

Suburban Life

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Updating the business card swap

Special version of the Yellow Pages is new link in women's network

By Marie McGee
staff writer

THREE ANN ARBOR female entrepreneurs are inviting area women to use their fingers to go walking through a special version of the Yellow Pages.

But they'll have to wait until June for the experience that will put them in contact with women in business, professions, services and women's organizations.

That's when the Detroit Area Women's Yellow Pages will be off the press. The directory is the brainchild of Maggie Hostetter, Lorri Sipes and Beth Vermitt.

The Detroit directory is a sister publication of the Greater Ann Arbor Women's Yellow Pages which has been successfully published for two years by the trio. It's patterned after similar directories published in many major cities across the U.S.

The Detroit directory will be similar

in design and format to the Ann Arbor directory. High-quality graphics and artwork will be included. The Ann Arbor Yellow Pages contained 92 categories and Detroit should have even more, the three women promised.

PURPOSE OF THE Women's Yellow Pages is threefold: to provide an advertising medium for women; to help women network with one another; and, to inform the communities about women's achievements and contribute to the work sphere.

After it is published, 40,000 copies of the directory will be distributed free of charge throughout the tri-county area to women's organizations, bookstores, chambers of commerce, women's centers, libraries, businesses, universities and many other locations.

One special area of distribution will go to procurement officers of government agencies and major corporations to assist them in finding woman-owned businesses and women professionals for their affirmative action requirements.

At the outset, none of the three had any inkling of what went into publishing the directory. Their jobs certainly didn't help them. Vermitt sells real estate; Hostetter is a social worker who counsels the criminally insane; and Sipes is an architect with a firm that specializes in historical restoration.

"**WE JUST KNEW** there was a need," said Vermitt. It surfaced as the three women kept bumping into each other at various social functions.

"We kept exchanging business cards and we began to talk about what a wonderful idea it would be to formalize the exchange," recalled Vermitt. "We knew there were many women hidden out there in the work force, particularly where initials and not first names are used."

While the project was a lot of work that took nearly all their personal time,

it has "become a labor of love," they agreed.

They were also fortunate to hook up with another woman, Roseann Hebel Brown, whose expertise is in graphics.

Brown, who is the graphics editor for Monthly Detroit magazine, is credited with the attractive and easy-to-read format of the directory, done primarily in yellow with an eye-catching cover.

The first edition showed the Mona Lisa, with a pencil over her ear, holding a collection of items that included a rose, pliers, hammer and paintbrush — to show the diversification of careers between the covers.

The 1984 edition has a modified picture of the Statue of Liberty. Instead of a torch, Liberty is holding a phone and her message is: "It's for You."

An inside page provides the reader with interesting background on the Statue of Liberty and its creator, sculptor Frederick Auguste Bartholdi, and details how Liberty has been a symbol of freedom for women since her birth in 1886.

"**WE LEARNED A lot** since the publication of the first directory," smiled Hostetter. One thing was never to leave keylined pages — all made up and ready for the printer — in the trunk of car in 81-degree temperatures.

"I had them in a portfolio in the trunk of my car ready to deliver to the printer. It was so hot, the wax used in pasting down the galleys of printed material melted. It was a mess," said Hostetter.

Financially, the project has been fairly successful. "Not enough for us to quit our jobs," smiled Sipes, "but successful enough to tackle Detroit." Most of the profits are plowed back into the business. Their offices are in their homes and the women do all their own proofreading.

"By the time it's ready for the printers, we practically know it by heart," said Sipes.

"It's like having your own Trivial Pursuits game," they grinned.

For more information, the publishers can be reached by calling 662-2957 or by writing them at P.O. Box 2463, Ann Arbor 48106. Listings and display ads for the Detroit directory are being accepted until March 31.

Community Tre-Ore included in Lutheran Holy Week schedule

Among the several special Holy Week services planned at Prince of Peace Lutheran Church located on the corner of 12 Mile and New Market near Farmington Road, is its annual Tre-Ore Service from noon to 3 p.m. Good Friday. The dramatic service is divided into seven 20-minute segments with a five-minute break between each, allowing time for those with tight schedules for leave taking.

This special worship encounter dates back to the days of Ignatius of Loyola, a 16th century Spanish soldier and bon vivant. The idea for this kind of service, which lends well for private meditation, came while he was recuperating from a battle wound at Montserrat, where he committed his life to God before the high altar in the chapel of a Benedictine Monastery located there. Ignatius is also the founder of the religious order known as the Society of Jesus or the Jesuits.

The Tre-Ore Service has found a place in many Christian communities and is observed annually around the world. The structure of the three-hour service is such that those working in the area might be given an opportunity to formally participate in a worship service on Good Friday, one of the most sacred days on the Christian calendar. It is designed in such a way that one can attend without interrupting his or her work schedule. It can fit nicely into a lunch hour slot, but local merchants are asked to cooperate on that day to allow employees to take advantage of this once-a-year ritual.

