

Powerful force meets moveable objects

By Carmina Brooks
special writer

The writer, a Franklin resident for 25 years, has been writing for the Birmingham Eccentric since 1958. She is on the board of the Birmingham Area Senior Citizen

Council and a member of the Franklin Historical Society. She was a reporter for the Oakland Press in the 1970s and was one of the first women in the auto industry, doing public relations work for Packard Motor Car Co. in 1952. Carmina Brooks Tuksoi, 64,

and her husband are retired.

Oakland County's Senior Power Day was a good show, but it just wasn't the seniors day. More than a thousand seniors on Tuesday crowded into the Southfield Civic Center Pavilion, where the

event has been held for four years. That's double last year's turnout.

The event was billed as "their day," a chance for seniors to tell elected representatives what they thought. But only a few got the chance. Seniors were upstaged by some big personalities in politics.

fog, apologetic that he had missed William's speech.

"That man was governor when I was 6 years old," he told the audience.

Blanchard said brain power, not brawn power is the order of the day. "We need to protect people, not just from discrimination, but from crime," he said. He added that is why the state is building prisons.

The governor said that people with ideas, whether they are in a wheelchair, healthy or in a home are the state's most valuable resource.

Blanchard was whisked away to be lifted off to Macomb County to dedicate a new prison.

U.S. Sen. Donald Riegle then talked of senior citizens' "great collective strength," of "this mighty gathering" and of a "citizen's army with strength to move mountains."

"SOCIAL SECURITY is the greatest accomplishment of our government and our citizens in this century," he continued.

"We have to advocate and carry the message for justice to senior citizens. You have the power and ability to speak to others, and you can have an influence."

Riegle did not stay for lunch. Advocacy was a recurring theme

in this year's Senior Power Day — almost as if inserted into speeches by an invisible ghost writer. Participants strained to hear the speakers over a constant din from the exhibitors area and a poor sound system. Oakland County Executive Daniel Murphy told the audience, "You are going to be the single most important segment in the United States. Your votes are going to count. We all know that. This is your day to tell us what we ought to be doing, or what we are not doing, or what we are doing that you like."

REPUBLICAN GUBERNATORIAL candidate William Lucas kept waiting the television crews and reporters, who were there in abundance for the first time in four years to cover Senior Power Day.

Lucas arrived at 12:30 in a flurry of fast-moving police escorts. He spoke about three minutes. He told the audience that in a few years, he, too, will be a senior citizen. He added that his children are all medical professionals interested in geriatrics.

He left immediately for visits to St. Mary's College and Rochester High School, cancelling out the Birmingham Republican Women's Club.



Phyllis Workman of Southfield listens to speakers campaigning for office during Senior Power Day, which was supposed to be a

chance for seniors to discuss such concerns as advocacy and transportation.

photos by JERRY ZOLYNSKY

AN OUT-OF-BREATH and boyish Governor James Blanchard arrived by helicopter one hour late, due to



Chief Justice of the Michigan Supreme Court, G. Mennen Williams, greets members of the audience after appealing to them to

help rescind the age limitation placed on justices.

short takes

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• NAMED VP

Catherine Price, executive vice president of Mercy Services for Aging in Farmington Hills, was elected vice president of the American Association of Homes for the Aging.

She was sworn into office Sept. 30 at the association's 25th anniversary meeting and exposition in New York City.

AAHA, a national nonprofit organization, represents nonprofit homes, housing, health-related facilities and community services for the elderly.

AAHA's 3,100 members are sponsored by religious, fraternal, labor, private and governmental organizations committed to providing quality services for their residents and for elderly persons in the community at large.

• HE'S APPOINTED

Greater Detroit Chamber of Commerce has appointed Ben Malbach III of Farmington Hills to the chamber's Board of Directors.

Malbach is director and president of Barton-Malow Co., Detroit. In addition to the chamber of commerce, Malbach serves as president of the Associated General Contractors Detroit chapter and is an Engineering Society of Detroit director.

He also is involved with the American Institute of Constructors, the Young Presidents Organization and the United Foundation.

• NAMED ASSISTANT

Dr. Kenneth Pass, a foot specialist, has announced the entry of Dr. Randy Bernstein into his practice of podiatric medicine and surgery.

Bernstein is a surgical staff member at Bolsoford General Hospital in Farmington Hills, North Detroit General Hospital and Milton Com-

munity Hospital in River Rouge. He finished his surgical residency from Brent General Hospital in 1985, following his graduation from the Ohio College of Podiatric Medicine.

