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## The Long Blue Edge of Summer

## Newly named ambassador says 'Yes to Michigan'

By Loraine McClish  
staff writer

Doris Scharfenberg, a Farmington Hills woman who says she's been saying "Yes to Michigan" for as long as she can remember, has been named Ambassador of Michigan Tourism by Governor William Milliken.

Her title and award was given for her consistent promotion of the state through her career as a travel writer that began about 10 years ago.

"I've been lucky," the free lancer said. "For all the writing about travel, Michigan was always the favorite subject. So I just kept writing about Michigan. When some of those articles were printed in national publications I was able to spread the word about our state nation-wide." Coming in on the heels of her award is the publication of her first book, "The Long Blue Edge of Summer," subtitled "A Vacation Guide to the Shorelines of Michigan" that is expected to be in the book stores before the month is out.

"The timing is a bit overwhelming," she says. "It's a publicist's dream come true and sure does not happen more than once in a lifetime."

WRITING ABOUT Michigan was a natural for the woman who said she

had to sell her husband on the idea of camping for a way to spend the family vacations.

"You write about what you know about," the mother of four said. "We camped all over the Upper Peninsula and every time we left to go or come home we'd take a different route.

"Then we'd have special trips to visit ghost towns or pick blueberries or hunt for agates or lighthouses."

She wrote her book, she said, "For the family with the kids in the back seat and the fishing rod on the roof of the car."

"The family that makes a two week reservation in the Grand Hotel and lets it go at that isn't going to be interested."

She thinks of Michigan's 3,100 miles of freshwater coast as "one of the unsung wonders of our land, as astonishing in its way as the Grand Canyon."

The author calls the coastline "unsung" because there has never been a book written about it before.

The name of the book comes from the name of a special section Scharfenberg did for the Detroit News several seasons ago. It was only after the section was published that she realized that it was totally unique; no one had ever before given the motorist a guide to the state's generous share of the four

Great Lakes, the Detroit River, Lake St. Clair and the St. Clair River.

FOR THE family "with the kids in the back seat and a fishing rod on the roof of the car," The Long Blue Edge of Summer is a practical, budget-minded guide with sections devoted to specific stretches of the coastline.

Scharfenberg limits the tour to about one-mile inland from the coast listing "every festival, museum, fishing pier, public beach and wildlife sanctuary with some emphasis on places to watch the long ships and places to escape the crowds," she said.

Along the way she puts in little bits and pieces of background on a town or

a shipwreck or tells how to interpret the signals on a freighter.

Facts and statistics are read with ease as she tells of Indian lore, Michigan hunters, lost cargo on the bottom of the Great Lakes, and the 1871 Chicago fire that wiped out lumber camps and towns in Michigan's thumb.

"I'm very pleased with the graphics," she said of the cleverly executed maps by William B. Eerdman Publishing Company.

But all the photos in The Long Blue Edge of Summer are ones she took herself, from the Renaissance Center stretching to the Ohio, Indiana and Wisconsin borders.

THERE ARE not too many who have

been given the title of Ambassador of Michigan Tourism.

"I'm in good company," she said, naming George Pierrot and Len Barnes, editor of AAA's Michigan Living Magazine, who were given the title before her.

Scharfenberg was born and raised in Detroit, graduated from Hillsdale College and has always lived in Michigan.

The first free-lance article she sold was on family camping, published in an in-house Elks magazine.

She has since been published in the Detroit News, Odyssey, Michigan Living, Ford Times, Better Homes and Gardens, Chicago Sun-Times and Newsday.

She is a member of Society of American Travel Writers, Midwest Travel Writers Association, Travel Journalists Guild and Detroit Women Writers. She works from her home-studio, lined with files, book shelves and maps. Her feelings about Michigan seem to be best summed up in one paragraph from her book:

"I retain my wonder of that horizon because the Great Lakes have always struck me as being by far the truest measure of North America's breadth. Hard to grasp that a land should contain several freshwater seas so big that ships can steam out of sight of the shore for a day or more, or even founder in giant waves."



