

Dependable day care: major concern today

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435,095 were employed and 57,804 had children under age 6.

"I don't think people realize how many mothers work," said Carol Tresik, executive director of the Learning Tree child care center, Livonia. "And single mothers have become a large part of the work force."

"Part of the child care problem is that the community isn't aware of the need for quality child care, and most people don't become aware of it until they have a need for it."

Parents face a monumental task when it comes to finding quality child care and for many finding the right source is a game of chance.

Child care options can range from home-based care givers like a drop-in baby sitter to a full-time nanny to day care in another home, preschool centers and nursery schools.

The Oakland County Child Care Council estimates there are 68,000 children of day care age in the county and 34,000 of those require some form of day care.

On the flip side, the county's 391 commercial day care centers can handle 14,792 children. But 50 percent offer half-day programs. The bottom line is that there are only 7,000 full-time day care slots available.

In the Wayne-Oakland area child care is available, but there aren't enough slots for infants and toddlers — "and there never will be," Mosteller said.

Slots for latchkey school-age chil-

dren are tight, especially for day camps during summer vacations, she added.

"I'd be very, very leery right now with what I know about child care," Mosteller said. "A lot of mothers don't want to be a working parent, but they have to, and if they have to worry about child care... that's an awful stress to put on them."

The lack of awareness of the child care dilemma can best be seen at the national level. It wasn't until three years ago that the U.S. Census Bureau decided to take a closer look at how working women managed child care.

The report found Americans spent an estimated \$11 billion on child care for 28.5 million children 15 years and younger, with the care ranging from informal arrangements with friends and relatives to formalized day care or a combination of the two.

IN A 1986 report, United Community Services found that working parents in the metropolitan area paid between \$45 and \$80 a week for child care, with infant care substantially higher and much less available. It also found that existing child care facilities can meet only half the child care need.

America's concept of motherhood has been reshaped over the last 20 years, partially because of the feminist movement of the '60s and the blow dealt by economic recessions and inflation in the '70s.

Once a working mother was looked on as an oddity, now she has become the norm.

But even though the stigma is gone, society has been slow to respond to the changes in the American family.

Government support for child care has dwindled substantially since a burst of legislative action in the early '70s.

Employers also have been slow to respond. Today only 3,000 of the nation's 6 million employers provide some form of child care assistance. And less than 5 percent provide day care centers in the work place or nearby.

Child care has become caught in a clash between fact and fantasy.

The fact is more and more parents are leaving their children in someone else's care while they work.

But the fantasy of Ozzy and Harriet is leaving them feeling guilty about being good parents.



Danny Gray (left), 3, and fellow preschooler Johnny Nozza, 3, tackle a game of "Trouble" with the help of teacher's aide Kelly

Cassar. The youngsters are enrolled at the First Step Day Care Center at the Farmington YMCA.

Survey finds more use of day care

"Who's minding the kids?"

The U.S. Census Bureau asked that question of a select number of households during a four-month period straddling 1984-85.

Its report, released in May, marked the first time the bureau delved into how children of working parents are cared for, the complexity of the arrangements and the financial costs involved.

The principal findings were:

- 1.9 million, or 23 percent of the 8.2 million children up to 4 years of age, attended day care centers or preschools most of the time their mothers were at work. The remainder were primarily in supervised care in their home (31 percent) or in someone else's home (37 percent).

Only 8 percent were cared for by the mother while she was at work.

- About 75 percent of the 18.3 million grade school children 5 to 14 years old were in school most of the hours their parents work.

- The percentage of preschoolers cared for primarily by their fathers while their mothers worked was 19 percent for children of married women compared to only 2 percent for children of unmarried women — divorced, widowed, separated, married with spouse absent or never married.

- Unmarried women depended more on their children's grandparents for care in the child's home (16 percent) than their married counterparts (3 percent).

- The use of day/group care centers or nursery/preschools among employed women 18 to 44 years of age for their youngest child 5 or younger increased from 16 percent in 1982 to 25 percent in 1984-85.

- Full-time working mothers with preschool children relied more heavily on child care arrangements outside the child's home than did mothers working part-time. They also relied heavily on organized child care facilities.

- Working parents of almost 7 million children under 15 years reported using a secondary child care arrangement (when more than one child care giver was needed) — 32 percent of children 5 to 14 used a secondary arrangement, compared

with only 13 percent for children under 5 years of age.

- Of the 7.7 million women who depended on relatives, non-relatives or organized child care facilities for either primary or secondary arrangements, 5.9 percent reported losing time from work as a result of a failure in their arrangement.

- One million children of employed mothers during winter 1984-85 cared for themselves after the school while their mothers were working.

- The median weekly child care cost for the 5.3 million women who reported paying for such services was \$38. The estimated annual child care expenditure was \$11 billion.

business briefs

If you recently opened a shop, captured an award, earned a promotion, are planning a new venture or project, or have information about other business-related happenings — and there's a Farmington-area connection — we'd like to hear from you so we can share your news with other Observer readers. Send items to: Business briefs, Farmington Observer, 33203 Grand River, Farmington 48024.

NEW VP

J. Paul Austin of Farmington Hills was appointed vice president for underwriting by AAA Michigan. Austin is responsible for the actuarial and underwriting areas. He had been underwriting director since 1984 and actuarial manager before that.

He was first employed at AAA Michigan from 1973-78 and returned to the company in 1983.

Austin is a member of the American Academy of Actuaries, the Casualty Actuarial Society and the Michigan Automobile Insurance Placement Facility Board of Directors.

