

Pizza served up with pepperoni and videos

By Mary Klemic
staff writer

PIZZA AND movie fans — that's people who love both pizza and movies — rejoice.

What you'd probably call the greatest screen team since Laurel and Hardy, or the greatest pizza combination since pepperoni and cheese, is now at hand.

Two years in the making, with a sizable cast (of ingredients), an establishment called Entertainment To Go has opened at 28412 Five Mile, between Inkster and Middlebelt roads in Livonia.

The business, started by David Kolodziej of Farmington Hills, offers pizza and rented video films, delivered free.

IT'S THE first of its kind in this country — a place from which to order deep dish or pan pizza with "Porky's" as well as with plain sausage, to get something a little more substantial than popcorn to munch on while watching "Star Wars" in your home.

"Entertainment To Go will attract even more of an audience already either eating pizza or renting video tapes," Kolodziej said.

"Our immediate goal is to make people laugh a little bit more," he said. "You're going to see smiles on the faces."

Prices range from \$5.95 ("light-weight" pizza with cheese only) to \$15.50 ("heavyweight" pizza with cheese only, plus video rental). Video player rental is \$5. Videos alone rent for \$3 each, with a minimum order of \$6. Customers can choose from 3,000 movies.

BUT THERE'S more in store. The business will deliver party hats and paper plates, and can make special order films, such as a "video roast" of someone for his birthday.

"We're not limiting ourselves to

those two products," Kolodziej said. "We don't see ourselves head on with Domino's Pizza or Discount Videos."

"We call pizza fun food, not fast food," he said.

Kolodziej decided to open the business in Livonia after conducting demographic and telephone surveys. Besides, Livonia is where he grew up.

"There's a good number of video

recorders here," the 32-year-old entrepreneur said. "It's a good pizza town."

"We thought the product was

going to be appreciated."

KOLODZIEJ HAS a variety of figures and statistics to show he has reason to be confident. For example, the American Video Association expects that 90 percent of all homes in America will have a VCR by 1990, and the number of total VCR unit sales jumped from 800,000 in 1980 to 7.5 million in 1984, he said.

Kolodziej majored in industrial education at the University of Michigan-Dearborn. He worked as a salesman and then as office manager for Real Estate Marketing.

In 1981, Kolodziej opened Diverse Computer Marketers Inc. He sold it last year to develop Entertainment To Go.

RETIRES WILL be among Entertainment To Go's customers, but "the lion's share (of business) is the 24-to-40-year-old age bracket, young

couples with families that don't have the opportunity to go out as much as they wish," Kolodziej said.

"This is the opportunity for a family to spend more time together."

The Livonia business will be a "prototype training center," according to Kolodziej. Open seven days a week, it will employ 25 workers, plus delivery personnel.

"We're definitely plowing new ground here. It took us some time," Kolodziej said.



David Kolodziej takes a call from another customer in his new business, Entertainment To Go. The business also provides special made-to-order tapes as well as party favors.

ART EMANUELLE/staff photographer

campus pipline

If you have news from a college, university or other campus of higher education — and there's a Farmington-area connection — we'd like to hear from you so we can share your news item with other Farmington Observer readers. Send items to: Campus Pipeline, Farmington Observer, 33203 Grand River, Farmington 48024.

• DEAN'S LIST

Janet Fee of Farmington Hills was selected to the dean's list at the University of Illinois, Champaign. Making the dean's list at the University of Michigan-Dearborn were the following Farmington-area residents: Hans Abuzahra, Robert Ellmann, Edward Esker, Michael Guss, David Kent, Frank Lamarr, Jonathan Moss and Yoko Obba. Craig Crawford, Theresa Schwartz

and Anna Marie Bruni, all of the Farmington area, were named to the School of Management dean's list at the University of Michigan-Dearborn.

Scott Cheney, John Steinhart, Mary Young, Bruce Davis and William Hammer, all of the Farmington area, were named to the School of Engineering dean's list at the University of Michigan-Dearborn.

Joseph Castille of Farmington and Joan Ward of Farmington Hills were named to the dean's list at Eastern Michigan University, Ypsilanti.

Margaret Sague of Farmington Hills was named to the dean's list at Marquette University, Milwaukee.

Nikola Tomkow, a junior at Lawrence Institute of Technology in Southfield, was named to the dean's list for the winter semester. She's majoring in chemistry.

Laura Walkowski, Robert Koombo, Maureen Mullins, Juliet Penn, Diane Schumacher and Eileen Sinaeve, all from Farmington Hills, were named to the dean's list at Ferris State College, Big Rapids.

Jeffrey Beard, a senior in mechanical engineering; Vicky Cherry, a senior in mathematics; Stephen Long, a junior in applied sciences; and Marla Szwed, a senior in chemistry, were named to the dean's list at Michigan Technological University, Houghton.

• COLLEGE FELLOW
Karen Fulton of Farmington Hills was named an Albion College Fellow.

The junior has maintained a 3.7 or higher grade point average, on a 4.0 scale, for three consecutive semesters. Being named a Fellow is the highest

academic distinction a student can earn on the Albion campus.

