



# Farmington Observer

Volume 97 Number 36 Monday, February 10, 1986 Farmington, Michigan 40 Pages Twenty-five cents

## Farmington FOCUS

If you have a news item or an idea for a feature story or an action picture with a Farmington area connection, send a note to our downtown office at 32023 Grand River, Farmington 48024.

**THE** audience certainly is appropriate. Michigan's Department of Labor director, Elizabeth Howe, will be guest speaker at the Farmington/Farmington Hills Chamber of Commerce general membership luncheon on noon Friday, Feb. 21, at Digger's Restaurant, 30555 Grand River. The cost is \$10 per person. For reservations, call the chamber 474-3440.

**TAPPING** the U.S. Army news pipeline: Spec. 4 Bridgette Newall and 1st Lt. Bruce Bierwirth of Farmington Hills were involved in a NATO-sponsored exercise by participating in the Army's Return of Forces to Germany and the Air Force's Crested Cop training exercises. Newall is a medical specialist with the 4th Support Battalion at Ft. Riley, Kan. Bierwirth is an executive officer with the 94th Army at Ft. Riley.

Pvt. Christopher Johnson of Farmington Hills has completed One Station Unit training at the Army Infantry School, Ft. Benning, Ga. The recent was on basic combat and advanced individual training.

**A SURGICAL** assistant from Farmington Hills has spent the past nine months racking up a list of accomplishments, his wife, Elizabeth, reports. Last summer, George Sertic became the first Michigan surgical assistant to be certified by the National Surgical Assistant Association.

Sertic works at Grace Hospital in Detroit. In January, he organized and headed at Grace the national exams for certification of surgical assistants.

He continues to instruct a student from the Eastern Virginia Medical School's program for surgical assistants. And he's participating in gastric resection research. He also is author of the Harper-Grace patient information booklet on gastroscopy for obese people.

**IT'LL** be a familiar setting for Dr. Anthony Muzaj of Farmington Hills. He was reappointed chief of the family practice department at St. Mary Hospital, Livonia.

**ONE** of seven new appointments to the Minority Business Advisory Council is a Farmington Hills man. Lewis Miller, president of Financial Data Inc. of Livonia, was among the gubernatorial appointees.

**HE'S** now a certified addiction counselor. James King-Knopf of Botsford General Hospital, Farmington Hills received accreditation from the Michigan Department of Public Health's Office of Substance Abuse Services.

**FOOTNOTES:** Howard Reed, which runs parallel to 12 Mile between Drake and Haislod, was Farmington Hills' first natural beauty road. The Howard name goes back to 1846 in Farmington Hills. That's when Theodore Howard migrated to Michigan from New York.

## Spa publicity stirs concern among salons

By Joanna Maliszewski staff writer

Sharon Reed has decided to change the telephone listing for her Farmington Hills skin care salon.

"In the last few months, our decision is that we will not be listed under body massage," said Reed, owner of Bloomies at 12 Mile and Orchard Lake roads. "Our salon now responds defensively. When a man calls, we list all our services so they absolutely know what type of salon they are calling. Very often, these men hang up."

Betty Fucinari said she will be angry if her



Betty Fucinari, salon owner

salon's clients will be unable to receive professional body massages because of a proposed Farmington Hills ordinance. The ordinance was proposed in reaction to controversy over alleged illegal sexual activity at some area health spas and massage parlors.

"The people who are not doing massages as a profession... these people are going to cause me not to have that (professional body massages) available for my clients," Fucinari said. Fucinari and Antonio Barone own Antonio's Salon on Orchard Lake Road.

REED AND Fucinari are concerned about being confused with the Farmington area health spas that have come under scrutiny over alleged illegal sexual activity.

"There is this mecca right here of first-class skin care facilities — Bloomies, Kitty Wagner's (Facial Salon and Spa), Tamar's (Institute de Beauté)," Reed said. "Now I feel it is hard to estimate what the damage is."

