

## Ad agency gives holdings to U-D

Ross Roy, Inc., an advertising agency whose headquarters for under construction in Bloomfield Hills, will donate its E. Jefferson Avenue land and buildings to the University of Detroit.

"As neighbors on Jefferson for over 25 years," said Glen W. Fortinberry, chairman and CEO of Ross Roy, "we have great respect for the University of Detroit and its high academic standing. Our board is very pleased to make this contribution to the university for its development program."

Ross Roy will be consolidating many of its operations later this year in the Bloomfield Hills facility. Fortinberry said the three-story, 211,000-square-foot building is "thoroughly planned to provide the ultimate state-of-the-art environment for the agency of the '90s."

One major division unaffected by the move is Ross Roy Productions, which already has established permanent new offices at River Place in downtown Detroit. Additional expansion is anticipated there.

Ross Roy will donate a property package, which lies between E. Jefferson and Larned near Jos. Cam-

**Ross Roy will consolidate many operations this year in a new, three-story Bloomfield Hills facility with 'the ultimate environment' for the 1990s.**

pau, to U-D. No value was announced.

It includes a three-story, 80,000-square-foot building, originally built in 1927, and a larger five-story, 80,000-square-foot building, constructed in 1929. Also included are two adjacent paved parking lots, totaling 45,000 square feet.

U-D President Robert A. Mitchell, S.J., called the gift "an extremely generous one. U-D has graduated thousands of civic and business leaders of this community, including many graduates associated with the Ross Roy agency."

## Graduates need more than card

**O**NE MORNING I went to the card shop. It is graduation time, and some of my relatives and friends are among the graduates.

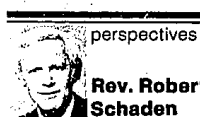
As I perused the messages to America's graduating class, I wondered: What would really be the best thing to say to those preparing to pick up the baton directing the drumbeat of the world?

Most cards, in my estimation, came up short.

Oh, they were nice. They spoke of dream fulfillment. They spoke of getting what the graduate wanted out of life. They spoke of success. They spoke of following the stars. All nice stuff. But as a group they came up short.

GRANTED, GRADUATION cards are not the place for sermons. Parties for the graduate are not for the purpose of advice giving.

But at the same time I hope that our congratulatory messages go beyond a picture of someone cruising in a convertible as a symbol of what the successful graduate should be-



**Rev. Robert Schaden**

come. I hope that, just because they have mastered some science and learned their letters, we do not presume we have nothing else to give them.

These are the women and men who are going to run our world.

They are the ones whose votes and whose decisions are going to determine the quality of life for us as we head into our later years. These are the people who will be grappling with the hunger problems of the '90s brought on in part by our confused priorities in the '80s and the '70s.

WE GIVE THEM many assets along with their diplomas. But we also leave them a few debts.

Perhaps the greatest disservice we could saddle them with is to not

let them know that we realize that both of these are true. We need to show them what has brought on true happiness and at the same time be humble enough to admit that we have discovered the hard way that not always measured by bank accounts and toys on the patio.

We do not need to preach at them at their parties or slip little sermons into their gift boxes. But we do need to give them what we learned from our own real successes and even our failures.

WHAT IF they were to hear us talking among ourselves about hunger problems or ways of stopping arms races with as much concern as they hear us discuss our property taxes?

What if they were to eavesdrop on

our office conversations and discover that we can be as excited over improving the plight of the elderly as we are over looking for the new stereo?

Don't try to get it all onto a card. And don't use the party for a platform to speak of how the world should change. But let's not sell ourselves short either. Let's know that they will continue to listen to us as they determine the priorities that will drive their world and ours.

Dear graduate, may your dreams continue to grow and may your success be measured both by the way in which you enjoy this world and in which you improve it. Most of all, may you know love.

The Rev. Robert Schaden is with the Newman House at Schoolcraft College in Livonia.

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