• MSU GRADS

New graduates of Michigan State University include these Farmington residents: Ellen Humphrey, Mary Scheer and Sita Zinabidin. From Farmington Hills: Wayne Albanelli, Paul Anstett, Ronald Baskin, Virginia Blackmer, Daniel Chlewicki, Clayton Dillon, Ray Kambo, Gary Kazanjian, Susan Smith, Linda Vaughn and Ellen Wolf.

• WSU GRADS

Graduating from Western Michigan University were the following Farmington Hills residents: Jill Arabian, Kirk Bradley, Gregory Clark, Keith Kilmer, Linda Skuratowicz, Dyan Walker and Karen Wilkinson. New WMU graduates also include Nancy Prochaska of Farmington.

• DANCE CONCERT
Laura Patrell of Farmington Hills, along with six other dancers, appeared in "Etc. . . Etc. . . Etc." an avant-garde dance concert using a strobe light at Alma College. She is also among nine off-stage

dancers manipulating strings making water bottles "perform" the Water Bottle Ballet to "Dance of the Swans" from Tchaikovsky's "Swan Lake."

Patrell, a 1984 graduate of North Farmington High School, is sophomore majoring in international business.

• COMPLETES PROGRAM

Scott De May of Farmington Hills graduated from the National Institute of Technology, I level. He completed the two-year electronic engineering program.

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.

• AWARDS COMPETITION

A steel, box-like structure used as support during the excavation of a Dearborn pit is an entrant in the American Consulting Engineers Council's 19th annual Engineering Excellence Awards competition. Neyer, Tiseo & Hinds, Ltd., Farmington Hills, designed the structure, or caisson, for Rouge Steel Co. The pit, which measures 122 feet long, 48 feet wide and 50 feet deep, is used to collect materials from steel production. The caisson eventually became part of the pit walls.

The competition is open to all U.S. private practice consulting engineering firms.

• MEDICAL EQUIPMENT

Medical equipment and supplies for use in the home are available at the Farmington Hills Apothecary, 23800 Orchard Lake, Farmington Hills.

The pharmacy sells and rents medical equipment and supplies for the home, such as wheelchairs, walkers, crutches, oxygen and diabetic, and ostomy and urology supplies. It also offers prescription drugs, over-the-counter drugs and sundries.

Metro Duramed, a medical equipment and supply dealer, provided the medical equipment to the pharmacy. Through Metro Duramed, the pharmacy supplies free home delivery, set-up and instructions for home medical equipment. It has bill insurance, including Medicare and Blue Cross, directly.

Metro Duramed is co-sponsored

by corporate affiliates of Detroit Osteopathic Hospital Corp. (Oak Park), St. John Hospital (Detroit) and St. Joseph Hospital (Flint).

For more information call Gordon Sity, pharmacist at the Farmington Hills Apothecary, 477-8082.

• NEW IN TOWN

Formation of Roche and Associates, Inc., a management services firm promising "shirtsleeves" interaction, was announced by Richard Roche, 43, president.

The Oak Brook, Ill., firm specializes in customized profitability improvement programs and turnaround management. "Shirtsleeves" because we refuse to just dump an expensive summary report on the client's desk with a 'bon voyage' — and a big bill. We'll get into the trenches with the client until the problem is solved," Roche said, "because our job is to build our client's profits."

Roche formerly was a resident of Novi and vice president/general manager of Farmington Hills-based Whitlock, Inc., a machinery manufacturer serving the plastics industry.

Directly serving general manufacturing, Roche's Oak Brook Turnabout firm offers non-competitive, hands-on services to clients referred by accounting firms, banks and law firms.

A 20-year operations management/marketing veteran and an American Consulting Engineers Council member, Roche has taught college-level business management. He is a Society of Plastics Engineers member.

• DIRECTS MARKETING

David Brown was appointed marketing director for Bobio Island Amusement Park in the Detroit River.

The Farmington resident joined Bobio in July 1985, and has been group sales management supervisor for the island since October 1984.

In that post, Brown built group

sales attendance by 85 percent compared to 1983. He had been a member of the management team that helped boost 1985 island attendance 33 percent over 1984.

In his new position, Brown, 33, will oversee group sales, advertising, marketing, promotions, public relations and research for Bobio.

Brown formerly owned and operated a men's clothing store in Detroit.

• REAL ESTATE HONOR

Real Estate One sales associate George Jarrell of Farmington has won an educational achievement award presented by the Western Wayne Oakland County Board of Realtors.

This award is presented annually to those real estate sales associates who have demonstrated they are continuing their real estate education.

The Board of Realtors' 1985 educational achievement award plaque was presented to George Jarrell of the Farmington office.

• NAMED KEY AGENTS

The Gerald C. Grace Agency, Inc., in Farmington and the Globe Agency Inc. in Farmington Hills were named to the Key Agents Club by Citizens Insurance Co. at the 1986 agency regional meeting March 14.

The Key Agents Club is a special honorary group established by Citizens to recognize above-average premium sales combined with outstanding underwriting results by the independent agencies representing them.

The agencies must have at least \$750,000 in written premium and a profitable standing with Citizens to qualify for the Key Agents Club. All members of the Key Agents Club will receive an award plaque along with other special benefits in recognition of their achievements.

The two local agencies were among 33 selected from 500 agencies that represent Citizens.

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