

# Physicians WEIGHT LOSS Centers® Celebrates 4th Anniversary

This month, Physicians WEIGHT LOSS Centers® is celebrating its fourth year in Detroit. Currently, there are five locations in the Detroit area and over 180 Centers nationally.

The company, which began in 1979, guarantees that patients will lose 3-7 pounds per week if the patient follows the prescribed program. Essentially, this means a patient could lose between 42 to 98 pounds during a 14-week period. This amazingly fast rate is closely monitored by a medical team of doctors, nurses and certified weight loss counselors to ensure the safety and health of each patient.

Anyone who has ever tried to lose weight would probably be skeptical of such promising figures, but Physicians WEIGHT LOSS Centers has the proof to support its claims—thin, healthy, and happy patients. The Physi-



**THE LIVONIA STAFF**  
Left to Right: Carol Migoski, Director, Lisa Langley, Staff Counselor, Linda Fraser, Staff Counselor, Serena Marshman, Staff Counselor, Gail Ronayne, Staff Counselor, Anita Harris, L.P.N.



**THE ALLEN PARK STAFF**

Left to Right: Joanne Tamburino, R.N., Deborah Bihun, Behavior Modificationist, Mary Higdon, Counselor, Linda Kovacs, Manager Gary Kovacs, Director

Physicians WEIGHT LOSS Centers' difference is its fine reputation, 7-year track record of success, and respect even among the medical community.

Physicians WEIGHT LOSS Centers' prices are very reasonable considering the one-to-one personalized attention and medical supervision each patient receives. Patients soon realize that the benefits of being thin and healthy far outweigh the small cost involved, especially after the cost of expensive junk foods has been eliminated from their grocery bills.

### Medical Staff Provides Supervision

As an out-patient medical weight loss clinic, Physicians WEIGHT LOSS Centers is serious about health safety. Each patient undergoes an initial medical screening before acceptance into the program. The patient then receives medical supervision throughout their program by the centers' staffs of medical doctors, registered or licensed practical nurses (R.N.s or L.P.N.s) and certified weight loss counselors.

### Delicious Dieting—Without Hunger

Imagine losing weight while feasting on lobster, chicken, beef, turkey, fish, shrimp, vegetables, fruits, breads and cheese! Physicians WEIGHT LOSS Centers incorporates these, and other grocery store foods into a diet that looks more like the menu of your favorite restaurant. Each food on the patient's carefully-planned daily menu is chosen to comprise a well-balanced, nutritious meal or snack. The best part is that the patients are not hungry;

Those receiving therapy lost the same amount of weight in six months as those on the low-calorie diet lost in four months. But they regained only half as much in the year after treatment ended. Those in the combination group did the best of all, however. They lost the most weight, and a year later they had regained the least. . . .

### Extra Pounds Gone Forever

Physicians WEIGHT LOSS Centers believes their job isn't finished once the patient has reached their goal weight. Often, the hardest part of dieting is keeping the pounds off for good. When patients finish the weight loss portion of the program, they have the eating habits and knowledge needed to maintain their ideal weight virtually forever.

Once the patient's goal weight is reached, a period of caloric adjustment follows to stabilize the body's new weight. In addition, a full, one year maintenance schedule is established and encouraged.

In the year following, if up to three pounds are gained, Physicians WEIGHT LOSS Centers invites each patient to return at no additional charge. The counselors will gladly help the patient lose these few extra pounds before more weight is gained and the weight problem recurs.

### Program Now 50% Off

In celebration of their fourth anniversary, Physicians WEIGHT LOSS Centers is offering a spectacular 50% savings on enrollment. This special runs for a limited time only, so call your nearest Center for a free consultation!

Physicians WEIGHT LOSS Centers

## 4TH ANNIVERSARY SPECIAL

Our Medical Team Provides Quick & Easy Weight Loss!

**50% OFF**  
Regular Enrollment  
Use 1/2 year enrollment program.  
Lose 3-7 lbs. per week  
QUICKLY and SAFELY.

Lose 3-7 lbs. per week QUICKLY and SAFELY.

Physicians WEIGHT LOSS Centers

Call now to schedule a free consultation. Hours 9:00 am to 7:30 pm, Mon-Fri.

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# He lends a hand to business

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ESTABLISHED IN 1964, SCORE is an independent, voluntary, nonprofit association sponsored by the U.S. Small Business Administration (SBA).

Staffed by retired business volunteers such as Cesarone, SCORE's primary purpose is to provide free assistance to the small business community. SCORE membership is supplemented by individuals who are not yet retired, and enrolled in its ACE (Active Corps of Executives) component.

In Michigan, the main office is located in Detroit. Suburban satellite offices are in Southfield and Pontiac.

"It's the greatest source of business information for anybody going into business," said Cesarone, whose enthusiasm for SCORE sparkles through a friendly manner.

"I wish I had known about SCORE. I made all the mistakes," he said, referring to his ownership of two gas stations and two party-liquor stores, which, nevertheless, were successful ventures.

The advice he gave to the lady interested in marketing her baked goods was similar to that given to others with ideas on starting a small business venture, Cesarone said.

First, she was encouraged to attend SCORE's Pre-Business Workshop, sponsored by SCORE and the SBA, in co-operation with the School of Business Management, Lawrence Institute of Technology.