The special meditations will revolve around seven Spiritual Patriots whose Scripture chose to keep names.

These brief meditations will be led by the Rev. T. Richard Marcia Sr., pastor of the parish.

In addition to the meditations, special prayers, readings from the Scripture, and Lenten hymns sung by those in attendance, choral and instrumental presentations will be included in the seven worship segments.

Though no special offering will be received, a basket will be placed at the door for those wishing to contribute. All the monies collected will be used to help relieve the famine conditions in Ethiopia.

ON MAUNDY Thursday, April 4, a Eucharistic Service at 7:30 p.m. will be preceded by a re-enactment of the Passover Meal, during which the Sacrament of Holy Communion was instituted.

Later, on Good Friday evening, a Service of Darkness, called Tenebrae, will be conducted at 7:30 p.m. The seven meditations for that service will be based on the Seven Last Words from the Cross.

Easter Sunday morning, a Sunrise Service begins at 7 a.m. after which a breakfast will be served by the young people of the church to all in attendance.

The High Festival Service of Praise and Thanksgiving will be conducted at 10:45 a.m. The Sacrament will be administered at both worship services. All musical presentations will be under the direction of Charlotte Eberhard, minister of music.

The community is invited to attend any or all of the special services planned for Holy Week and Easter Sunday morning at Prince of Peace.

4-7-year-olds will vie for Little Star title

Applications are now being accepted for the 1985 Michigan State Little Star Pageant set for Saturday, July 27, in Hilton Inn in Plymouth. The winner of the official state pageant will go on to compete with a representative from every state, the District of Columbia and Puerto Rico for the title of National Little Star in October.

The National Little Star Pageant, formerly known as National Little Miss, is affiliated with the Miss National Teen-Ager Pageant which is the oldest teen pageant of its kind in the country.

Amy Harvey, daughter of Mr. and Mrs. Michael Harvey of Rockford, Mich., is Michigan's current reigning Little Star. She was recently named fourth runner-up in the national competition in Orlando, Fla.

Contestants must be between the ages of 4 and 7 and will be judged on poise, personality, interview and appearance.

TROPHIES WILL be awarded for Miss Photogenic, Best Personality, Most Poised, and Best Party Dress.

Tinkerbell Good Grooming Products will award a special plaque to the winner of the Good Grooming Award. Tinkerbell will also award a gift to the top five winners.

All contestants will have a full day of pageant events with their mothers. Contestants will be escorted on stage in their party dresses. Each contestant will participate in a judges interview.

The winner will receive a cash award, an official portrait, National Little Star accessories, a swimsuit from Pelican Harbor Swimsuits and her sponsorship paid to the national pageant.

Interested young girls may write to Michigan State Little Star Pageant, 155 Stony Ridge Drive, Longwood, Fla. 32750 for an application.

"Each person attending will receive an orchid cultivated and donated by John Marchinski, and we have many lovely door prizes to give away." Tickets are \$10, or \$35 for patrons, and \$50 for benefactors. Sponsors and benefactors' names will be listed in the day's program.

"I promise to be an exciting afternoon with fashions presented by Alvin's coordinated by Sheryl Fellows," said Ida Krandle, a Farmington Hills resident who is chair for the fund raiser.

Churches join for Good Friday services

A community Good Friday service of prayer and worship begins at 1:30 p.m. Friday, April 5 in Salem United Church of Christ, 33424 Oakland in downtown Farmington. The observance will be sponsored jointly by two longtime Farmington congregations, with the Rev. Arthur Spafford of First United Methodist Church and the Rev. Lee W. Tyler of Salem Church leading in worship.

These two congregations, among the oldest in the area, have uniquely parallel membership and history of ministry in Farmington. The First United Methodist Church is celebrating more than 150 years as a congregation and the membership of Salem Church was organized in the mid-19th century, meeting at various times in the Methodist Church until Salem Evangelical Church was built in 1902.

Everyone is invited and welcome to attend this Good Friday service. Music will be provided by members of the Chancel Choirs of both churches, and nursery care will be available.



ART EMANUELE/staff photographer

The need for a network with other women prompted Maggie Hostetter (left), Beth Vermitt and Lorri Sipes to publish the Women's Yellow Pages. A Detroit directory is due in June.

Lee

ATTRACTIONS

GUYS' STRAIGHT-LEG JEANS
100% cotton. Sizes 28-38. Save \$4.

STUDENTS' & BOYS' STRAIGHT-LEG JEANS
100% prewashed cotton. Save at least \$6.

GALS' BAGGY JEANS
100% cotton. Save \$7.

\$15.99

\$15.99

\$21.99

Prices good through April 6, 1985.
*Closed last Sunday.
VISA and MasterCard accepted.

Sagebrush
IN, for the good times

NEXT TO MEIJER'S ON:
• FORD ROAD AT CANTON CENTER
• PARDEE AT EUREKA IN TAYLOR

• WESTLAND MALL