Although Reed and Fucinari say negative publicity hasn't caused them to lose clients, many remarks and jokes are made. And there is no telling how many would-be clients have decided against a professional massage because of bad publicity about massages.

Take, for instance, the woman who received a gift certificate for a professional massage at Bloomies but refused to come into Farmington Hills because of the publicity over alleged illegal sexual activity at some health spas, Reed said. "If that's not damage..."

Besides concern about their own businesses, Reed and Fucinari wonder what type of effect massage controversy will have on the massage profession.

"IT'S REALLY sad because the people who are doing it as a profession understand and believe it is preventive medicine," said Luz Reyes, a massage therapist at Antonio's.

Owners of these beauty institutes and skin care salons want to make it crystal clear that the massages offered at their establishments involve no sexual activity. In October, Farmington Hills Police raided five health spas and arrested 16 people on prostitution-related charges.

Reyes, for example, is a therapeutic massage therapist trained and certified by the New Life Therapeutic Massage School in Pontiac. Her training has in-

## Flu hits hard at St. Paul

By Casey Hans staff writer

Although no influenza epidemic has been reported by Oakland County health officials, 36 reported cases closed a Farmington Hills private school Friday.

A spokeswoman from St. Paul Lutheran School, 20805 Middlebelt, said 36 students of 215 first through eighth graders enrolled were sent home Thursday because of flu. The school was closed Friday and expected to reopen Monday, she said.

The Farmington Hills school is one of several reported closed for flu-related outbreaks during the past several weeks, according to county health officials who said they had not been advised of the St. Paul closing.

Reports of "influenza-type illness" have increased in Oakland County since the same time last year, said Joel Blostein, epidemiologist from the Oak-

land County health department. "It's really sad because the people who are doing it as a profession understand and believe it is preventive medicine," said Luz Reyes, a massage therapist at Antonio's.

Owners of these beauty institutes and skin care salons want to make it crystal clear that the massages offered at their establishments involve no sexual activity. In October, Farmington Hills Police raided five health spas and arrested 16 people on prostitution-related charges.

Reyes, for example, is a therapeutic massage therapist trained and certified by the New Life Therapeutic Massage School in Pontiac. Her training has in-

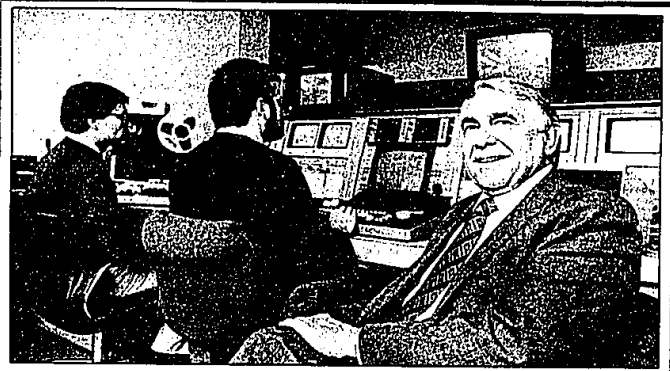
Please turn to Page 2

Please turn to Page 10

## A more vigorous downtown envisioned



Marketing consultant Nick Nicholas explains the fine points of the Farmington Futures Program report to councilmen and audience members Feb. 9.



William Smith (right) of Allied Film & Video. At left are video editors Gary Polak and Tom Dapoz.

## Entrepreneur Hills man a video trailblazer

By Casey Hans staff writer

One business associate labeled him a film and video "pioneer." But entrepreneur William (Bill) Smith said his arrival on the scene was "a matter of fate."

Film industry marketing changes since the 1940s are now bringing video recorders into 1 million homes each month nationally, the 60-year-old Farmington Hills resident said. "Imagine what VCRs have in terms of appetite for videos."

The era following World War II was an active time for propaganda films, and the need to motivate, train and educate people became great.

