

The latest in home movies: video protection

Meet Captain Video

Story: TOM PANZENHAGEN
Photos: MINDY SAUNDERS

Twenty-two-year-old Jeff Schoenberg has that every-mother's-son look.

Maybe that's why people invite him to their homes to examine their most precious and personal possessions.

"People seem to trust me," Schoenberg said. "Sometimes I even get invited to stay for dinner."

Schoenberg runs Video Protection

Services. For a fee he will videotape your entire home — inside and out. Rates start at \$85 (\$70 for apartments) and are determined by the square footage of the home.

The taped inventories are made primarily for insurance purposes. In case of fire or theft homeowners have a complete record of all their belongings.

"Insurance companies like the idea and they recommend the service to their clients," Schoenberg said.

Korotkin, Schlesinger and Associates of Southfield is one of about 12 companies which has endorsed Schoenberg's services. According to Milton Korotkin, the insurance firm's treasurer, a letter was sent to clients which reads, in part:

"We recommend that our policy holders take pictures of all their household possessions. Because of their fine reputation, professionalism and

fair prices, we have decided to endorse Video Protection Services."

Korotkin said in a phone interview that his company would endorse any reputable video protection firm, not only Schoenberg's, but added, "many clients have used Video Protection Services and they have been pleased."

SCHOENBERG GRADUATED from Southfield-Lathrup High School in 1976 and Michigan State University last year. He and three silent partners began Video Protection Services about seven months ago.

"One of the partners had a fire and he couldn't remember everything he had. I wanted to open my own business," said Schoenberg, who majored in finance at MSU, "but I didn't know what kind."

"When my partner got burned out, I decided to do a little research and wound up in the video business."

Schoenberg said his first move was to contact insurance agencies to see if they would recommend his service to clients. With that settled, Schoenberg invested in a sound-camera outfit and went to work.

"We advertise in local papers, but most of our business comes through insurance companies and word of mouth," Schoenberg said. At last count, Video Protection Services had filmed some 80 homes and five businesses.

"There's a revolution in video — everything's video these days," Schoenberg said, adding that he plans to stay in the business, perhaps branching out into such areas as filming court depositions and personal wills.

HOW USEFUL is a home inventory — especially a video inventory?

So far none of Schoenberg's customers have had to refer to his video record of their home. But Milton Korotkin recounts this story:

"One time a lady called up long after her claim had been settled, the check had been cashed, and she called and said she just realized she left the couch off the list."

It's doubtful that Jeff Schoenberg would ever miss a couch.

But usually it's the smaller, less-visible items which get omitted from in-

urance claims. For instance, Schoenberg said, "some people have so much silver that they don't know what they have."

He encourages homeowners to display everything they own, room-by-room, drawer-by-drawer. A microphone attached to his camera allows homeowners to offer descriptions of items as Schoenberg proceeds throughout the house.

It takes two to three hours to film a house, Schoenberg said, and the final tape runs one to two hours.

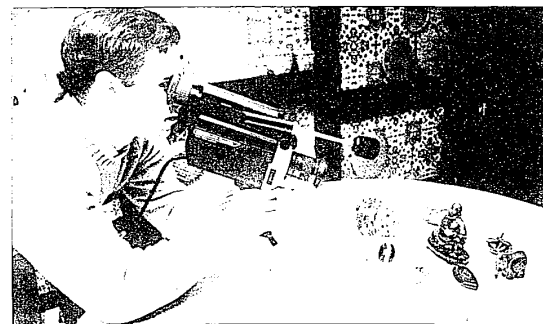
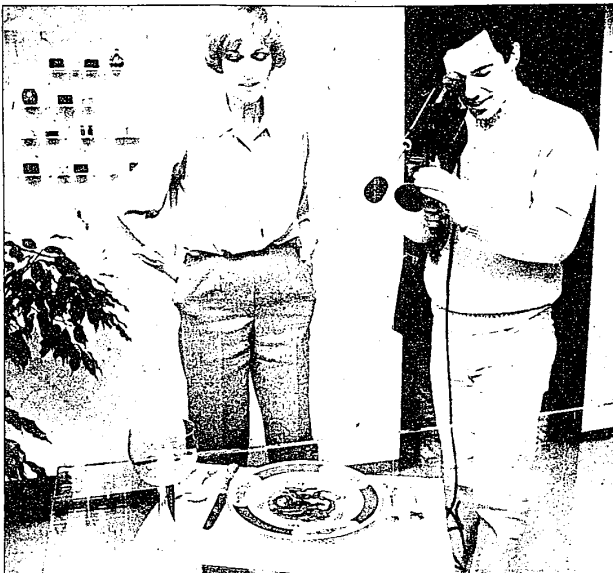
SOUTHFIELD POLICE officer Greg Durbin of the crime prevention bureau said "it wouldn't hurt" when asked about the effectiveness of videotaping.

"But you have to do something to deter the damn crime from happening in the first place," he added.

"Once it's stolen, it's gone — disappears instantly into the marketplace."

Durbin called videotaping "a waste of time without the initial steps of first making the home secure."

