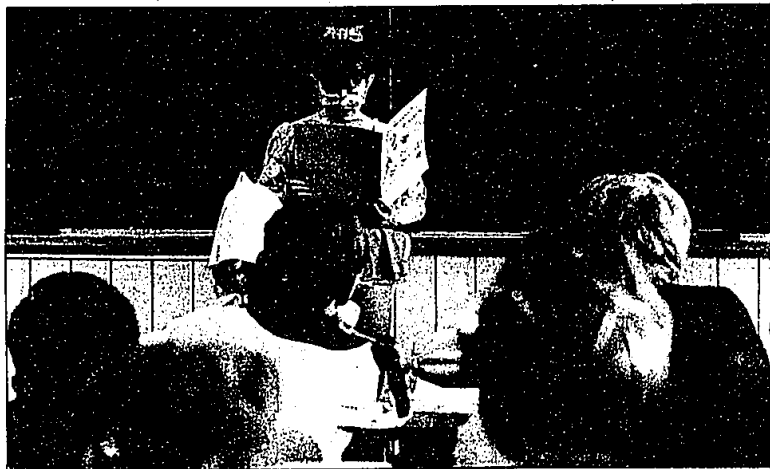




Andrea Westwood checked into what a firefighter does.



AT LEFT: Maria Hackett told why she wants to be a figure skater during the career day program at Our Lady of Sorrows.

Staff photos
by
Randy Borel

Youngsters turn focus on careers

THIRD-GRADE reading students at Our Lady of Sorrows elementary school in Farmington take their career choices seriously.

Teacher Carol Barrett spent a month with 105 students teaching them to research and interview to find out about the career of their choice.

On March 6, students gave their reports to the class, telling about numerous choices including inventors, firefighters, naturalists, oceanographers, ice skaters, veterinarians and many others.

Most chose to dress in appropriate clothing depicting their choice.

"A lot of them didn't want to do the traditional things," Barrett said. "They crossed over into other roles."

Some discovered alternative careers during their research, and chose them. Part of the third-grade experience at the private school is learning to use a dictionary, so the career teaching segment fit in nicely, she added.



Construction work interested Heather Jonna.



Eileen O'Connell, dressed up as an art teacher.

short takes

If you recently opened a shop, captured an award, earned a promotion or are planning a new venture or project — and there's a Farmington-area business angle — we'd like to hear from you so we can share your news item with other Farmington Observer readers. Send items to: Short takes, Farmington Observer, 33203 Grand River, Farmington 48024.

● SHE'S PROMOTED

Vicki Hollis was promoted to electronic graphics technician at Grace & Wild Studios, Farmington Hills, a video production and post-production facility.

In her new position, Hollis will operate Grace & Wild's Vidifont V character generator/graphics animation system.

She had been an assistant videotape editor at Grace & Wild for two years. She began her career in television production as a video engineer with Adolph Gasser, a film and video production equipment company in San Francisco, and later with Breene Kerr Productions, in Palo Alto.

In announcing Hollis' promotion, Grace & Wild's production manager Paul DeMars said, "Vicki is particularly adept at working with clients on projects involving the Vidifont V because of her strong post-production background. She is a valuable member of our graphics team."

Grace & Wild's two-channel Vidifont V is a character generator system used to create sophisticated 3-D graphics, character animation and background animation in real-time. Graphics can be created online in edit, or stored off-line for later use or updating of information.

The system will also input and animate any type font, logo or graphics directly from artwork off a title camera, giving producers an unlimited range of font selection and enhancement capability.

● COMPLEX SLATED

Award-winning Luckenbach/Zieglerman & Partners architecture and planning firm of Birmingham was selected to design Chestnut Hills, a \$50-million, multi-use complex at Eight Mile and I-275 in Livonia.

The diversified project will consist of office, retail, restaurant and hotel space, and will be developed by Jonna Construction Co. of Farmington Hills.

● FIRM HONORED

Public Relations News each year selects 10 outstanding programs from among the hundreds of public relations programs submitted to the magazine.

The 10 case studies are then included as a permanent record in the Public Relations News Executive Manual.

For 1985, Anthony M. Franco Inc., Detroit-based public relations counselors for The Stroh Brewery Co., was honored for its presentation of Stroh's national expansion.

The case study was "A Many-Faceted Program For Enhancing Recognition of a Company and Its Products." The national program ran from late 1984 to late 1985.

A study conducted in 1983 showed many people outside the Midwest perceived Stroh as a regional brewer. The Stroh public relations program was handled by AMP Inc. Senior Vice President John Bailey with help from then-senior account execu-

tive Lacey Logan of the Franco firm.

Bailey, a Farmington Hills resident, is a parks and recreation commissioner, a director of the Farmington Soccerclub and a past president of the Farmington Area Jeeves. He is also a member of the Detroit Pressclub, the Detroit chapter of the Public Relations Society of America and the Counselors Academy of PRSA. He is secretary of the Detroit chapter of Counselors Academy.

● NEW CONSULTING FIRM

According to recent Arthur Anderson & Co. publication, "Carroll Competition: Manufacturing Strategies," a part automotive experts believes that to remain competitive worldwide, U.S. vehicle makers need to improve product quality and manufacturing productivity.

To help American industry achieve this requirement, a new consulting firm, International Quality Institute, headquartered in Northville, has recently opened.

The firm, head by Davis Bothe of Northville and Chad Cullen of Farmington Hills, specializes in statistical methods designed to improve the product quality of content suppliers to the automotive industry.

A popular method is statistical process control. SPC is a technique that allows a machine operator to monitor an operation to prevent defective products from being it rather than waiting for an inspector to catch it at the end of the line.

Bothe, director quality improvement systems, has 10 years' experience in product assurance with General Motors where he acted as an in-house problem solving consultant. Besides being a certified reliability engineer and a certified quality engineer, Bothe holds a bachelor of science in applied math and physics with a Master of Business Administration degree, both from the University of Wisconsin, Milwaukee. He is an adjunct professor for industrial statistics at Eastern Michigan University.

Cullen, director quality management systems, has 15 years' experience working in manufacturing production, assembly and materials management at General Motors. He has coordinated several quality improvement projects and acted as an in-plant quality consultant to many automotive industry suppliers. In addition both a bachelor of science in social science in Michigan State University, Cullen has a master's business administration degree from Eastern Michigan University. He is also a certified quality engineer.

The firm's direct are responsible for training 2,000 employees in 300 companies throughout the U.S., Canada, South America and Europe. They have experience with all sizes of companies, from 10-man job shops to large corporations like VASA and General Motors.

They have written training manual "Breakthrough to Quality Excellence" used in their monthly seminars at the Alair Ramada Inn. These seminars teach participants how to attack and solve quality problems by stating the major source of process variation. Similar courses have also been given on-site at various automotive supplier locations throughout the Midwest.

The directors maintain membership in the American Society for Quality Control, American Society of Metals and Society of Automotive Engineers. They regularly publish articles in trade journals.

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