

Young author sinks teeth into eatery guide

"Obsession, goal, dream-delusion perhaps, but an idea so vivid we believe it to be prophetic. And who is to say it is not, for we make our own reality!"

— Joel Broder

By JACKIE KLEIN

Joel Broder of Southfield is only 19 years old. But the young entrepreneur has already developed a philosophy of life and achievement.

Broder recently produced and published his own book, "The 1980 Restaurant Directory — Metro-Detroit Edition." Everyone dreams about writing a book, he maintained, but he accomplished that dream. And he managed to do it — with a lot of help from his friends — while studying business administration, specializing in real estate, at Arizona State University.

"There's nothing outstanding about my achievement," Broder said. "Anyone can go to the moon, navigate the Colorado River or publish a book. All



JOEL BRODER

you have to do is believe you can accomplish what seems impossible and make it possible.

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STUART SHAPIRO and Jon Strager, both 19, were also responsible for publishing the new directory which was designed and assembled in Tempe, Ariz. Broder is executive managing editor of B&G Publications, Shapiro is Detroit managing editor and Strager is printing and graphic arts consultant.

Broder said he's like a general contractor. He pays the artists, salespersons, managers, publishers and mostly the bank.

The directory includes descriptions of nearly 250 area eating establishments, 150 miniature menus and detailed maps.

If you'd like to know the location, price range, dress code and business hours of eateries in and around Detroit, you'll find that information in the directory, Broder said.

"I saw a restaurant guide in Phoenix which was poorly designed and being sold for \$5.95," Broder said. "I figured I could publish one which is better and cheaper (\$3.95). I designed the directory around the competition using the phone book and making a master list of the best restaurants."

"We got some salespersons to do the leg work like picking up restaurant menus. Some of the owners and managers were skeptical about young kids knocking at their doors. They didn't believe we could pull it off. It took us nine months, but we did it."

Broder said he regrets the book didn't come out in time for Christmas. But he hopes for an avalanche of sales during the Republican National Convention. The directory will be sold in gift shops of hotels hosting delegates, he said.

THE DIRECTORY is gradually gaining interest, according to Broder, and is available at many drug stores, book shops and office supply outlets.

"We're already planning a totally revised 1982 edition," Broder said. "Our master plan is to produce a similar directory in other cities. If it's successful in one city, it can go over in others."

The enterprising young publisher conceived the idea for the directory when he was only 17 and a freshman in college. But he has been involved in a variety of businesses since he was 13.

"I entered the stock market after my bar mitzvah," he recalled. "I invested in a utility company with bonds and savings certificates I received as gifts."

Retired school personnel meet

The Farmington Area Association of Retired School Personnel will meet at 11:40 p.m. Tuesday, Aug. 12, in Ten Mile Community School's Room 4. The school is on Ten Mile Road, east of Farmington Road. The meeting is open to all retired persons who have worked in any capacity for any school system. Those attending are asked to bring one dish to share for a pot luck luncheon. The business meeting will be conducted after lunch, at 1 p.m. Program for the month will be a movie of Alaska.

\$3.95

THE 1980 RESTAURANT DIRECTORY

Metro-Detroit Edition

Includes: Menu, Price Range, Dress Code, Business Hours, and Location!

The Restaurant Directory

Morton Hacks mark golden anniversary



DR. AND MRS. MORTON HACK

Dr. and Mrs. Morton Hack of Farmington Hills will mark their golden wedding anniversary Aug. 10. The couple were married in Chicago, Ill. where Mrs. Hack grew up as Helen Kaplan. They have spent most of their married life in the Detroit area.

The couple are the parents of James Hack and Judith Hack Weiner, and have five grandchildren.

Dr. Hack is president of Hack Shoe Company, founded by his parents in 1916, and president of Ripple Sole Corporation.

He is a retired Lieutenant Colonel, U.S. Air Force. He has served as president of Michigan State Podiatry Association, Michigan Shoe Association, Prescription Footwear Association and is now president-elect of Board for Certification in Podorthotics.

CARIH-NAC meets Aug. 20

Detroit Chapter of CARIH-NAC, a group that supports the National Asthma Center at Denver, will meet at noon Wednesday, Aug. 20 at the Knobwoods Clubhouse in Southfield.

Luncheon will be served for a nominal sum.

Bill Leitner, editor of the Detroit

Free Press Action Line column, will be the guest speaker. His topic is "Behind the Scenes of Action Line."

Reservations should be made by calling Mildred Blau at 557-0823. Guests may attend. Rummage for the October sale will be accepted at this meeting.

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