

Yearly update

Real estate group taught about schools

By Casey Hans
staff writer

GRAHAM LEWIS, superintendent of schools, asked real estate brokers to view the Farmington area as a "community of schools" when describing it to their clients.

Declining enrollment over many years caused the closing of schools

and a "loss of the neighborhood concept," he said to the group last week.

"We are now a community of schools. What we provide is an equity of schools."

Lewis and other staff members fielded questions about issues facing prospective homeowners. Wednesday, during the district's annual breakfast for local real estate brokers and personnel managers.

Pupil-to-teacher ratios, length of time students are bused, grade requirements for sports participation and computer education were just a few areas of interest raised by the more than 100 people in attendance.

LAWRENCE FRIEDMAN, assistant superintendent and chairman of the district's community relations committee, which coordinated the breakfast, estimated 60 percent of those attending were from real estate companies.

Others represented business relocation companies, local business leaders, the chamber of commerce, parents representing a variety of school buildings, and school staff members there to give information and answer questions.

The district is a pioneer in presenting information about the schools to local businesspeople, specifically real estate agents, Friedman said. It insures correct information about the district is given to prospective homebuyers and employees transferring to the area.

This is the district's fourth year hosting such an event.

CHANGING TO an informal presentation this year allowed more information — specifically addressing the concerns of the real estate and relocation businesses — to be addressed.

Deputy superintendent Michael Flanagan discussed the state school equity issue, a move that would equi-

alize the dollars each school district receives for education. As an out-of-formula district, Farmington receives most of its education dollars from local property taxes. Under the equity movement, this may change, he explained.

The district's major building renovation program is under way now, he said, before any equity issues affect the district. It has been estimated the district needs \$10 million in capital improvements. "We want to do it now before the equity issue hits," he said.

The sad news is that the state is probably not going to bring districts up to Farmington's level by equalizing them, he added.

ALSO SPEAKING at the breakfast was immediate past president of the Farmington/Farmington Hills Chamber of Commerce, John Handley.

Handley discussed the growing relationship between the schools and the business community — including the on-going co-op program — and stressed the need for good schools.

"Schools are the most available source of entry-level employees for our local businesses," he said. "We're placed so a new employee can take on job responsibility without extensive retraining."

Handley called the school district "a powerful tool" for personnel directors looking to hire a particular employee and move him or her to the area.

THE DISTRICT'S telecommunications coordinator, Dean Cobb, showed an updated video production about Farmington Public Schools — a product of high school interns.

The video gave general information about the schools, programs and cultural differences in the community. At least one real estate agent requested a copy of the production.

Assistant superintendent Judith White, new to the district in 1986, gave an overview of the curriculum at each level. She said her first impressions were positive.

"Truly, there is a balance of programs," she told the group. "It would be a rare student that did not have his needs met."

Discussing the "high expectations" the district has of its students, White stressed the district helps its students to achieve them.

"It doesn't matter the level . . . the child will learn," she said.

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(F3A)



Roxanne Fitzpatrick, PTA council president, and Norm Dixon, North Farmington assistant principal, were "parents" searching for a Farmington-area house during a breakfast.



Assistant Superintendent Lawrence Friedman was moderator for the breakfast, held in the Warner Middle School media center.



photos by RANDY BORST/staff photographer

Linda Coaton, representative from Fireman's Fund Mortgage Corp., was among those attending the breakfast meeting.

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.

MOVING UP

National Bank of Detroit has promoted John Wenzel of Farmington Hills to vice president.

Wenzel, an NBD employee for nine years, serves as assistant general auditor in the auditing division. A chartered bank auditor, he is a member of the Bank Administration Institute and the Institute of Internal Auditors.



John Wenzel

CENTER UPGRADING

Thirteen months ago, Schostak Brothers & Co. became managing agents for Loehmann's at Hunters Square/Tally Hall, which opened in 1980.

Its goal is to improve the property through leasing and architectural improvements.

James Bohannon, president of leasing for Schostak Brothers, said the shopping center is situated at a prime location at Orchard Lake and 14 Mile roads.

"Leasing is progressing nicely," Bohannon said.

