

Visits old family friend

Foreign exchange student carries on tradition



By Joanne Maliszewski
staff writer

In the United States, when a party is slated to begin at 10 p.m., the guests arrive around 10 p.m. In Chile, guests arrive sometime around 11:30 p.m.

That's a major difference Chilean foreign exchange student Juan Carlos Munoz Boudequer has noticed in his eight months in America.

"As they say here: 'Time flies.' In Chile, they say time walks," said Farmington Hills resident Kay Briggs, an old friend of Boudequer's family.

Deciding to study in the United States (Berlin, Pa.), Boudequer has followed an example established by his parents almost 22 years ago.

"I really dreamed I'd be an exchange student," said Boudequer, 18, the son of Briggs' first foreign exchange student in the mid-1960s. "It's really quite a tradition."

In fact, Boudequer said, his two

younger sisters, 11 and 14, are planning to join Youth for Understanding in a few years to travel to the United States and live with a family while attending a public school.

"I wanted to see how you live," Boudequer said, explaining why he was following in his parents' footsteps.

BUT BEYOND obvious differences such as language, size of the country and the school systems, there's a lot of similarity between America and Chile, Boudequer said.

"I thought hundreds of times what it (America) would be like," Boudequer said in near-perfect English he has polished since his arrival in August.

On spring break this week, Boudequer decided to visit Briggs after years of only hearing of his mother's "American mother."

Shortly after Boudequer's mother, Janie, completed her foreign exchange program in Farmington Hills more than 20 years ago, her father

died. So when she married several years later, Briggs' now-deceased husband stood in as father of the bride, Briggs said.

Even though more than two decades have past since his parents were exchange students — his father in New York — Boudequer believes he's seeing and experiencing much of what they saw on their first visit to America.

MOST NOTICABLE IS that while American are friendly, they seem more distant from each other than are Chileans.

"When Chileans go to a restaurant, everybody discusses who will pay the bill. Here, everybody pays their own."

Boudequer admitted his fantasy of America was dominated by the image of large cities such as New York and Chicago. So as a "city boy," Boudequer was drawn to Detroit with its tall buildings and traffic.

Studying now at a public high school in Pennsylvania and living

with the school's coach and his family, life is much the picture of "Main Street, USA," Boudequer said.

"It's a big change to live in a town," Boudequer admitted. His Chilean hometown of Concepcion is that nation's third largest city.

Laughingly, Boudequer said that in a small American town, "The biggest thing to do is talk about people."

But when he's not listening to the local gossip, Boudequer's busy with sports and studying, he said. His American high school classes are less difficult than those in his Chilean private school, he said.

NOW, HAVING LIVED in the United States nearly a year, Boudequer probably will return because he'd like to attend college here — preferably the Massachusetts Institute of Technology — so he can study computers and become an electronics engineer.

But Boudequer would be happy to travel anywhere because "I want to know more of the world."



photos by RANDY BORST/staff photographer

Chilean foreign exchange student Juan Carlos Munoz Boudequer takes time off from school in Pennsylvania to visit with Farmington Hills resident Kay Briggs, an old family friend.

Marketing researchers say your opinion counts

By Joanne Maliszewski
staff writer

Television is only one arena in which people are asked to participate in the Pepsi Challenge or asked which detergent gets out ring around the collar.

If you're one of the millions of people who have been asked for your opinion of a certain product or advertisement, you know what marketing research is all about.

On the other hand, if you're one of the millions who shy away when you see interviewers carrying clipboards and questionnaires, think again. You're passing up a rare opportunity to tell corporate America what you think.

"Your opinion counts," said Susan Blaise Altale, supervisor of the Opinion Place in Tally Hall at Loehmann's Hunter Square Mall in Farmington Hills.

Like many marketing research firms, the Opinion Place, which is a member of the Marketing Research Association (MRA), "serves as the eyes and ears" of manufacturers who really do want to know what the consumer is thinking about and buying, Altale said.

So if you've wondered how manufacturers know exactly what your taste buds are melting for, or why you respond to one type of commercial instead

of another, take a stroll through Tally Hall. There's a good chance your opinion will be heard.

"We have a much easier time collecting data at Tally Hall," Altale said. "People are mostly browsing there — they are there for entertainment. So answering questions gives them something to do."

BUT COLLECTING opinions is serious business for manufacturers who rely on what the consumer wants as a basis for what and how something is produced, Altale said.

Because certain products and advertisements are geared for a particular age group, income level or sex, marketing research interviewers stop browsers and ask basic questions about who they are.

"If they say yes to the right questions, we then ask them to do a survey," Altale said.

The type of survey you'll participate in depends on the type of manufacturer and product that's being tested.

So if the Opinion Place's assignment is to survey people's use of a particular cocktail sauce, interviewers look for people who might fit a role manufacturers expect would buy the cocktail sauce.

Please turn to Page 4



Tally Hall shopper George Smith takes a casual taste test while Opinion Place interviewers Virginia Richardson (left) and

Susan Blaise Altale mark down the results.

RANDY BORST/staff photographer



WHITE COLLAR WORKERS

Henry Grethel white spread-collar striped dress shirts take seriously their job of making you look great. Full-cut for a business-like fit. And they're polyester/cotton so there's no hard work keeping them fresh and clean. Blue/gray stripes. Sizes 14½ to 17½. The price? A mere \$26.50 in Hudson's Dress Shirts, or at Metro Detroit stores.

hudson's *men's store*



ORDER BY PHONE: 24 hours a day, 7 days a week
In Metro Detroit, call 569-2454. Elsewhere, order toll-free 1-800-233-2000.