

Administrator takes over helm from retiring Prisk

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pointment includes a two-year contract. "It's been a goal of mine to return to Farmington," said Flanagan, the assistant superintendent of finances in the Huron Valley district. Flanagan will start his new job May 15, two weeks before Prisk is scheduled to retire. Prisk, 64, announced his retirement in November after 17 years with the Farmington district. "I know Mike is joining an excellent management team and will bring things to it to make it even better," said Prisk, about his replacement. Before his appointment in 1977 as finance chief for the Huron Valley Schools, Flanagan was assistant business manager in Farmington 1973-77. "I mean it sincerely, this is one of the best districts around," Flanagan said,

offering his reasons for wanting to return to the area. "I've been thinking about coming back for years. The key is the staff here. They're excellent." TALKING ABOUT his time with the Huron Valley Schools, Flanagan said "in a lot of ways it (the district) is similar to Farmington. It's been a good experience for me." In an interview following his appointment, Flanagan said his attitude toward school finances is one of always maintaining a balanced budget and keeping a school district "financially sound." "There are areas in a school district where you can save money without reducing services," Flanagan said. "The money that's left can then be used in educational services."

A University of Notre Dame graduate with a degree in finance and economics, Flanagan also holds a master's degree in educational leadership from Eastern Michigan University. Flanagan also is chairman of a state-wide committee charged with developing standards for the state Legislature to certify school administrators. He is one of 400 in the country who has been officially certified as a school business administrator by the Association of School Business Officials of the United States and Canada. Flanagan is married and has two children.

Orchard Ridge spruces up campus

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"Still, we're limited in the types of experiments we can do because of the lack of funds and ducts." Stevenson hopes to provide more office space by renovating the third-floor mezzanine levels of some buildings. Asked to pin down the cost of the improvements, Stevenson said, "I would anticipate that it would be in the

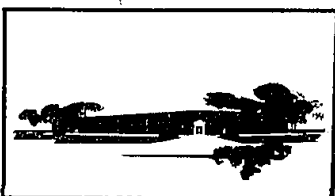
\$800,000 range. It depends on the competitive bids." ALTHOUGH IT isn't part of the planned improvement project, the carpeting which has covered the halls and stairways for the past 18 years is being replaced, according to Stevenson. "It's certainly held up well," he said. "Eighteen years is a good life span. But in certain areas, like stairways, it could be considered a safety hazard. It's be-

come badly worn. "With all the traffic we have, people coming in with snow and salt on their feet, a lot of the seams have split and the carpeting itself is rotting in some areas." New carpet will be laid in buildings not being renovated, said Stevenson, who added that "phase one" would consist of 3,600 yards of carpet and cost about \$52,000. "That's what we were able to get in

our budget this year," Stevenson said. "What we do next year will depend on the amount of money that the college can dedicate to this program." Orchard Ridge is one of four regional campuses which make up Oakland Community College. Others are in Royal Oak, Pontiac and Union Lake. In addition to the 7,500 students, the Orchard Ridge campus has 125 faculty members and 12 buildings.

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Hospitals turn to marketing strategies

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emergency care down to no more than 60 minutes. The hospital also advertises the availability of emergency care at its Novi facility. The ads for the Novi facility are targeted to people within a five-to-seven-mile radius of the center, Graber said. "We're trying to target our marketing," Graber said. "It's not just advertising. We're now listening to what our

consumer wants. We are more concerned with awareness. If you need our kind of service, come to us." The limited advertising Botsford has done includes promoting specific services, such as an obstetrics program. Every now and then, the hospital also plugs its new chemical dependency unit. St. Mary Hospital's advertising push centers on discount camp and school physicals at the hospital's family-care

center, McConachie said. Ads are also used to promote the hospital's graduated fee schedule for emergency care. Harper Hospital advertises reality. The hospital is spending big bucks on advertising its cancer treatment center. The marketing thrust is geared toward showing the public there is no need to travel to New York to the Sloan-Kettering Institute when Harper, with the same facilities and expertise, is so close, Spellman said.

"It's clearly a more competitive situation. But people don't realize the facilities we have here," Spellman said. "We're not doing self-aggrandisement type of ads," he said. "We're just telling people what's going on." "We're not expecting people to walk in the door as a result of these ads," Spellman continued. "It's not a sale. I hope we don't come to the day when you see the \$400 gallbladder advertised."

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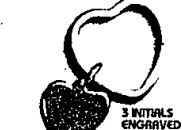
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