

Head to toe

Health fair fosters interest in checkups

By Bob Sklar
staff writer

GOOD HEALTH was on the minds of the more than 300 people who flocked to the Mercy Conference Center in Farmington Hills Wednesday. The lure was Project Health-O-Rama '87, a health screening fair sponsored locally by the Farmington/Farmington Hills Commission on Aging.

The accent of the eight-county, 100-site fair is on health education and promotion for adults. Early detection and treatment of disease or disorder is the goal.

Farmington resident Pat Harjes is a Health-O-Rama regular, coming three of the four years a screening site has operated at Mercy.

"For \$8, I get excellent blood work — and a copy of the results to keep," she said. "There also are other tests I like to take — glaucoma, hearing, skin cancer. It's just a great service to the community."

The line stretched down the hall when the Mercy screening site opened at 8:30 a.m. Wednesday.

Free tests included blood pressure checks, height and weight measurements, podiatry exams and tests for vision, glaucoma, hearing and skin cancer. Services included health hazard appraisal, counseling and referral, and health education literature.

A blood profile of 21 tests cost \$8. A take-home electrocardiac screening test cost \$3.

TO PROMOTE the early detection and proper treatment of skin cancer, Farmington Hills dermatologist Dr. Jon Blum did free skin exams for the third year.

Skin cancer is the most common form of cancer. Dermatologists are medical doctors who specialize in the prevention, diagnosis and treatment of skin problems.

People who received the painless exam for possible skin cancer also were given brochures about the prevention of skin cancer, sunburn, wrinkles and premature aging of the skin.

The typical Health-O-Rama participant received services worth \$10 to \$150 for only a nominal fee, staff members said.

Many participants were seniors, familiar with Health O-Rama be-

cause of the Farmington Hills screening site's proximity to the Mercy Conference Center Senior Center.

"I THINK a lot of people who come don't have physicians," said Farmington resident Gerry Dielenheim, Mercy site coordinator. "By coming here, if there's any abnormality, they can further check on it."

Blood profiles are mailed to each participant. "Anything blatantly wrong is followed up with a phone call by Health-O-Rama staff," Dielenheim said.

Staff members ask if a physician has been consulted if the abnormal findings were confirmed and whether treatment was prescribed or changed.

Physicians, nurses, other health professionals and local residents were among those who volunteered their time and skills at the Mercy screening site.

Walled Lake resident Barbara Musson, United Health Organization glaucoma technician, makes the rounds of many Health-O-Rama sites.

"A lot of people have glaucoma, so they come to make sure their medications are working," she said. "Others don't even know what glaucoma is."

Farmington Hills resident Micky Jones joined many other American Association of Retired Persons members in volunteering to help serve health fair participants.

"I've taken advantage of it in previous years so I knew what it's like," he said. "This year, I decided to help out."

AT 3 P.M., a half hour before scheduled closing, Jones said he hardly had a chance to look up all day.

Pat Harjes had high praise for all the volunteers. "I appreciate everything they do. They make it go smoothly."

Special exhibitors at Mercy included the Oakland County Library for the Blind and Physically Handicapped, the Tri-County Home Health Care of Southfield, the Farmington Hills Fire Department and the Cataract & Eye Care Center of Berkley. The Oakland County Health Divi-

sion presented "Ask Your Pharmacist," which provided medications counseling.

Project Health O-Rama '87 is made possible through the financial and promotional support of Blue Cross/Blue Shield of Michigan, WXYZ-TV, the United Foundation and the United Health Organization, a Torch Drive/United Way agency. It runs through April 16.

A healthy lifestyle should consist of good nutrition practices, frequent exercise and periodic health checks. Attending a Project Health O-Rama site is just one way of taking good

care of yourself.

"It is simply good medicine to take a screening test, so that if a condition is developing, there may be a chance to detect and treat it early," a Health-O-Rama brochure said.

Health-O-Rama tests are not a guarantee that illness is not present, nor do they rule out the possibility that diseases screened for will strike at any time. No single screening test can be considered foolproof.

Remember: health screening tests do not take the place of regular visits to your physician.



AT LEFT: Robert Hinshon of West Bloomfield Township gets his height and weight checked by volunteer Millie McNinch at the Health-O-Rama screening site offered Wednesday at Mercy Conference Center in Farmington Hills.



photos by RANDY BOBIS/retail photographer

Debra Gentry (right), a nursing student at Madonna College in Livonia, takes a blood pressure reading from Dorothy Schlesinger, a Farmington Hills resident, at the Mercy Conference

center screening site for Project Health-O-Rama '87. Gentry also lives in Farmington Hills.

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, 32303 Grand River, Farmington 48024.

● NOW A VP

The National Bank of Detroit has promoted David Hickey to vice president in its National Banking Division. The Farmington resident, an NBD employee for 17 years, serves as a correspondent banking representative.

● ON THE MOVE

Franchise One has moved to Farmington Gr. ad Plaza, Grand River at Monty, one block west of Orchard Lake Road.

