



Farmington graduate wins magazine award

By CAROL MAHONEY

Chris Meyers' enthusiasm for her job as advertising manager of the Pontiac Division of General Motors Corp. seems as boundless as the voluminous plants which hang from the pots in her bright yellow office.

The first female national advertising manager in the automotive industry, Ms. Meyers was recently named one of Glamour Magazine's outstanding working women. She is among eleven achievers Glamour editors selected from over 590 applicants. They represent a cross-section of successful young working women throughout the nation who have excelled in their careers.

Ms. Meyers was a member of the first graduating class of Farmington High School. She is also a graduate of the University of Michigan.

She takes the recognition of her professionalism all in stride, however. Asked if she was tired of being singled out as the only woman ad manager in the industry, or if she would prefer to be out of the spotlight, she said, "There's a natural bit of theater in anyone who takes this kind of job. The media people have all been pleasant. I have enjoyed talking to them."

At age 31, Ms. Meyers is one of the highest-ranking females at General Motors and is responsible for handling national advertising campaigns with a multimillion-dollar budget. She works with more than 3,200 Pontiac dealers and their advertising agencies across the country.

She also directs all strategic planning, media buying and creative implementation of Pontiac ads for TV, radio, magazines, newspapers, direct mail and catalogs.

Tall, blond, and attractive, she was formerly publicity director of the J. L. Hudson Co. She admits that coming to Pontiac was quite a change.

"It was like being plucked out of one safe world and dropped onto another whole new continent," she said.

They were looking for a marketing expert as opposed to an auto expert," she said.

"Good, sound marketing principles will work with almost any product. You realize that people are concerned

'You realize that people are concerned about three things: quality, value and pizzazz.'

—Chris Meyers, Pontiac ad manager

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Market research is a big part of her job, Ms. Meyers said. She tries to determine why a specific car sells well and who the typical buyer is. Owner registrations are often misleading, she said, because most cars are registered in the husband's name.

Now she asks her researchers to find out who the principal driver is. They found that 67 per cent of the drivers of Pontiac Sunbirds are women.

Travel is another part of her job. Since the General Motors sales force is spread across the United States, Ms. Meyers tries to visit dealers, some as far away as Oregon, to get what she calls "regional input." She also is on hand when a television commercial is being filmed on location.

In regard to the placement of advertising, Ms. Meyers observed that trends in auto buying have a definite effect on such decisions. Automobile ads, once placed primarily in men's magazines, can now be found in magazines such as Vogue, Glamour, and Better Homes and Gardens.

"This is because women are becoming more involved with cars," she said. "They want to know more than just the color of the upholstery."

Because women are buying and using cars in ever increasing numbers, they need to know about radial tires, safety features, and the mechanical workings of an automobile, Ms. Meyers said.

Ms. Meyers puts in a long day. After almost two years at Pontiac, she said,

"I can't ever remember going home before 6:30 p.m."

How does her husband react to her career and the time it demands? "I have a fantastic husband," she said. "He is very confident and self-assured. It takes a strong man to be able to deal with a woman who is a career person." She is married to Kenneth Adamski, a partner in a business forms and financial systems company.

Although the couple does not have a lot of time to spend together, Ms. Meyer emphasized that the time they do spend is, "quality time." She also believes that time apart from a spouse is important. "You're a more interesting person when you do get together."

In her leisure time, participation in sports provides a way to unwind. "There is a lot of pressure in a job such as this. You expect that and learn to develop your own outlets."

She plays tennis once or twice a week. On weekends she and her husband, whom she describes as an "incredible athlete," take ski trips to northern Michigan, or when time permits, longer trips to Aspen. She says active sports are a pleasant distraction because they force you to concentrate on them.

The couple have no children, but Ms. Meyer believes that a career and a family are not mutually exclusive. She said she acquired a sense of responsibility at an early age because she had a working mother. "I'm sure it can be handled," she said. In the meantime she and her husband enjoy a close relationship with a six-year-old niece.

Although she doesn't get much opportunity to cook during the week, she does like to invite dinner guests on the weekend when she says she allows herself to create and indulge in fun desserts. She also loves plants and currently cares for 69 of them at her West Bloomfield home.

