

## The mood counts

# How disc jockey sets the pace

By RON GARBINSKI

Patrons call Marty Kochmanski "DJ." Wearing a tan suit and sitting behind the lights and switches in his control booth, he plays with dancer's minds while spinning discs.

The records he plays subconsciously tell the young adults who frequent his establishment when to dance or when to sit and drink.

Marty is DJ at the Interchange, 3810 Grand River in Farmington Hills, the only discotheque in the Farmington area.

"It's definitely an exciting experience playing mind games with the dancers," Marty says. "Depending on the type of music I play, I can make people dance or I can slow the pace down and make them sit and drink."

"Just watching people dance and get enthused in what they are doing is where it's at for me. By using all our special effects—lights, records and sound control—I can really get them excited out there on the dance floor."

"THE MUSIC we play makes them dance and once they are out there on the floor, it's a totally different world," Marty continues.

"By using our lights, we keep up the beat. By changing the direction of sound

through our balance controls, we play with their desires to dance."

The Interchange, formerly Marco's Restaurant, opened as a discotheque last Halloween evening under new management. From that time on, its business steadily has been improving.

Customers telling friends about the interchange is the discotheque's best means of drawing new business, Marty explains.

"When someone comes in and realizes what we offer, they go out and tell their friends. That's how we get many of our customers," DJ says.

"And more than 50 per cent of our customers are regulars, coming in several times per week."

All types of customers come into the interchange, but Marty says he tries to cater to the 25- to 30-year-old market because there is less hassle with that age group.

"We try to keep the crowds calm except when they are dancing. Then we try to make them lose control out on the dance floor," points out Marty, who also doubles as the interchange's manager.

WITH LOW-hanging, dimly lit lights over each table, the discotheque provides a "little living room" atmosphere at each table to which patrons can return after dancing.

"Each table is its own little world in a

sense," Marty the DJ adds. "Even though we have some really sophisticated sound equipment, our music doesn't blow them out the door."

When they are out on the dance floor, they also leave most of the sound.

"The way the speakers are arranged, a sound just like a stereo back at the tables. That way customers can talk in a normal voice and enjoy what is going on. It's quite a relaxed atmosphere and every one takes it better that way," Marty explains.

The Interchange also serves low-priced luncheons to business persons during the week, offering a different menu that customers can afford without paying an arm or a leg.

By the end of summer, the interchange owners plan to remodel the discotheque by adding about 2,000 square feet.

The dance room will be increased about 200 per cent and seating capacity will expand to 200 from its present 96.

"We also hope to serve dinner until about 10 p.m. in one room, and then move a partition to open it up so both rooms will be disco areas," Kochmanski says.

MARTY ALSO provides several other special services for his customers, such as teaching the "fluster" between records and playing special requests for his many regular fans.

"We try to gear our music to the top 40 and more casual songs rather than the hard rock. By doing this, we hope to draw the young marrieds and singles who want to come in and just enjoy a relaxed atmosphere."

"We consider ourselves a night club, disco and not a rock house. We discourage those who want the hard rock (rock music) on."

DJ continues, "Along with that, we summer time rolling in, we are going to start enforcing a stricter dress code at night."

That way, Marty hopes to establish a more regular clientele who enjoy the mind games he plays.



Melanie Gronato of West Bloomfield and Mark Duvall found out about the Inner Change from friends and now have joined the disco's regular crowd. (Staff photos by Harrison Mauthe)

## SPEAK OUT

### Here's your chance to tell it like it is

Here's your chance to tell us what you think.

In order to provide the best possible newspaper for the readers of Farmington and Farmington Hills, we need your help. This survey is your opportunity to help us design a newspaper that meets the need of you, our reader.

Mail your questionnaire and additional comments to the Farmington Observer & Eccentric, Box 69, Southfield, 48075.

Results will be printed in an upcoming edition so you can compare your opinions with those of your neighbor.

#### YOUR READING HABITS

How often do you read the Farmington Observer & Eccentric?

☐ Each issue ☐ Monday ☐ Thursday

How do you get the paper?

☐ Subscribe ☐ Newsstand ☐ Borrow it

Which sections of the paper do you read?

☐ All ☐ News stories ☐ Human interest ☐ Sports

☐ Suburban life ☐ Editorial page ☐ Business

Other (please name):

Which columns do you read?

☐ One by One ☐ Crackbarrel Debate ☐ Between the

lines ☐ Around the Edges ☐ Observation Point ☐ Eccentricities

What changes would you like to see?

☐ More news ☐ More analysis of local current events

☐ More family-oriented stories ☐ More how-to articles

☐ More stories about local persons ☐ More stories on local business ☐ More sports

What do you think about the balance between pictures and reading material?

☐ Just fine ☐ Needs more pictures ☐ Less pictures

What do you think about the balance of stories between the City of Farmington and Farmington Hills?

☐ Fine ☐ Need more Farmington news ☐ Need more Hills news

#### YOUR VITAL STATISTICS

Sex ☐ Male ☐ Female

Age?

In which quadrant of the area do you live?

☐ Northwest ☐ Northeast ☐ Central ☐ Southwest

☐ Southeast

Please feel free to attach a note to your survey expanding on your feelings about the newspaper. All names will be kept confidential.



Marty Kochmanski, manager and DJ at the only discotheque in the Farmington area, reads another record to motivate dancers at the Inner Change.

THE ORIGINAL

## GREEK FESTIVAL

Saturday and Sunday

April 10 & 11th

(Athens Cafe in the Sears Court)

### AUTHENTIC GREEK MUSIC

(Music by the Mediterraneans)

Saturday 5 to 9 p.m.

Sunday 1 to 6 p.m.

BELLY DANCERS

Saturday 7:00 p.m.

Sunday 1:30 & 5:00 p.m.

ATHENIAN DANCERS

Saturday 8:30 p.m.

Sunday 2:00 p.m.

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### MICHIGAN TREASURE HUNTER CLUB

APRIL 9-11

This statewide organization will be at Livonia Mall this weekend, displaying some of their artifacts and other recovered items from old coins and jewelry to antique bottles and lumberman's tools. Additional displays of the group's activities, books and magazines, and detector demonstrations, and displays of early Indian traits and villages in Michigan.

Stop by Livonia Mall this weekend, and enjoy this interesting exhibit.

## Livonia Mall

7-Mile at Middlebelt  
Open Daily till 9:00 p.m. — Sunday, Noon-5:00 p.m.

## Jewelry returned to owner

The handmade silver jewelry left inadvertently at the Livonia Mall two weeks ago is back in the hands of the Southfield couple who created it—because it was found by a kindred spirit.

Wendy Fink of Livonia makes jewelry herself and thus understood the value of the case of rings and pendants she found in the mall parking lot, and was delighted to return it to Mark and Carl Nocera after reading about the loss in the Observer & Eccentric.

She also was pleased about the \$100 reward, because she had recently been laid off from her job.

The silverwork, along with a case of equipment for making it, was left in the parking lot after the Noceras participated in an arts and crafts show.

Showing visiting children into their car and making sure the doors were locked, they forgot to put the two cases into the trunk and left them on the sidewalk.

Ms. Fink, who lives near the mall, said she and her boyfriend had just left there and were driving out of the parking lot when she noticed the cases on the sidewalk.

"I picked them up and checked them but couldn't find any identification," she said. "But because I do jewelry work, too, I understood the sentimental value and the great amount of time put into those pieces of work."

Ms. Fink's father read the story about the missing jewelry in the newspaper and she called the Noceras right away.

Carl Nocera was reluctant over the return of her property.

"It's wonderful," she was found by a honest person," she said.