● WINS AWARD

Kellett Construction Co. was a national winner in the 1986 Best in America Living Award sponsored by Professional Builder and Better Homes & Gardens magazines.

The Kellett company's entry was the lone award winner among home and condominium builders in the Midwest.

Kellett's Chesapeake model at Chestnut Run subdivision in Bloomfield Hills was cited for custom/luxury in homes of more than 3,000 square feet.

It was one of the homes featured in Homearama '86 sponsored by Builders Association of Southeastern Michigan. The model was designed by Anderson-Reinke & Associates of Farmington Hills. It sold offshoot of Farmington Hills. It sold offshoot of Farmington Hills. It sold offshoot of Farmington Hills.

● MOVING UP

David Wilson of Farmington Hills was promoted to territory II claim manager for Allstate Insurance Co. in Southfield.

He is responsible for the administration of the casualty and property claim offices in Grand Rapids, Lansing, Kalamazoo, Flint and Romulus. Wilson started his career with Allstate in 1967 as a casualty claim adjuster. Before his promotion, he held

positions as district, division and field claim manager.

● NEW OFFICE

The Farmington Hills-based law firm of Kaufman and Payton has opened new offices in Traverse City and Manistee. The announcement was made by Alan Jay Kaufman, senior partner.

Bruce Cockerman and Richard Wilson Jr. will be of counsel to the firm at the new offices.

"These new offices will increase our efficiency and representation throughout the state, as well as assist us in better serving clients in western and northern Michigan," Kaufman said.

Kaufman and Payton has offices in Detroit and Grand Rapids. The firm's 19 attorneys offer counsel in the areas of corporate, insurance, medical, professional and liquor liability; real estate, taxation and international law.

● SHE'S PROMOTED

Carol Hanlon of Farmington Hills was promoted at Detroit-based Ross Roy Inc. advertising agency.

Hanlon is broadcast media supervisor, responsible for directing the broadcast activities on various accounts such as Ameritech Yellow Pages, Blue Cross/Blue Shield, Stokas Salsano and Gray & Kligor Inc., a Ross Roy subsidiary.

Since joining Ross Roy in 1978 as a secretary, she was promoted to account coordinator, assistant media buyer and senior media buyer.

● IT'S HONORED

The Globe Agency Inc. in Farmington Hills was named to the President's Million \$ Council by Citizens Insurance Co. It is the first year the insurance agency has achieved this honor.

"The President's Million \$ Council is a special honorary group established by Citizens to recognize outstanding sales and above-average underwriting results by the independent agencies which represent us," said James Coville, Citizens marketing vice president.

The Globe Agency placed \$2 million in premiums with Citizens in 1985 and fulfilled all of the other requirements to qualify for the President's Million \$ Council. The agency will receive an award plaque and other special benefits in recognition of its achievements.

The Globe Agency was one of 24 selected from among 500 independent agencies that represent Citizens. Citizens Insurance Co. of America is the largest writer of insurance

through independent agents in Michigan.

● CHANGING SITES

James P. Ryan Associates Architects & Planners, P.C., has moved into new 8,000-square-foot offices at 31000 Northwestern Highway, Suite 100 (15 Mile and Northwestern Highway) in Farmington Hills.

The relocation and expansion was announced by James P. Ryan, president and founder.

Founded in 1978, the staff of 32 has received local and national awards for excellence of design of shopping centers. Local projects include designs for Eastland Center, Westland Center, Summit Place and Somerset Mall.

Outstate projects include Lansing Mall and Lakeview Square in Battle Creek. National projects include renovations to the Bonaventure Hotel (Los Angeles), and Montgomery Mall and Townsquare Center (Maryland). Projects recently completed include shopping centers at Westminster and Laurel in Maryland and a regional shopping center in Palm Beach and Novi.

Clients include The Center Companies, Forbes/Cohen Properties, Ford Motor Land Development, Frankel Associates, Kojan Inc., Ramco-Gershenson Inc., Shostak Brothers and The Taubman Co.

● JOINS FIRM

Julie Bowles-Janks has joined Kane and Kane Inc. of Birmingham as media director.

She comes to the advertising agency from Sepanek and Leder Enterprises Inc. of Farmington Hills, where she was media planner/account executive.

She also previously served as advertising coordinator and later as advertising director for Alberts Inc. of Ferndale.

● NAMED VP

Farmington Hills resident R. Robin Carr was named vice president/group account supervisor on the Pontiac account at D'Arcy Masius Benton & Bowles/Bloomfield Hills.

Previously, Carr was vice president/group account supervisor on the Florists' Transworld Delivery, Dow Chemical, National Bank of Detroit and Detroit Deere accounts. Prior to that, he had been an account supervisor and account executive on the Florists' Transworld Delivery account.

Elected a vice president at D'Arcy Masius in 1983, Carr joined the agency in 1980 as an account executive on the Florists' Transworld Delivery account.

He is a member of the Adcraft Club of Detroit and the Detroit Advertising Association.

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