A University of Michigan graduate, she was also a member of the first graduating class of North Farmington High School.



Named one of 11 outstanding female achievers by Glamour Magazine, Chris Meyers is the national advertising manager of GM's Pontiac Division. An expert at market research, her studies have shed new light on customers' specific interests. Duties also require traveling across the nation to work with more than 3,200 dealers and their advertising agencies.



Michelangelos of elementary school exhibit their work in libraries

If your child enjoys art, leave him alone and let him grow.

That is the advice of Beverly Ellis, the head of the Farmington elementary school art consultants, who are exhibiting 500 pieces of elementary school art in town this month.

The exhibits are part of national Youth Art Month, which is jointly sponsored by the National Art Education Association and the American Crayon Co.

The art will be exhibited through March 31 at the Farmington Community Library on Liberty, the Farmington Hills Community Library on Twelve Mile, the main corridor of Botford Hospital and the meeting room in the Farmington Board of Education building.

Miss Ellis collected and sorted the art pieces from all of the elementary schools in Farmington, along with elementary art consultants Harvey Goldstein of Eagle and Forest schools, Araxey Barsamian of Wood Creek and Fairview schools, and Pamela Fisher of High Meadow and Larkshire schools.

"The National Art Education Association sponsors these exhibits to celebrate children's art and to stress the validity of artwork done by children," Miss Ellis said.

"It has been demonstrated that artwork is an important part of the learning process because it forces children to make choices and to use creative thinking. It also gives them an important sense of self-esteem."

Unfortunately, schools often see parents pressuring their children into art classes and creating problems by paying too much attention to their art-related activities. "The best thing a parent can do is to provide the child with a place to work, and the materials to work with, and then leave him alone," Miss Ellis said.

"Encourage them, display their

work if you want to and tell them they are doing well. But don't turn them off by saying things like 'my son is the best artist in the school.'"

The artworks chosen for the Farmington exhibits are not necessarily the best pieces of work available, but they are representative of what is going on in the schools.

Art is taught as a subject in correlation with other studies, as is the case when a class paints a mural about Eskimos. It is also taught for its own sake.

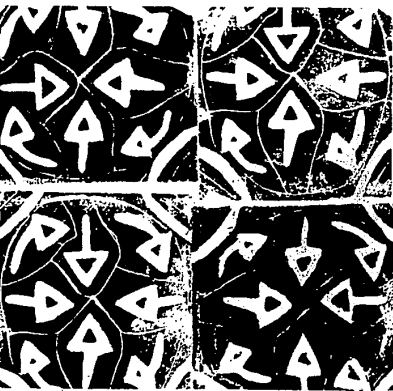
In Farmington schools, art instruction is divided into painting, sculpture, crafts and construction.

"We are more interested in the process than the product," Miss Ellis said. "Sometimes elementary school is the last chance these young people get to take art without first having to choose it over other interesting things like music and football."

Sometimes the natural feeling of elementary art is erased during the self-conscious years of junior and senior high school, so if you have a Michelangelo on your ceiling, leave him alone and let him grow.



Pam Fisher, an elementary art consultant, scrutinizes some of the children's entries. (Staff photo)



Don Guss, a Middlebelt Elementary School student, submitted this piece of art. (Staff photo)

Sauter elected to board

Ernest E. Sauter, president of the Farmington Community Library Board, has been elected to the Wayne-Oakland Federation Library Board.

The Wayne-Oakland Cooperative includes 60 libraries in the two counties. It was recently reorganized under a new state law that unites participating libraries under one board.

Sauter has been a Farmington board member for 14 years. He was active in the community effort to build the two Farmington libraries and was a mem-

ber of the board during their construction and the development of sub-sessional library services.

He was elected to the nine-member Wayne-Oakland board by the library boards of the largest communities in Oakland County. Other board members are chosen by small and medium-sized county libraries.

Sauter is a staff supervisor at Michigan Bell Management Development Center in Livonia, where he is responsible for the development of management trainees for the Bell system.



A child's home often is the subject of art, as is exemplified by Cathie Gural, of Wooddale School. (Staff photo)