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Auto Brands are Back Into Big-Event Marketing

Advertising Feature

CAReport



By Dale Buss

The Super Bowl, the Oscars and the NBA All-Star Game are all history for this year. But *American Idol* is in full gear, March Madness is upon us, and the rest of 2011 stretches out with major marketing moments on television and elsewhere ranging from Opening Day to the All-Star Game to the World Series – and that's just Major League Baseball alone.

After being more or less on the sidelines of such "tent post" events for two or three years, automotive brands are investing in them more heavily again.

Carmakers are in the midst of a robust return to big-event marketing that was only kicked off by the advertising appearances of eight brands during the telecast of Super Bowl XLV, by Hyundai's exclusive sponsorship of *The 83rd Academy Awards* on ABC, and by Kia's commercial command of the midseason marquee weekend for professional basketball.

"We want to be a big voice in big places," said John Krafcik, president and CEO of Hyundai of America, which ran a total of 10 TV ads during the red-carpet programming and the actual Oscars telecast last month on ABC, and dominated commercial time for the high-profile affair. "When you speak to a large cross-section of America at the

same time like that, you achieve something very special."

Even Chevrolet's overall marketing budget remains flat this year compared with last year, despite its introduction of key new products such as Volt and Cruze, its outsized presence in some tent-post venues such as the Super Bowl, and GM's return to solid profitability.

"We have a couple of new products this year, but we're marketing more efficiently and effectively," said Kevin Mayer, Chevy's director of advertising and sales promotion. "We haven't just used more dollars to fix issues."

Yet, Chevrolet has chosen so far to "go bigger" than last year in the types of advertising it does. The brand ran a handful of \$3-million ads during this year's Super Bowl, illustrating the view that "traditional media, especially TV, has its place – especially with certain customers," Mayer said. It's still the best opportunity to get a whole bunch of eyeballs at once.

In fact, GM has been storming ahead early this year with an aggressive incentive program, aimed at gaining market share, and ambitious advertising meant to work complementarily. "We're trying to be fully engaged as a brand and be true to who our customers are," Mayer said.



Chevrolet Cruze was featured in ads on Super Bowl Sunday.

The Chevrolet Super Bowl commercials were only a start. Mayer's crew milked the event with digital tack-ons such as search advertising around terms, for example, related to Aaron Rodgers, the Green Bay Packers quarterback who received a Chevrolet Camaro convertible as the game's Most Valuable Player.

Chevrolet also managed – uniquely among automotive advertisers in the game – to extend its big marketing day after the Super Bowl itself with a huge product placement in the post-game episode of Fox's hit show *Glee*, which featured characters in a dream-sequence Chevy commercial reviving the old theme, *I See the U.S.A. in Your Chevrolet*, which had been made famous a half-century earlier by Dinah Shore.

Even in a young 2011, Chevrolet has gone big in other ways as well. The Daytona 500 race in mid-February "was a big tent-pole for us," Mayer said, and Chevy's sponsorship included a memorial TV ad for Dale Earnhardt Sr., who died in a crash at Daytona in the 2001 race.

And this spring, Buick is picking up part of the NCAA March Madness property that Pontiac had to abandon

The Sonata was one of the stars of Hyundai's sponsorship of the Oscars on TV.



with its demise, agreeing to sponsor post-game shows on Turner and TruTV.

Hyundai also has embraced tent-post marketing. Oscars sponsorship may not be the right fit for every automotive brand, but Krafcik certainly believes Hyundai gets more than enough bang for its buck, even when ratings and buzz for the telecast are underwhelming as they were for the one on February 27.

"Targeted communications are great, and efficient in many ways, but they don't move you with some consumers past that stereotype of saying, 'Maybe that brand isn't quite right for me because I'm not sure how it works with my family or within my social circle,'" he said.

"When you provide communications to an audience like the Super Bowl or Academy Awards, reaching tens of millions of people at the same time, the consumer receiving that message knows that lots of other people are receiving it at the same time, too."

"So a brand like Hyundai gets a double bonus: We're reaching future buyers and hitting their social circles, and in so doing we're getting approval from a broader group of people."

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'10 DODGE RAM 2500 SLT QUAD CAB 4x4
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