"Designer Lady opened for business in late December of 1986 and Sherri's is currently expanding their operation. Winkelman's, Rave and Caddy Shack will all be open by spring. Negotiations are under way with three more stores, with summer openings."

Schostak Brothers felt the shopping center could use a lighter and brighter ambience. It chose Barbara Martin as designer for the project. She designed Eaton Place in the Wonderland Center and has been involved in the design of many food court and retail properties.

Phase one of the renovation will be Tally Hall. Entrances to the shopping center will become visible from Orchard Lake Road through the use of color, mirrors, neon and tivo lights. A new rhythm and cohesive-

ness will be created in the interior of Tally Hall through the use of color, lighting, graphics, signage and new furniture.

The colors of Tally Hall will be lighter and brighter to accent new lighting schemes as well as bring the illumination of the space down to highlight the restaurants and shops.

Tally Hall renovation is scheduled to take six to eight weeks, with completion by the end of March.

Phase two of the renovation will have to do with the exterior of Loehmann's at Hunter's Square/Tally Hall is on display at center court in Tally Hall.

NAMED VP

Paul Heymoss was named vice president in charge of residential production for Consumer Mortgage Corp., Farmington Hills.

Heymoss has 12 years of mortgage banking experience. Most of his experience has been in the Detroit area except for the past 2½ years, when he served as senior vice president and head of production for Westwood Mortgage, Dallas.

NEW FELLOWSHIP

Julie Gerschick, senior manager with Detroit-based Peat, Marwick, Mitchell & Co., was selected for a two-year accounting fellowship with the Office of Regulatory Policy, Oversight and Supervision of the Federal Home Loan Bank in Washington, D.C.

The Farmington resident's areas of concentration will include regulatory accounting financial instruments.

She will be the accounting liaison for four Federal Home Loan Bank districts, participate in proposed regulations set forth by the Federal Home Loan Bank and will interact between the Federal Home Loan Bank and the American Institute of Certified Public Accountants, the Emerging Issues Task Force, the Financial Accounting Standards Board, and the Securities and Exchange Commission.

Gerschick has been with Peat, Marwick for eight years. She has been a senior manager in the audit department for two years, concentrating on financial institutions.

NEW EXECUTIVE

Holly Jensen of Farmington Hills was appointed account executive for

the Motor Statistical Division of R.L. Polk & Co.

In her new assignment, Jensen will develop a marketing information statistical service for motor vehicle dealers. The service will assist new car dealers who use Polk's registration and title statistical data base.

Before joining Polk in January, Jensen worked for Nebraska's Motor Vehicle Department for 12 years. She joined the department in 1975 as an accountant and was promoted to budget officer three years later.

In 1983, she was promoted to director, a position she held until leaving the company to join Polk. While director, she headed the department's promotion of highway safety, the administration of motor vehicle laws and the maintenance of automated systems for driver and vehicle records.

She is a member of the National Management Association.

HE'S RE-ELECTED

Farmington-based Masonry Institute of Michigan announced Michael Navetta, Navetta Mason Contractors, Novi, was re-elected to his fourth consecutive term as chairman of the masonry promotion group for 1987.

Serving are:

• vice chairman, Frank Soave, Borin/Bolce Builders Supply, Pontiac.

• secretary, Roy Seebinder, R.A. Seebinder Construction Co., Troy.

• treasurer, Francis Costella, Monte Costella, Inc., Southfield.

• assistant secretary, Robert Nowak, R.C. Nowak & Co., Garden City.

• assistant treasurer, Robert Rens, Laifarge Corp./Great Lakes Region, Lansing.

At the Institute's recent annual meeting, Frank Kruse, Kruse Company, Southfield, and Michael Navetta, Navetta Mason Contractors, Novi, were elected to three-year terms on the Board of Trustees. Elected as alternate trustees were Mariano (Skip) DiGiovanni, Central Masonry & Cement, Rochester; Robert Nowak, R.C. Nowak & Co., Garden City; and John Robovitsky, Robovitsky Construction, Southfield.

The Masonry Institute of Michigan, at 24185 Drake Road, S-202, Farmington, (telephone 478-6646), is the promotional, educational and technical arm of Michigan's masonry industry. Masonry includes brick, block, stone and other hand-laid materials.

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Offer ends Saturday, March 21.

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