He said that "Operation Identification" continues at the department with 20 to 30 engravers in circulation. Homeowners can borrow an engraver and etch identifying marks into their valuables for possible future identification.



'Everything's video these days,' says Jeff Schoenberg, who runs Video Protection Services. Schoenberg will come to your home to make a video inventory of your belongings. He's shown here on a recent assignment in Birmingham. The woman in the photo did not want to give her name.

INSIDE ANGLES

STRIKE OUT at lung disease was their theme and youth bowlers did just that at Drake's recent Bowl-A-Thon, which raised \$124 for the prevention of lung disease.

Participants collected pledges for every pin they toppled for the American Lung Association.

Top scorers were awarded with plaques or T-shirts.

Vernon West, 13, of Farmington, took first place and raised \$247.

KUDOS TO North Farmington High machine shop students who scored high in the recent Michigan Industrial Education Regional Award Program.

First place in various categories went to seniors John McCann, Brian Brunt, John Ross, Craig Hoenesheid and Nick Hurick. Hoenesheid also took sixth place and an honorable mention in other categories. McCann won fifth place with his sine bar at the state competition in Grand Rapids. Hoenesheid won ninth place with his chess set.

LOCAL THEATRICAL talent can be witnessed on two stages this weekend.

Shakespeare's boisterous battle of the sexes, *The Taming of the Shrew*, is featured April 24 to 26 at the Bunstelle Theatre, Wayne State University.

In the role of Baptista Minola, father of Kate and Bianca, is WSU senior Robert Stormont of Farmington.

Tickets are available from the theatre box office, Cass and Hancock in Detroit (577-2972).

Laurie A. Smalis of Farmington is directing "An Evening of Theatre" at Mercy College of Detroit on April 23 and 24.

Smalis, a sophomore, will direct four one-act plays, two vignettes and an original dance number. Admission is free. The college is at Southfield and Outer Drive. Call 592-6080 for information.

OK, ALL YOU tobacco puffers, here's another chance to permanently crush the butt.

Providence Hospital in Southfield is sponsoring a stop-smoking clinic during May.

Two free introductory sessions are scheduled Monday, May 11, and Tuesday, May 12, to explain the program taught by Don Powell, Ph.D.

Powell promises to teach people how to quit calmly, comfortably and quickly without worrying about gaining weight or climbing walls.

The participants can repeat the program free of charge if they revert to their bad habit.

For details, call 424-3068.

WTWS/CHANNEL 56 recently completed the most successful auction of donated mer-

chandise in the station's history, raising an all-time high of \$723,012 during the week-long drive.

Kudos to local media celebs, like Farmington Observer-Editor Steve Barnaby, who act as auctioneers.

Items which sparked highly competitive bidding included two Super Bowl tickets from Hoot McNerney of Northland Chrysler-Plymouth and Bob Seger's motorcycle, which sold for \$875 and \$3,250, respectively.

Auction proceeds represent 17 percent of the station's \$4 million annual budget.

THREE CHEERS for Terri Rosen, who won a silver medal at the 16th annual Tri-State Free Skating Competition at the Detroit Skating Club in Bloomfield Hills.

Terri, 10, is a student at Forest Elementary School in Farmington Hills.

LOST ANYTHING lately? Better hurry on down to the Farmington Community Center's lost-and-found department.

The center, on Farmington road north of 10 Mile, is overflowing with items accumulated since September.

A spokeswoman for the center says owners will have until May, then the goods will be discarded.

IS IT TRUE, as one Shiasawee road homeowner said, that residents along the strip of roadway closed to traffic during construction will celebrate the break from constant cars by enjoying such country delights as picnics in the front yard?

Angles thinks the dust and noise of the rebuilding of the bridge over the Rouge River will make that an unseemly, if not downright unpleasant, prospect.

One homeowner said the peak hours for the daily onslaught of 21,100 vehicles are the normal rush hours and just after the bars close on weekends.

RALPH NADER is coming to town. The celebrated advocate of consumer rights will be the guest speaker at Adat Shalom Synagogue's annual fundraiser May 4.

Tickets for talk and lunch are \$18. Call the synagogue at 851-5100 for information.

BILL MILLIKEN has just announced the reappointment of Francis J. Rapp of Farmington Hills to the General Industry Safety Standards Commission for a four-year term, subject to Senate confirmation.

Rapp, chief of the UAW Occupational Health and Safety staff, has served as a labor representative since 1975.

Experience the European Collagen Complex by Revlon. Help your skin reach its peak of perfection and stay there. Revlon went to Rome, Copenhagen, Geneva and Paris to find the secret of the youthful, lovely skin of European women. This extraordinary formula is what they developed. And we would like to introduce it now to you. With your first use you'll not only see the difference, you'll feel the difference. Within just ten days the change in your skin will astound you. More vibrant, youthful. But you can't be told this, you must experience it to believe. Then you'll know why Revlon crossed the ocean to get it. 1 oz. cream, 1 and 7/8 oz. lotion, 6.50 each, 3 oz. cream, 4 oz. lotion, 9.50 each.



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