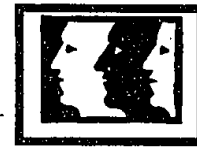


Suburban Life

Loraine McClish editor/477-5450



Thursday, February 27, 1988 O&E

(P)1B

Switching careers

Search for ideal job leads
to selling educational toys

By Loraine McClish
staff writer

WHEN ELIZABETH DAVEY goes to work these days, she goes with four huge crates she's packed full with toys.

She goes at the invitation of a hostess who has planned a get-together for friends for the expressed purpose of showing them a line of merchandise for sale.

Davey will arrive long before the guests to unpack those crates and set up her display, and she will be there a long while after the guests have left to repack.

In the meantime, she has talked about and demonstrated somewhere between 60-80 multipurpose toys, books and games, for those from infant to adult, all with the aim of educating the guests on buying playthings that will benefit the user, and at the same time making sure the guests enjoy the party.

It is a long way from the high-paying job she held at Hudson's where she directed nine buyers and the marketing strategies in a \$55-million division of the company.

"I enjoyed my job at Hudson's," she said. "But the job left me and moved to Minneapolis. I was pregnant at the time and just didn't want to face the two big changes of moving to another state and becoming a mother at the same time."

When Davey walked away from Hudson's, she turned to "What Color is Your Parachute," a job hunter's guide published annually, to find a new direction and a few months later launched a career with Discovery Toys.

"IT TOOK TWO solid months of research in the library, but I would recommend it for anybody searching for a job. I found my niche, my ideal job," Davey said.

Job hunters who follow the "What Color is Your Parachute" formula, begin by writing out their ideal job. Then through listing and cross-referencing likes and dislikes, strengths and weaknesses, and the process of elimination, find their own individual channel to follow.

"When I found Discovery Toys, it was like falling in love," Davey said.

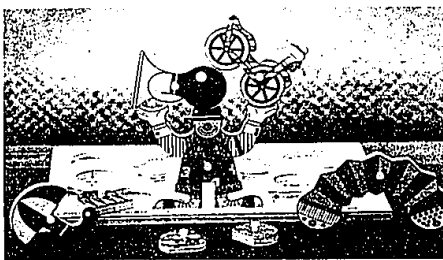
Davey graduated from Purdue University, enjoyed teaching a few classes to undergraduates there and enjoyed talking to students in retailing classes through her job at Hudson's.

"So talking and teaching were high on the list for my ideal job," she said. "I had also narrowed down my preferences to something that was going to be baby or child-related. Flexibility of

'One of the intriguing things about the toys is that the age range might be from 12 months to 5 years. That's a long range for any toy.'

— Lori Golani

Southfield Parks and Recreation Preschool



The clown puzzle can be put together as a traditional puzzle, laying flat. Or individual pieces can be used to build vertically so the clown appears to be doing a balancing act.

hours was high on the list. I wanted something with career potential because I am very goal-oriented. And I got it all."

Davey spent considerable time investigating her options, and because of her own business background, did extensive checking on several companies, their sales integrity, sales growth and potential. She was particularly thorough in her check of Discovery Toys because she had not heard of the company before.

"Nobody had invited me to a toy party," she said.

"Discovery Toys are still fairly new. The company has only one-tenth of one percent of the toy market now so we're far from being saturated. I'm still meeting people who have never heard of us."

EDUCATORS of small children are among the first of that small percentage to have learned about Discovery Toys.

Rosemary McDaniel, who heads up PALS (Potentially Able Learners) for Farmington Public Schools with Judy Colango, Lori Golani, buyer of supplies and coordinator for Southfield Parks and Recreation Preschool; and Ann Kern, assistant at Farmington Hills

Montessori Center, have all purchased Discovery Toys for their classrooms.

All of them spoke of the toys' high quality, their multipurpose, the challenge and the stimulation of creativity they offer, and their open-endedness.

Davey defined the open-endedness best when she said of a toy, "I bought it

Please turn to Page 2

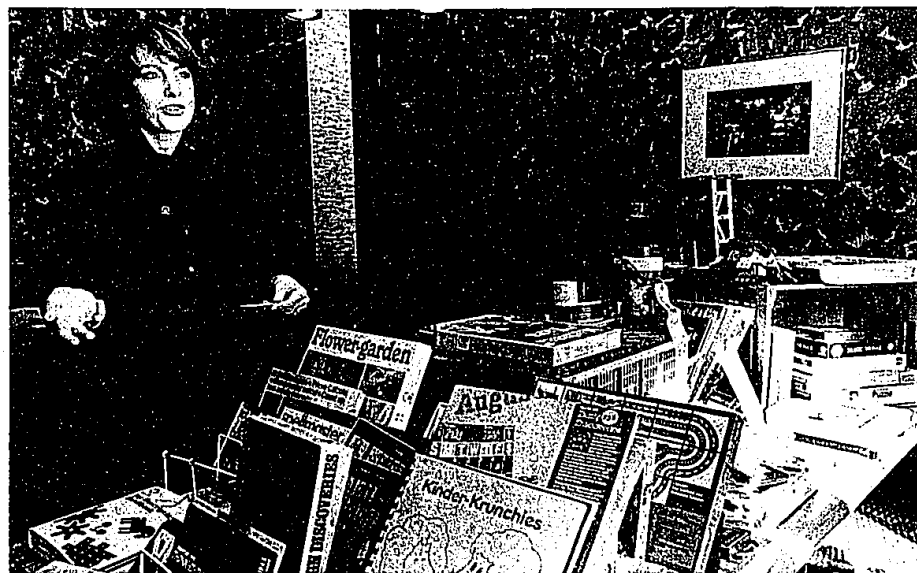


Eric Stricher (at left) can stack, make simple patterns or geometric forms on his giant peg board. Elizabeth Davey (below) shows her display of toys, books and games.



Katie Buback and Eric Stricher play with "Gears together innumerable ways. The different placement of the gears each cause a different effect."

Staff photos by Randy Borst



FINAL
clearance

LAST OPPORTUNITY TO
DISCOVER OUTSTANDING SAVINGS.

FINAL
clearance

WE HAVE REDUCED PRICES FOR THE LAST TIME ON
FALL AND WINTER APPAREL AND ACCESSORIES.
BROKEN SIZES, COLORS, STYLES.

FINAL
clearance

SHOP NOW THROUGHOUT OUR
STORE TO FIND THE THINGS YOU WANT.

Jacobson's

We welcome Jacobson's Charge Card or The American Express® Card.

Shop until 9 p.m. on Thursday and Friday
Until 6 p.m. on Monday, Tuesday, Wednesday and Saturday