Second, the woman was advised to formulate a business plan, including such information as cash flow projection, place of business, and market area.

"WE KNOW when you go into business, you have to have a plan to start," Cesarone said.

To help in drawing up plans, clients are given SBA workbooks, with titles such as "The ABC's of Borrowing" and "Checklist for Going into Business." Clients are also referred to a guide to starting a business in Michigan, published by the Michigan Department of Commerce.

"Many times, when they sit down and draw up the business plan, they decide, 'this is not for me.' Really, we do them a favor. They haven't put all their money in that business. It's a proven fact that 50 percent of all first-time business owners fail in the first two years, and 90 percent in five years," he said.

OTHER ADVICE he gives to clients interested in starting a small business include: only go into it if you are really interested and have some expertise; don't give up a well paying job to establish a new business. Instead see if you can get a leave of absence. And make sure you have a good rapport with your spouse before starting because of the time consuming nature of a small business venture.

The woman wishing to market fruitcakes was also advised to schedule a return visit on the day when another member of the counseling staff, a retired chef, would be available.

The team of counselors at SCORE run the gamut in terms of

experience in all areas of business, both service and retail, Cesarone said.

Another service offered by SCORE is a personal visit to small businesses in order to evaluate problems and offer solutions.

"We will try to find the faults, and eliminate the problems," Cesarone said. "We might tell them they need bookkeeping and CPA services, for instance."

Cesarone came to Detroit from Pennsylvania. He was drafted into the Army artillery in 1941, and was stationed in Fort Sill, Okla., Fort Leonard Wood, Mo., and Fort Bragg, N.C., before overseas duty in 1944.

After being released from the service as a first sergeant in 1945, Cesarone returned to Detroit, where he met and married his wife, Agnes. The Cesarones have five children: Eddie Allen, Carol, Marlene, Craig, and Pamela, and four grandchildren.

Cesarone's penchant for business began when he worked for a gas station. He ended up buying first one, then two, of his own stations in the Detroit area, which he operated for 10 years.

"Gasoline was 18 cents a gallon then," he said. "It was very much different. Your gas stations were service oriented, that was the big thing."

"We did a good business, and I enjoyed it. But when you get older, you want to get out of the weather."

He subsequently bought his first liquor store, Slate Beverage, at Seven Mile and Greenfield, before building Cesarone's Wine Rack on the then-vacant corner of Orchard and Maple Roads, in partnership with his late brother, Ernie.

CESARONE is a past president and current treasurer of the Package Liquor Dealers Association, a group he has been associated with for many years.

A wine buff, he had combined vacations with visits to U.S. and overseas vineyards. He has been to the Napa Valley in California, several times, and also visited vineyards in France, Portugal, and Italy. He is also associated with a "Friends of Wine" group.

"Wine is my drink. I've done everything but make wine," he said. He enjoys sharing a glass from his collection with friends. "It's the only way to drink wine."

Cesarone's hobbies include woodworking. He has made a number of items for his four grandchildren, including a dollhouse, a high chair, a rocking chair, and hobbyhorses. He is also a golfer.

"When I retired, my doctor said, 'Eddie, do you have to keep your mind active, you just can't sit around and do nothing.'"

Having followed the doctor's advice, he adds, "This is very rewarding. I don't know how I can retire."

Any small business person interested in receiving free help may call the SCORE office in Detroit at (313) 226-7947. Office hours are from 10 a.m. to 3 p.m., Monday through Friday. A simple, counseling request form will be forwarded. When completed and returned, a counselor will be assigned to arrange an appointment.

# Firefighters get new apparatus

The Farmington Hills Fire Department is increasing its supply of airpicks, worn by firefighters as protection from smoke inhalation.

The \$8,803.50 purchase of two airpicks, described as "long-duration self-contained breathing apparatus packs," and eight oxygen bottles was approved by the Farmington Hills City Council Monday. The low bid from West Shore Services was accepted.

The purchase is in accordance with a long-term plan to provide the costly packs to every volunteer at the scene of a fire.

"What we're in the process of doing is getting sufficient firepicks so that every firefighter on a fireground will have one," said Farmington Hills Fire Chief Rich Marinucci. "It will reduce the chance of injury through smoke inhalation."

There are currently 12 full-time volunteers and 80 other volunteers on staff. Because not every volunteer is at the scene of a fire, the goal is to equip each of the four district stations with 12 to 15 firepicks, he said.

While six of the oxygen bottles ordered carry a standard, 30-minute supply of oxygen, the other two were ordered with a 60-minute supply, and will be tested, said Marinucci.

"They (the standard bottles) are designed to last 30 minutes, but

that is very dependent on the person's physical condition. Sometimes they only last 15 minutes."

THE BOTTLES carrying a larger supply will mean that firefighters do not waste precious firefighting minutes to change oxygen supply bottles.

Also Monday, the \$6,414 purchase of Kodak microfilming equipment from Kodak Co. in Birmingham for the fire department was approved by council. Kodak will also provide future maintenance and service.

"We're obligated by law to keep fire records, and we're running out of space," said Marinucci, explaining the need for the equipment.

The department's Kodak microfilm camera will be used to make copies of the various records, such as incident reports, inspection files and personnel records, which the new equipment will read and print.

"Utilization of this equipment will increase much needed storage space and promote a more efficient method of record retention and retrieval," said City Manager William Costlek in a report to council.

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