

Business leader goes to bat for community

By Susan Steinnmueller
staff writer

leader is a longtime member of the Southfield-Lathrup Optimist Club.

Involvement is the reason Charles Shottroff gives for being named 1985 Optimist of the Year. The business

"I'm always active in all the functions," he said. "I've always been able to find the time."



JERRY ZOLYNSKY/staff photographer

Farmington Hills resident Chuck Shottroff, named Southfield Optimist of the year, has made involvement a way of life.

Bob DeGiullo, another Optimist Club member, describes it this way: "He is capable of doing many, many things behind the scenes. He is very, very people- and community-oriented. He wants to work very diligently for them and uses the Optimist Club as a vehicle."

"We can always count on him to be a very definite doer and to get things done."

SHOTTROFF, a 35-year resident of Farmington Hills, finds it hard to pinpoint an activity he is most involved with at the Optimist Club, the motto of which is "Friend of Youth." He said he has been involved with most club activities.

"The Optimist Club puts on a function during bike safety week, where we inspect all bikes in the area. We have a career day for all of the students in the high school. We put on a community basketball tournament. We have a junior optimist club at the Sarah Fisher Home for Children. Things go on, on a monthly basis," he said.

"In Southfield, we lend our support to the John Grace Community Center. We helped them get a grant so they could be self-supporting."

"The idea is for devoted and unselfish service to the welfare of the community and the nation."

PERHAPS A favorite activity for Shottroff, a baseball buff, is working through the Optimist Club to raffle off memberships for the 65 Roses Club, which helps in the fight against cystic fibrosis. Members go to Tiger games and are able to meet players after games.

Shottroff is president of Troy-based Copier, Typewriter, Computer (CTC) Showrooms. Formerly, he owned Southfield Copier Showrooms, but after acquiring Quist Typewriter in Troy last year, he merged the two to form CTC Showrooms. Since the merger, he said business has doubled.

"We are unique because of that showroom concept where you can view all the copiers," he said.

IN BUSINESS, he applies the same philosophy of giving that he does in other areas of his life.

"When an employee leaves me for any reason, I want to find that I have bettered them," he said. "When he leaves, I hope he will leave with more than he came with."

"I think the biggest thing I can look back on in my whole life is that I have been able to feed people through enthusiasm, goal setting, helping to build

self-esteem and helping them become self-sufficient," he said.

"When you feed somebody, you feed them for now, but when you teach somebody to feed themselves, you feed them for life."

A VISITOR to Shottroff's showrooms will immediately notice that neatly-arranged above the rows of copiers are framed photographs of Shottroff, most of them with baseball champions.

In fact, Shottroff employs former Detroit Tiger Willie Horton, 1988 World Series champion and Chicago White Sox batting coach, as marketing director.

Shottroff met Horton while attending the Tiger Fantasy Camp at Lakeland, Fla., last year where those attending tested their skills against the world champions from 1988.

"It's an extension of our friendship, really," he said. "We're doing something for each other."

Shottroff is also a former member of the Southfield Chamber of Commerce, board and president-elect of Greater Detroit Office Machine Dealers Association. He said he has no intention of giving up any of his activities.

"I think that one of the biggest rewards that an individual gets is in giving," he said. "Not only of your money, but your time."

News that's closer to home

B&L
Landscaping

- Hydroseeding
- Liquid Fertilizing
- Landscaping
- Irrigation System

547-6439

WE'RE OPEN ON SUNDAY
Noon - 8 p.m.

- BRUNCH
- LUNCH
- DINNER

PRESENT THIS AD FOR A **FREE DESSERT WITH ANY ENTREE**
SUNDAY ONLY, GOOD THRU MARCH 9
CHAMPAGNE & COCKTAILS SERVED AFTER 12 O'CLOCK NOON

Country
epicure
RESTAURANT
42050 Grand River • Novi
(Just West of Westland) **349-7770**

2nd Thursday Lecture Series
—Presents—
"FROM MOSQUE TO MOSCOW"
A Slide Travelogue,
Barbara A. Mayer, Presenter
Thurs., March 13
7:30 p.m.
Northville City Council Chambers
215 W. Main St.
Northville
Donation \$2.00

AMERICAN MOBILE GLASS
25839 W. 7 MILE ROAD
REDFORD, MICH. 48240 • 592-8600
3 Doors West of Beech Daly

