

Monday, July 14, 1980

# Promoting Sexy Remy is all in a day's work

By SHIRLEE IDEN

Lynne Deutch and Sande Drew have a lot going for them.

First, a high degree of professionalism, second, lots of chutzpah, and third, both can spell diversified.

About diversified. It's the name of their public relations firm, and it took them two months to master the spelling.

But even before they knew how to spell it, they were building a versatile, diversified business in Southfield.

After nearly a year on the hustings, the business is alive and well despite double digit inflation and a depressed local economy.

Both women are sure their decision to form the company was correct.

And if it wasn't that Lynne Deutch has chutzpah, it might never have happened.

"I was doing some public relations out of my home in Birmingham, and I wanted to do more than that," she said.

"I decided an office setting would be better. At the same time, I was reading about the big shake-up at Channel 4, and I got an idea."

Her idea was to call Sande Drew, Channel 4 reporter and anchorwoman, and propose going into business together.

"I didn't know her at all. We had never met," Ms. Deutch said. "But we got together for dinner and really hit it off."

MS. DREW, a victim of the tremor that hit Channel 4 when ownership was transferred to the Washington Post, wasn't even sure she wanted to stay in this area.

"I had been at Channel 4 more than four years and was anchoring the 5:30

*"It's hard to cast it off at the end of the day. I like things organized for the next year."*

— Lynne Deutch



LYNNE DEUTCH

p.m. news and reporting," she said. "When the switch at the station came, I considered a lot of things."

But the call and subsequent meeting with Ms. Deutch persuaded her to remain here and take the plunge into business.

"I left Channel 4 at the end of last August and starting putting the business together with Lynne in September," Ms. Drew said.

The two set up their offices in the Town Center Building and have been busy ever since.

Sande Drew is a native of Dallas, Texas, where she grew up. She majored in journalism at the University of Texas, subsequently working in television in Dallas and in southern California.

She was in Los Angeles when offered a job at Channel 4 in Detroit. She now lives in West Bloomfield.

"I was in media for 11 or 12 years," she said. "The dazzle was beginning to fade, and I don't really miss it in a sense."

Actually, she added, she still retains contact with media friends in her present work, so has the best of all worlds in a sense.

"And I'm doing something I really like."

MS. DEUTCH wound up in Detroit by coming here to visit relatives and meeting her future husband, Irwin.

"So we married and I stayed."

A native of Ohio, she was an art ma-

jeor studying first at Skidmore College and then at the Parson School of Design.

The Deutchs, who live in Birmingham, have three children.

"After I married, I retired from business, but as the children began to grow up, I decided I wanted to be back in the business world."

Of the two partners, Ms. Deutch is the organized one. In fact, her partner calls her "your basic workaholic."

"It's hard to cast it off at the end of the day," Ms. Deutch said. "I like things done and organized for the next year. But the family and I are both adjusted now."

*"I'm used to deadlines and working under pressure, so my orientation is different."*

— Sande Drew



SANDE DREW

Ms. Deutch and her attorney husband, who also is Diversified Public Relations business manager, are actively involved in charity work in the community.

And what other time she has left from work is spent with her children, who love baseball and movies.

MS. DREW calls herself "organized, but more casual than Lynne."

"I'm used to deadlines and working under pressure, so my orientation is different," she said. "We work on various aspects of different clients and complement each other."

"I spend most of my time working, but I like tennis, reading and swim-

ming, too. I have a fabulous "baby," my sheep dog, Tuppie. She likes to jog, so I jog too."

Tuppie, who also works, has been in television commercials and a movie.

Some of the clients the company handles include the Michigan Trade Exchange, Highland Appliance Co., Accredited Para Legal Services, Vital Options and Sexy Remy.

"It's something different every day, and that's what I love about it," Ms. Drew said.

They've dealt with restaurants, authors, banks, law firms, accountants and retailers.

"We worked with lobbyists, have done seminars, run workshops and written annual reports," Ms. Deutch said.

"WE'RE PUTTING forth 1,000-percent effort because we're new. We go overboard for clients."

The company employs a fulltime secretary, and the women also freelance from time to time.

"Most of our customers come to us through word of mouth, and we're beginning to get referrals from our clients," Ms. Drew said.

Neither of the partners have found any difficulty in being taken serious in the business world.

"I've found a great deal of acceptance," Ms. Drew said. "Most of our clients are men. I believe it's how you deal with people. We treat everyone as business people, and they react to that."

Ms. Deutch said people seem to gravitate to them because they are so outgoing. "And they remain with us because we're good."

## thoughts

### Roll off pounds

About two months ago, my brother invited me to go roller skating. He recently rediscovered the sport and felt I would enjoy the diversity in exercise.

At first I laughed and said NEVER! After all, I hadn't been on skates since I was 17.

"We'll skate on the sidewalks in Plymouth," he prodded. "You'll see how much fun we have."

"Skate on the sidewalks in Plymouth?" I answered hysterically. Now I know for sure I wouldn't go, recalling my childhood years on metal skates, cruising down the sidewalks with the neighborhood kids. I also recalled the skinned knees and elbows and bruised ego.

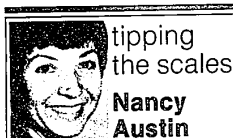
"NEVER" I whispered to myself.

Guess where I was two weeks ago on a Saturday. You guessed it. Rollerskating on the sidewalks and streets of Plymouth. The day was hot and I would much rather have been headed for the beach. But I promised, so I went.

I was amazed that it really did turn out to be more fun than I imagined. First, I managed to survive without falling and/or breaking anything.

And once I felt some security I was able to look up and smile. Finally, I was brave enough to try a street that had a slight incline. I found myself whizzing past homes and enjoying the neighborhood from a totally different perspective.

What was fun, too, were the neighbors who would wave at our group as we rolled by their homes. One lady, with a big smile on her face, applauded our efforts. Someone stopped us and asked about skate rentals (the big number on the back of the skate was a dead giveaway). Children stared curiously. But, finally, one child said to my friend, "You skate real good, mister."



tipping the scales  
Nancy Austin

At the end of two hours, I was ready to turn my skates back in. And being the died-in-the-wool dieter that I am, I wondered, on my way back to the skate shop, just how many calories I burned in two hours.

ACCORDING TO my source, "Activities," by Charles Kuntzleman, vigorous skating burns up to 600 calories per hour, but leisure roller skating, he rates at 350. Now I never do anything vigorously. In fact, my speed in any kind of activity is a family joke.

So, in all honesty I must rate my speed as leisure. That's OK. It's 700 calories that would probably would have remained unburned.

As for the beach, it still beckons. Next week I plan to sit for four consecutive days in the sun at the ocean front. Every once in a while, I will swim a few laps (vigorously, of course). Kuntzleman says swimming for one hour will burn about 540 calories. So in four day's time I will burn use about 2,100 calories in swimming. Reading, which I also plan to do for the four days will use about 100 per hour.

Now if I stay in the ocean and out of the restaurants, maybe I'll come back home with a weight loss.

Tune in tomorrow . . .

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