

Hotel plans swim clinic

Big hotels have what could be called a "community-image" problem. That is, the residents of a community in which a big hotel is located tend to think of the hotel as belonging to the out-of-town guests, rather than to the community.

As Jim Mastrangelo, sales director of Southfield's Michigan Inn, puts it, "You may think of a supermarket as part of your community, but with a hotel you don't."

The Michigan Inn, together with the Birmingham YMCA, sponsored a "Learn-to-Swim Week" last week in the hotel's pool.

"We wanted to do something of a community service," said Mastrangelo. "I had heard of these 'adpole' programs with the YMCA."

"They (the Birmingham YMCA) have a very good swimming program themselves and we asked them to bring it over."

"The entire program is done right here in the hotel pool. We wanted to

try to use something we have in the hotel and make it available to the community."

The program attracted 105 new swimmers. All the money collected by the program — there was a registration fee of \$3 — went to the Birmingham YMCA to reimburse the instructors.

The Michigan Inn got started with a learn-to-swim program in April. It got "into" the program in a big way this past month, sending out flyers through the Southfield school system to inform parents of the opportunity.

"We'd like to continue (the program)," said Mastrangelo, "maybe not again this year, but maybe again next summer."

Mastrangelo called the program a good way to get the hotel involved with Southfield — a good way to let "a community know that a hotel is a very much part of a community."



Little Christie Johnson (left) enjoys the pool at Michigan Inn with instructor Kevin Fogarty during "Learn to Swim Week." The Southfield hotel worked in cooperation with the Birmingham YMCA all last week as many children benefited from the swim clinic. (Staff photo by Gary Friedman)

IN THE POCKET

By W.W. EDGAR

What next?

That's the question being asked by the area bowlers as they view the latest equipment while getting ready for another season.

The latest bit is the extension of the automatic scorer that now figures the individual and team averages, the team standings and everything else that the secretary has been doing except collecting the money. And they figure that may come next.

Being a league secretary always has been a chore. But the job had to be done as much in the way of tournament entries, and prize money depended on averages — both individual and team. But with the new machine the secretary's main duty is to collect the bowling fees.

If the new machine is adopted officially, it means the passing of the old-fashioned secretary and puts him in the class with the old-time foul judge and the pinsetters.

Not many present day bowlers recall it, but the foul judge used to sit in a cage up on the wall. He sat in line with the foul line and kept track of an entire league.

It was the same with the pinsetters. They used to be cooped up in the pits and spent most of their time ducking flying pins. Then came the automatic pin setter and the pinboy vanished from the scene.

Now progress is aimed at the secretary. No wonder the bowlers are asking, "What next?"

(Continued on page 4B)

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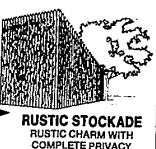
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