RANDY BORST/staff photographer

Doris Scharfenberg, who has been selling Michigan as a vacation spot for the past 10 years, does that selling through the articles she writes from her Farmington Hills home studio. Writing about her

favorite state won the free lancer the title of Ambassador of Michigan Tourism.

## Milliken praises tourist industry

Governor William Milliken paid tribute to individuals and organizations who made contributions to the growth and efforts of Michigan's travel and tourist industry at an awards dinner given late last month.

During his remarks he praised the tourist industry as a stabilizing force during what he termed the state's worst economic time since the 1930s. Michigan ranks fourth nationally as a vacation spot for travelers which amounts to about 10 percent of the national travel market. Milliken told guests that an increase of only one percentage point would add about 6,000 new jobs to residents here.

Farmington Hills resident Doris Scharfenberg was one of six individuals named "Ambassador of Michigan Tourism" this spring.

She shared the honors with Jack Bushong, who directs the Miss Michigan Pageant; William Cresson for his work in building Grand Haven's musical fountain; Adrian deVogel, manager of Dearborn Inn; Robert McCabe of Detroit Renaissance and Jean Worth, a former newspaper editor in Escanaba.

Also honored were Amway Corporation of Ada, Blossomtime Festival of Benton Harbor, Charles Mott Foundation in Flint and Meijer, Inc. based in Grand Rapids.



The Rev. Stan Nicol, pastor of North Farmington Baptist Church, also serves as chaplain for residents in Detroit Baptist Manor. He is a member and past president of Farmington Ministerial Association and chairman of Farmington Youth Assistance. He is also a member and past president of South East Area Baptist Ministers Council.

North Farmington Baptist Church  
Steeple marks congregation's 25th year

The congregation of North Farmington Baptist Church marked the 25th anniversary of the church charter with a gift of a new 23-foot steeple. The spire was hoisted in place atop the church at 32500 13 Mile Road last weekend.

Meanwhile, members of the Women's Society of the church took to the church grounds, making up a work party that spent the day planting spring flowers.

Both projects are completed and ready for members and guests who attend the special anniversary worship service, set for 10 a.m. Sunday.

Pulpit guest for the occasion is The Rev. Robert McQuaid, executive minister of American Baptist Churches of Michigan.

Dr. Stanley Nicol, pastor and the fourth of the ministers to serve the church in its 25 year history, will respond for the congregation.

NINETEEN FAMILIES made up the

congregation when the church was chartered June 14, 1957, as an extension church of Covenant Baptist Church of Detroit.

Initially, worship services were held in Farmington High School. In 1958 the church moved to temporary quarters in Bond School at the corner of 13 Mile and Orchard Lake roads.

But before the fall of that year financial support came from Covenant and the Detroit Association of American Baptist Churches which enabled the congregation to acquire six acres of land for their own building.

Ground was broken Sept. 21, 1958, and the first worship service was held in the new facility Aug. 2, 1959.

The original church held a steeple, but had not weathered well during the past few years. Members of the congregation designed the new spire and put it in place.

More than 300 charter members, current and former members and

members of the original church mission committee have been invited to take part in the anniversary celebration.

The ceremonies include an anniversary banquet and reception hosted by Covenant, which now occupies a new church facility on West Maple Road in West Bloomfield.

Theme for the banquet will be "Through the Years," a special presentation prepared by Dr. Nicol which recounts the church history.

In addition to the new church steeple, the anniversary observance also includes a special mission gift from the congregation to Friendship House. The community service center in Hamtramck is sponsored by American Baptist Churches.

The gift will be used to help purchase a new van for transporting the children and elderly citizens served by Friendship House.



The church grounds went through a beautifying process through the efforts of members of the church's Women's Society in preparation for the anniversary service Sunday. From left are Fran Hund-

ley, Gloria Devlin, Marion Tanton (kneeling) and Dorothy Hearn, all residents of Farmington Hills.



Lowell Brown and Bill Devlin, both residents of Farmington Hills and both members of North Farmington Baptist Church, made their contribution to the anniversary celebration spending Saturday erecting the new 23-foot steeple. The church received its charter June 14, 1957.