SPECIAL ANNOUNCING OUR NEW LOCATION
STORMS AND SCREENS REPAIRED - GOOD THRU MARCH & APRIL

Screens	Regular	Discount
16 x 24	6.00	3.60
20 x 22	7.00	4.20
22 x 24	9.00	5.40
24 x 22	6.40	3.84
24 x 24	10.00	6.00
24 x 44	11.70	7.02
36 x 76	27.00	16.02 - (poco door screen)

Storms

16 x 24	9.12	5.47
20 x 22	10.66	6.32
22 x 24	13.26	7.96
24 x 22	17.12	10.27
24 x 24	20.10	12.06
24 x 44	23.96	14.38

Open Monday-Friday 9:00 A.M. to 5:00 P.M.
PRICES DO NOT INCLUDE TAX - IN SHOP REPAIRS ONLY

Personnel director hired

Dana Whinnery, a 1973 Farmington Hills School graduate, is Farmington Hills' new personnel director. He said his goal is to build "the confidence of operating units in the city and with employees through the functions of the personnel department."

Whinnery holds a B.S. in management with a specialty in personnel administration from Arizona State University.

Whinnery was president of the Farmington High School student council and active on the cross country and track teams. He continues to help coach Jerry Young with the Farmington High cross country team.

he worked as a personnel administrator at the University of Michigan and as a senior personnel administrator in labor relations.

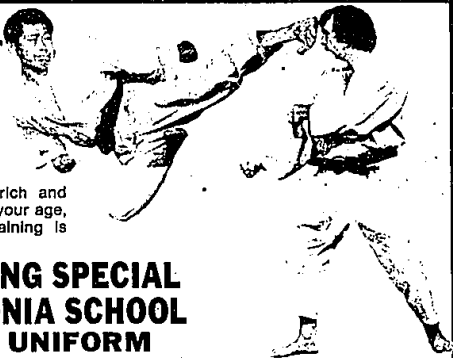
The Farmington Hills resident is on the Meadowbrook Hills Homeowners Association board of directors. He and his wife, Susan, have lived in the area for about a year.

...more than just the scores @.O&E

UNITED TAE KWON DO

LEARN ORIENTAL SECRETS OF MARTIAL ARTS FROM THE LEADER

You will enjoy being spiritually rich and physically confident regardless of your age, height or present build. Our training is uniquely oriental.



GRAND OPENING SPECIAL FOR OUR LIVONIA SCHOOL
FREE UNIFORM AND FREE MARTIAL ARTS MAGAZINE WITH MEMBERSHIP

NEW CLASSES ARE BEING FORMED FOR MORNING AND EVENING FOR MEN, WOMEN AND CHILDREN

GRANDMASTER SANG KYU SHIM, 9th DEGREE BLACK BELT, PRESIDENT OF WORLD MARTIAL ARTS ASSOCIATION

FOR MEN, WOMEN AND CHILDREN
Call Us For Further Information

LIVONIA 17235 MIDDLEBELT (1 BLOCK N. OF 8 MILE) **422-3020** WESTLAND 34447 FORD RD. (3 BLOCKS E. OF WAYNE RD.) **729-3020**

National LAZBOY RECLINER SALE!
Now Thru March 16th

\$299 reg. \$49

"Suburban" Reclina-Rocker Recliner
Take it easy in a superb style in this casual transitional design covered in lush, soft-touch corduroy. With a comfort-cushioned tufted back and padded roll arms.

reg. \$419 SALE! **\$359**
"Brentwood" Reclina-Rocker Recliner
Settle into this handsome wood-detailed contemporary with thick padded back and seat cushioning.

reg. \$459 SALE! **\$369**
"Danbury" Reclina-Rocker Recliner
Relax in this tufted transitional that's cushioned for soothing comfort. Gracefully detailed.

reg. \$499 SALE! **\$399**
"The Champ" Reclina-Rocker Recliner
Let the envelope arms welcome you into a gateway to comfort. Tufted and generously padded.

BEURMANN'S
FURNITURE AND CARPETING
OUR 76th YEAR SERVING LIVINGSTON COUNTY

2700 E. Grand River, Howell
517/546-0250

Free Delivery - Free Design Service
90 Days Same As Cash
Open Mon. & Tues. 10:00-5:00 Wed. Thru. 10:00-6:00 Sat. 9:00-4:00 SUNDAY 11:00-4:00