FORBES LIST

A Farmington Hills business is ranked among Forbes magazine's top 400 private companies.

Jervis B. Webb Co., a materials handling company, is ranked 349th with sales of \$350 million.

A private company was defined as not having widely traded stock or fewer than 500 shareholders, generally the cut-off point above which a company must file with the Securities and Exchange Commission. Also included were companies that have filed with the SEC, but whose stock is not publicly available.

Private companies account for about one-third of U.S. production. About 7 million U.S. companies are private. Only about 10,000 are public, according to Forbes.

NEW UNDERWRITER

Monsanto Co., which has a sales and marketing office in Farmington Hills, has become a local broadcast underwriter of the MacNeil/Lehrer NewsHour in southeast Michigan.

Monsanto's underwriting helps Detroit PBS affiliate WTVS-TV/Channel 56 defray the costs of acquiring and broadcasting the MacNeil/Lehrer NewsHour on Wednesday nights. Support is made possible through the Monsanto Fund, the philanthropic

arm of St. Louis-based Monsanto Co. WTVS-TV has two-million viewers a week in southeast Michigan. The business community contributes 11 percent of the station's annual operating money; viewers contribute 51 percent.

Monsanto is a supplier to the automotive industry, with annual automotive industry sales of \$800 million.

HE'S INDUCTED

Detroit real estate veteran Gerald Kutzen was inducted into the Detroit Board of Realtors (DBR) Hall of Fame.

The Farmington resident began his career in the appraisal arm of real estate in Detroit in 1957, working for the state of Michigan. He served as district supervisor/appraiser for the state tax commission. Kutzen served as appraiser for Treadwell & Associates developers from 1968 through 1985. He is past president of the American Institute of Real Estate Appraisers, Michigan Chapter, and holds its MAI designation.

He is currently vice president of the Appraisal division of Lambrecht Co.

NEW PRESIDENT

Arthur Moreau of Farmington Hills is serving as 1987-88 president of the National Skat Committee of the USA, a travel/hospitality industry executives' organization of 4,200 members in 75 local clubs, including one in Detroit.

Moreau is a retired district director of marketing for Delta Air Lines in Detroit. He's now with Complete Travel Service, a Troy travel agency.

He was president of the Skat Club of Detroit in 1973.

The Association Internationale des Skat Clubs has 25,000 members and 500 clubs worldwide.

NEW IN TOWN

Creative Corners of Learning opened Dec. 5 at 33305 Grand River Farmington. The telephone number is 478-5925.

The store specializes in educational supplies, including books, games, toys, enrichment classes, individualized tutoring, educational video and rental and educational software.

Owner Joanne LePleur has been a teacher for 10 years, PR director for the Michigan Association for the Academically Talented and vice president of the Farmington Association of the Academically Talented.

FASTEST GROWING

Two Farmington Hills businesses are on Inc. magazine's list of the

500 fastest growing businesses nationally.

American Business Computer, a software developer and distributor, is ranked 221st. The 11-year-old company had sales growth of 1,141 percent from 1982-86. Employees increased from 5 to 35. Sales in 1986 were \$1.41 million.

Para Data Computer Networks, a computer hardware and software distributor, is ranked 235th. The 8-year-old company had sales growth of 1,081 percent from 1982-86. Employees increased from 20 to 60. Sales last year were \$9.47 million.

NBD PROMOTIONS

National Bank of Detroit has promoted four Farmington-area residents.

Mary Kennedy of Farmington Hills was promoted to assistant vice president in the personnel division. She manages personnel planning.

Joseph Kabourek of Farmington Hills was promoted to second vice president in the national banking division. He is a division loan officer.

Louisa Taylor of Farmington Hills was promoted to assistant trust officer in the trust administration division. She is a master trust administrator.

Thomas Doddridge of Farmington was promoted to assistant credit officer in the credit administration division.

Farmington Observer

(USPS 167-840)

Published every Monday and Thursday by Observer & Economic Newspapers, 1225 Bowers, Birmingham, MI 48012. Second-class postage paid at Birmingham, MI 48012. Change of address, Form 3509 to P.O. Box 2428, Livonia, MI 48151. Telephone 591-0500.

SUBSCRIPTION RATES

(in Oakland County)

One year \$24.20

(Elsewhere in Michigan)

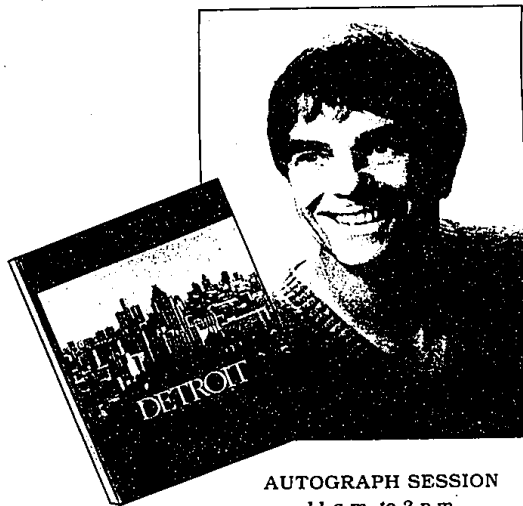
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One year \$40.00

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AUTOGRAPH SESSION

11 a.m. to 2 p.m.

December 10, Livonia

December 11, Birmingham

Artist Dale Fisher will sign copies of his books. Perfect for gifts or your own library. Detroit, \$50; Michigan From the Eyry of the Eagle, \$60.



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