Smith said he decided he wanted to help in the educational effort. He moved from the small business and education filmstrip industry, to one which, he said, "truly exploded" with society's acceptance of video and other tape formats. He stayed in this alternative tape market, dealing with industrial and educational productions, for the past 25 years.

SMITH SAID "the potential goodness in this film and video area," he said. "There's an enormous educational and community need (for educational tapes). It got to me — it excited me."

### people

*"I believe a company either operates for the benefit of its owner, or its employees. I hope mine works for its employees."*

— William Smith Hills resident

He arrived in the Detroit area in 1960 from Gary, Ind., to strike out on his own in the film production business.

"Detroit is a leader — a very attractive city to come to. It was a nice opportunity in a challenging market," he said. Area community affairs also challenged him.

Smith served as the first president of the Farmington Community Center, working on the center's original fund-raising effort. Today, he remains active on the board of directors of the New Center Area Council of Detroit, the area where his company's corporate offices are

located on Woodward Ave.

He is known today as an industry leader worldwide as owner of Allied Film & Video, a company with six offices nationwide. A businesslike, yet personal, atmosphere is felt around the office, where most employees just call him Bill.

Detroit attracted Smith originally because of the auto industry's impact on his business. When one of the Big Three purchases training films or tapes, it can make or break a film tape, Smith said. "They (the auto companies) make such an enormous commitment, it influences the entire market."

FROM THE Kodak Super 8 to the Sony Beta Max — one of the auto companies made them a viable, marketable product, he said.

Smith works to keep his privately held company viable in product services he offers.

"We have to remind ourselves we want to be dynamic and innovative," he said. "That's harder in a large company."

He looks for something one step better for his employees, and for his three children, all of whom have selected career options other than Allied Film and Video.

One works in a related field, as a free-lance sound recording engineer.

Please turn to Page 2

By Casey Hans staff writer

With no market "focal point" and a "stodgy, tired and conventional image," Downtown Farmington will become rapidly sick without the proper medicine, according to a recently completed study.

And if recent trends indicate local merchant acceptance, treatment for a healthier downtown is a pill they will eagerly swallow.

"Farmington Futures Program," a 64-page report derived from a 10-month Downtown Farmington study, outlines improvements for the city's business health and market share.

It is structured to give a downtown development group an organizational plan for the future, said planner Christopher Wazny and marketing specialist Nick Nicholas, authors of the report. Their report was summarized before Farmington City Council last week.

"RETAILING, in particular, is a critical element to downtown's revitalization program," the report said of marketing. "but, it cannot lead the pack."

A diversity of business, including health facilities, office services, and food courts and bazaars are suggested additions for Farmington's downtown.

"It is the interlinking of these functions that creates a quality of life and induces consumers to use it," the report continued. Marketing strengths in Farmington's

beauty/health, fashion and service industries were recognized in the report. In addition, business opportunities, housing, finance and government were also notable strengths, the authors said.

People nationwide are returning to a convenient "city" atmosphere — and Downtown Farmington can reap these financial rewards, the report said.

It lists several retail strategies that, combined, "will create a harmonious and vital retail shopping center."

expand convenience retail and service businesses to establish a unique

retail identity;

continue development of moderate-rate office and housing complexes;

increase quality of life and maintain community-scale environment;

connect retail establishments south of Grand River and east of Farmington roads;

develop retail businesses in clusters.

ONCE A plan is approved and im-

Please turn to Page 2

### what's inside

- Classifieds . . . Sections C-D
- Crossword puzzle . . . 4C
- Entertainment . . . 7-8B
- Obituaries . . . 3A
- On the agenda . . . 3A
- Shopping cart . . . 1C
- Sports . . . 1-3B
- Suburban life . . . 4-6B

- News line . . . 477-5450
- Sports line . . . 581-2300
- Home delivery . . . 581-5000
- Classified line . . . 581-0900

**The CLASSIFIEDS**

One call does it all!

OAKLAND COUNTY  
644-1070

ROCHESTER  
852-3222

WAYNE COUNTY  
591-0900

Use your MasterCard or Visa