

Shiny smiles

Orthodontists report booming business

By Judith Doner Berne
staff writer

Like Pooh Bear moving in on a pot of honey or Indiana surrounding Gen. Custer, three orthodontists appear to be closing in on ready prey at West Bloomfield's Orchard Lake Middle School.

The three — Dr. Edward Essayan, Dr. Steven Lash and Dr. Robert Matthews — have all moved to spanning new buildings within a block of the school, on Orchard Lake Road about halfway between Maple and Walnut Lake roads.

However it may look, the three orthodontists generally agree that locating on Orchard Lake Road was their actual target. The fact that Orchard Lake Middle School is nearby is a bonus.

Their practices, they say, are not dependent on that school's population, but extend to other nearby middle schools and high schools, and some not so near.

And, as the number of adults wearing braces continues to grow, that market is another resource for their shiny metal.

"I WAS in the area. I needed more space and better facilities. We didn't aim to be next to the school, but it doesn't hurt," Essayan said.

Essayan's office is closest to the school, facing it across Orchard Lake Road. He moved 1½ years ago from another Orchard Lake Road location, less than a mile south.

Lash followed suit in December, moving to a building immediately south of Essayan's from of-

fices on West Maple, next to Bloomfield Charley's. "Two of us have always been here. And Bob Matthews has owned that land for ages," Lash said. "It's a coincidence, but basically a matter of being on Orchard Lake Road."

"Being around a middle school or junior high is nice, but not necessary," Lash said. "But if you can keep the kids' time out of school to a minimum, it's appreciated."

Matthews is in the process of moving into a new building on the same side of Orchard Lake Road as the school. He formerly was at 13 Mile and Farmington Road, in Farmington Hills.

"Dr. Matthews is more into adult orthodontics," according to Gloria Matthews, his mother and office manager. "We didn't even know of the school."

THE READY presence of the orthodontists has prompted a modification of Orchard Lake Middle School's rules for leaving the building, principal Robert Riggs reports.

The basic rule is that a parent must come to the school office and sign a child out, Riggs explained. "Since we've had the influx across the street, we've had a few requests to allow children to go to the orthodontist and return on their own. We've honored them."

"We're concerned about kids' safety, but it's your child," Riggs said. "I always say 'cross at the light and walk on the sidewalk.'"



Orchard Lake Middle School Principal Robert Riggs has altered the rules for leaving school since the influx of nearby orthodontists. If a parent requests it, a student may leave school to go to the orthodontist on his own. Generally, a parent must physically sign to get a student out of class.

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(FSA)



LEFT: Teenagers and braces go hand-in-hand. But orthodontists located close to Orchard Lake Middle School say they only wanted to be on Orchard Lake Road. The fact that the middle school is there is a bonus. ABOVE: Robin Leo, an Orchard Lake Middle School student, has only to walk across the street to get her braces checked.

JOHN STAND/Staff photographer

The instruments look lethal, but orthodontists today is in vogue for teens and adults.



INSIDE ANGLES

MAYOR FRED HUGHES in his "state of the city" address last week said the city has borrowed on its future and caused residents to suffer significantly by delaying action on a major drainage and sewer problem. Other challenges facing Farmington Hills include the acquisition of park facilities and improvement of the police department's quarters. The curtailment and delay in major repairs and paving for roads has meant "suffering for everyone," and "down the pike will be a high priority item," said Hughes. "The council is both willing and able to address these issues and hopefully will provide both long- and short-term solutions."

IN HONOR OF Mercy and Harrison High Schools, which recently captured state championships in basketball and football, respectively, the Farmington Hills City Council has designated January 17-21 as the "Week of State Champions in the City of Farmington Hills." The athletes "brought honor, pride and recognition" to Farmington Hills, displaying "excellent sportsmanship and commitment," said Mayor Fred Hughes, reciting a City Council resolution. Hughes asked that the Marlins and Hawks be presented with plaques at tonight's legislative session.

ERIN GO BREW! It's St. Patrick's Day today at O'Sheehans Tavern, an Irish Eatery, Farmington Hills' newest Irishman establishment. Irish entertainer Patti Malone will perform from noon to 2 p.m. and 5-8 p.m. Charlie Taylor takes the stage from 8 p.m. to 1:30 a.m., highlighting the evening's activities. Specials of the day include corned beef and cabbage and green beer, far designed to please the palate of the Irish and non-Irish alike. At O'Sheehans, St. Patrick's Day comes a dozen times a year — on the 17th of every month.

THE POLITICAL Action Committee of WomenCenter, Orchard Ridge Campus, Oakland Community College, is organizing car pools now for the celebration of Pro-Choice Lobby Day. The day is the 10th anniversary of the constitutional right to abortion.

Car pools are being formed for a party 4-7 p.m. Wednesday, Jan. 19 in Lansing and for The Decade of Choice celebration sponsored by several pro-choice women's groups 5-8 p.m. Friday, Jan. 21 in Woodbridge Tavern, Detroit. For more information, call WomenCenter, 471-7745.

THE VOLUNTEERS who staff Orchard Ridge Campus WomenCenter are always looking for more comers to help with their varied programs, but there is a particular need this winter. They are looking for those who have expertise in

the area of reorganizing the center's research and resource files. Persons wishing to lend their know-how are invited to call WomenCenter, located in Room 308, J Building, 471-7692.

CONGRATULATIONS TO DAVE GUSTKEY on being admitted as a partner in the firm of Pollmer, Rudzewicz & Co. He has been elected as a vice president and director of the Certified Public Accounting firm. The Farmington Hills resident is a graduate of Wayne State University.

SENIOR CITIZEN ALERT Mark Feb. 18 on your calendar. That's when you can register for the senior citizen discount program. The ID cards will enable seniors in Oakland County to take advantage of discounts offered by local merchants ranging from 4 to 50 percent. The Feb. 18 registration will be at the Farmington Senior Center at Mercy center, 28600 11 Mile. Registration will be between 10 a.m. and 3 p.m. To participate, a senior citizen must be 60 years or older and an Oakland County resident.

If you wish to submit an item to the Inside Angles, address it to 23352 Farmington Road, Farmington 48024. This space is reserved for the "tidbits" in Farmington life that may not be important enough for an entire story, but which are fun and interesting to know. The Inside Angles will appear each Monday.

Visitation rights are discussed

Steven Novinson, assistant professor at the Wayne State University Law School, will be the next speaker in the law and family policy seminar series sponsored by the Merrill-Palmer Institute for Family and Human Development Research at WSU.

Novinson will speak on "Visitation Rights of Non-custodial Parents Following Divorce" at 3:30 p.m. Wednesday, Jan. 26, in the Freer House of the Merrill-Palmer Institute, 71-A East Ferry Avenue. Responding to his talk will be Judith Adelman, a family counselor at Montgomery and Associates Outpatient Counseling Clinic, Birmingham; and Sol J. Schwartz, a Birmingham attorney.

The seminar series, continuing through May 23, was planned to bring together family and legal professionals in an effort to provide a better understanding of the many critical issues involving the law and families.

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