

He translates language into a philosophy of life

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"I was surprised at how many businesses were asking the language department to help them," Pallares recalled. "Translators were in demand, and like every interpreter, I thought of working for the United Nations."

"I was no longer happy in the academic world, and I felt as though I was stagnating with nowhere to go. From 1975 to 1978, I was chairman of the foreign languages department at Mercy College and a part-time translator. I abandoned full-time academia."

"Hispanics refuse to give up their

language. It's like losing their identity. At Mercy, I taught teachers bilingual, bicultural skills so they'd have a smattering of intercultural knowledge and philosophy."

PALLARES, WHO still does some teaching at Wayne State University, formed ITB in 1977. His clients range from Ford, General Motors, Chrysler, Burroughs and Gerber to local attorneys, small import-export firms and hospitals.

ITB uses a cadre of some 500 freelance translators and handles

about a half dozen languages in-house. Pallares was recently appointed to the Michigan District Export Council by U.S. Secretary of Commerce Malcolm Baldrige for a two-year term.

The council is an export promotion arm of commerce comprised of local business leaders, educators, state and municipal officials who volunteer their time and expertise to foster greater interest and participation in the national export expansion effort.

Pallares also is a member of the American Translator's Association, the World Trade Club of Detroit and the International Business Forum. He's vice president of the Hispanic Business Alliance.

"IN AN age of high technology, language skills are in demand," Pallares said. "But that's not enough. You have to look at the concepts and the philosophies."

"Americans love luxuries, such as plush pile carpeting in cars. Germans are interested in performance, not frills. You don't compliment a Japanese woman, you tell her husband that she's beautiful."

"Latin Americans dance to their own tune," it's said, but that's a generalization. There are stereotypes on both sides of the ocean about Americans and persons from other countries.

"People have different concepts on looking successful. In Europe, they're

not impressed if an American executive wears a diamond ring, a Rolex watch or an \$800 suit."

"It's the international quality that counts and the etiquette at the table."

PALLARES WINCES when you refer to some communities as "melting pots." He maintains there are many components inside of that pot, which don't melt. He believes the human element supercedes cultural differences.

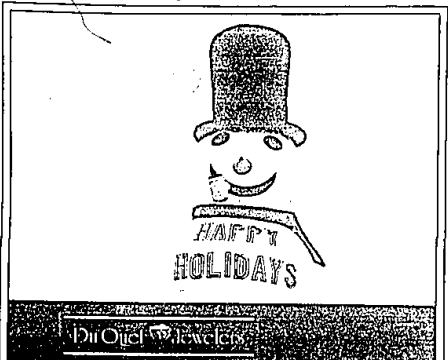
If you're buying a product, Pallares said, you can simply plunk the money down. But if you're selling, you must know something about the culture and language of the buyer. Americans, in some instances, have failed in the eco-

nomic market, he maintains.

"Japan has become the scapegoat for our differences," he said. "The words 'made in the USA' still ring magic around the world. The American work force has a better standard of living than the Japanese."

"It's not that Japanese products are so creative, but the Japanese apply American technology and principles of management that we don't put to work because we're too complacent."

"We may have a better product, but the Japanese have the best wrapping. We don't approach the market with enthusiasm, and our work force isn't as dedicated and loyal as the Japanese. It's a matter of culture."



Season's greetings

This 45-foot, helium-filled snowman appeared on the roof of DuQuet Jewelers, 31620 Grand River, Farmington, Thursday to Sunday as part of a holiday promotion. Owner Allen DuQuet said customers could see the inflated decoration, lit up at night, from Beech Daly Road. It was taken down Sunday because of gusting winds. In the future, DuQuet plans to keep the snowman up for two weeks during the holiday shopping season.

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Zeroing in on illegal drinking

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their control, and who fail to take corrective steps.

The law has been passed by Rochester, Farmington Hills, Farmington Hills and Oakland Township. Oakland Township's ordinance which doesn't list a specific age as adult, but Rochester and Farmington Hills define persons older than 17 as an adult. In Rochester Hills, that age is 16.

In Michigan, persons must be over 21 years old to be able to legally imbibe.

FOR FIRST-TIME offenders, the laws carry a penalty of up to \$500 and 30 days in the county jail. For subsequent violations, the penalty includes another maximum fine of \$500 and 90 days in jail.

The laws have come under scrutiny from the American Civil Liberties Union (ACLU), Oakland County branch, which last fall began investigating a complaint about Farmington Hills' house party ordinance. The ACLU hasn't taken a stand on the law.

"It's been in committee and is on the agenda for consideration," said Michel Levin, chairman of ACLU's Oakland County branch.

"The ACLU has other issues to consider, like the death penalty. Really, the only calls we've had about the law have been from the media. Frankly, we're waiting for a plaintiff to bring the case to us. As far as I know, it hasn't happened."

On New Year's Eve, police officers and sheriff's deputies plan to pay particular attention to enforcing the new law.

IN FARMINGTON HILLS, Police Chief William Dwyer is placing additional men on the street during the holiday season.

"Obviously, we are stringently enforcing our liquor laws. The house party law will help us as it has been a great deterrent in our area," he said.

Since the Farmington Hills ordinance was passed June 10, five persons have been ticketed. As the first of the ordinances to be passed, the Farmington Hills law has served as a model for others.

Local chapters of a group fighting juvenile drug abuse, Families in Action, lobbied for passage of the laws in the Rochester area and Farmington Hills.

DWYER SEES that new public awareness working against drunken drivers. "No question about it. And with the state police taking the position they are with stringent enforcement, we're following their lead. I think there will be less (drunken driving) this year than last year. That's just a personal observation."

Under each local ordinance, police officers invoke the house party ordinance if, while investigating a complaint, they see evidence of a minor drinking alcoholic beverages.

"We've enforced it several times this year," said Detective Sgt. Gerard Carlin of the Oakland County Sheriff's Department. The department acts as the police force of Rochester Hills and Oakland Township.

Farmington Observer

(USPS 187-840)

Published every Monday and Thursday by Observer & Economic Newspapers, 36251 Schoolcraft, Livonia, MI 48150. Second-class postage paid at Livonia, MI 48151. Address all mail (subscription, change of address, Form 3529) to P.O. Box 2428, Livonia, MI 48151. Telephone 501-0500.

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Newstand Per copy, 25¢
Carrier monthly, \$2.00
Mail yearly, \$24.20

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