Both doctors are also certified in laser surgery. They will be working at all four Foot Health Centers: 41630 W. 7 Mile, Novi, 349-5555; 311 Center, Northville, 349-4804; 30931 W. 7 Mile, Livonia, 478-1166; and 14500 W. McNichols, Detroit, 863-3338.

Both doctors will provide 24-hour emergency coverage seven days a week.

• ALL-VIDEO

"By producing the business meeting for the Chrysler announcement show entirely on video, we've established a new benchmark for the industry," says R. John Oliver, general manager of Ross Roy Productions, a division of Ross Roy Inc., Detroit.

"After all, the technology is here, and we felt it was time to use it. We're fortunate that we had the full support of our client, and the capabilities of Grace & Wild Studios in Farmington Hills to pull off this precedent-setting undertaking."

This year's Chrysler announcement show was a four-day event in August in Atlantic City, N.J. The annual business meeting is designed to introduce the car company's new product offerings to dealers.

"Traditionally, we've presented this information in a multi-media presentation using slides, film and video," said Hollin Gish, creative director for Ross Roy Productions.

"We decided to go exclusively with video this year to set a better pace for the meeting, and to give the dealers a more sophisticated production. The video allowed us to present the meeting content in a continuous flow."

Lipson is of CTC Productions in West Bloomfield.

• HE'S HONORED

Dr. Joseph Hess, former chief of family practice at Hutzel Hospital, Detroit, was honored for 25 years of service.

Hess is a Farmington Hills resident.

• FALL SEASON PROMO

WXYZ-TV Channel 7 in Detroit created an eye-catching open using a mix of special effects to kick off its new fall season promo to potential advertisers.

"The original purpose of the piece," said WXYZ co-producer Les Raebel, "was to use it just for the open and close of our promo highlighting ADC's fall lineup to our advertisers." The reaction was so positive, it is now airing as a 30-second commercial on WXYZ.

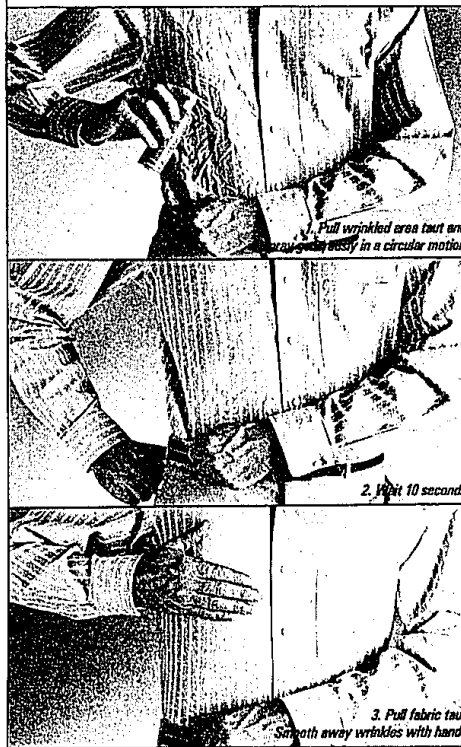
The concept behind the open was to create a Monty Python or "Saturday Night Live" look using multiple layers of effects. "We were able to create a multi-layer look by using the Abekas digital disk recorder at Grace & Wild Studios," said Terry Peterson, co-producer for WXYZ.

In the promo, WXYZ floats its local news teams, along with syndicated and network celebrities, in a complex multi-layered, 30-second parade. Syndicated talk show host Oprah Winfrey pops out of a toaster, Sally Jessy Raphael jumps out of a newspaper article, and WXYZ news and weather personalities Doris Biscoe and Bob Kress stand in downtown Detroit as the sky literally rains cats and dogs.

The look continues as Phil Donahue drives through the streets of Detroit in a miniature pink Cadillac. Susan Lucci of "All My Children," along with Jack Wagner of "General Hospital," drift into view as visions in soap bubbles.

With product elements in hand, Raebel and Peterson went to Grace & Wild Studios in Farmington Hills. Grace & Wild senior videotape editor Jeff Fleck cut the promo with the help of production manager Paul DeMars as special effects consultant. "The toughest part of editing the promo was developing the timing of each sequence," Fleck said. "We had up to 10 separate layers of action on any given frame, which meant that any minor timing adjustment we made to an element affected all other elements in that frame."

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