

Suburban Life

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Tag Days

Music boosters' investments bring large return from teens

By Lorraine McGlash
staff writer

MUSIC BOOSTERS from throughout the community are on the countdown now to Tag Days, the annual fall fund-raiser that boosts the music departments of all three high schools, set this year for Friday and Saturday, Sept. 23-24.

There are schedules to be made, shifts to be filled, consent forms to be signed, prizes to be gathered, canisters to be disbursed, transportation to be arranged, tags to be printed, money to be counted and a party to be planned.

Charlie Paul and Bob Kirsten, both parents of music students in Harrison High School, consider that effort a small one for all the musicians give back to the community.

"It's a 12-month-a-year effort for them," said Kirsten, one of the music boosters who spent a week of his vacation as a leader for the teen musicians in band camp this summer.

"There is practice every week during the summer," Paul said. "The Founders Festival Band is made up of all the music students who will be home that week. Two days after our kids got back from band camp they missed half of the first day of school because they had to play at the (Michigan) State Fair, and the next day was the first day of the football season for the marching band."

KIRSTEN GUESSES there are close to 500 teens in the three schools involved in concert, jazz and marching bands, and all of them will be taking shifts, with canisters in one hand and tags in the other, during Tag Day hours.

They will be easily identifiable, dressed in their snappy uniforms, in shopping malls and in front of stores of cooperating merchants in the two

cities from 4-9 p.m. Friday and from 9 a.m. to 6 p.m. Saturday.

"The merchants who support us are numerous. Not only do they allow the musicians to stand in front of their stores, many of them give us prizes or gift certificates for the Saturday night party. The prizes are for the musicians who bring back the most money," Kirsten said.

"It's a bit of an irony that we do this, but freshmen, especially, are hesitant about approaching shoppers for a donation. But this is not a donation. In return for whatever is given, you are given a tag in return, which is the admission for an entire family to any of the concerts in any of the high schools."

"The concerts," Paul added, "range from the wild and crazy Band-a-Rama — the only time the marching band is heard in an inside auditorium which is something to hear — to the very serious Christmas concerts."

THE TWO MUSIC boosters want it known that Tag Days is a joint effort among all three high school music departments.

"If you see someone in a Farmington High uniform, don't be mistaken that your money is going to be used only for the kids in Farmington High School. All of the money we collect is divided evenly between the three school departments to do with as they wish," he said.

Area shoppers have traditionally contributed between \$10,000-12,000 every fall to boost the music departments' budgets.

"The money is used," Paul said, "for equipment, scores, tutors, special instructions, clinics, lectures, new uniforms, scholarships, tutors, whatever is needed to boost the level of music education from whatever the regular public school budget allows."

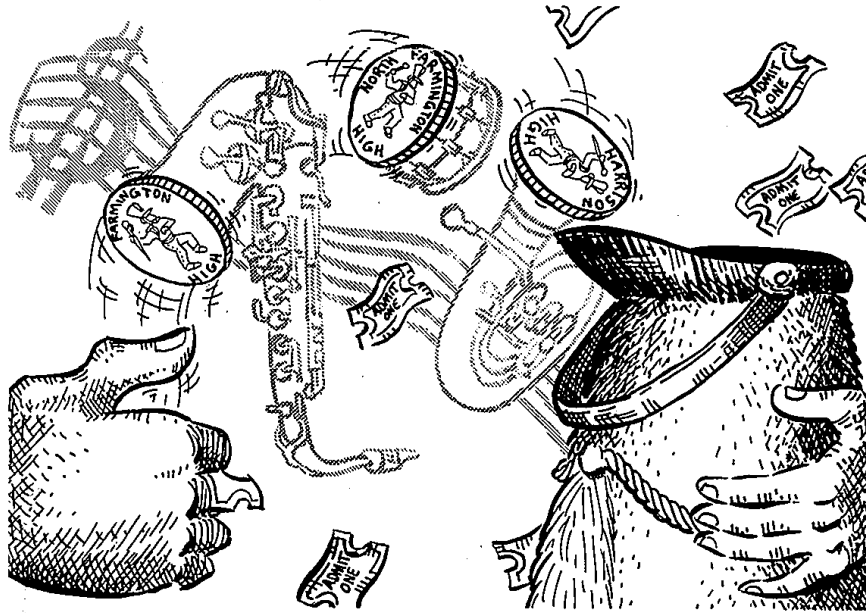


Illustration
by
Marvin Teeple

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Tamara's Spa expands to mall of beauty

A lot on Northwestern Highway in Farmington Hills is slated to be changed from its present status as less than a beauty spot to a large beauty and health spa.

Tamara Friedman, owner of Tamara Institute de Beaute, 32480 Northwestern Highway plans to expand her spa on property she owns next to her business. That property,

the former site of United Locksmiths, was one of the vestiges of the area's rural past.

Her spa is scheduled to expand from its present 2,000 square feet to 6,000 square feet. She plans to lease the remaining 14,000 square feet in the mall. Construction, planned to begin this month, is expected to be

finished sometime next year.

Friedman, the primary backer of the \$1.5 million development, chose to remain in basically the same Farmington Hills location as a matter of economics.

"We own the property. We own the spa and we bought the land next door. So as long as we own the property, we decided to develop it," she said.

WHEN THE project, now at the stage of acquiring the correct city building permits, is further along, she intends to begin considering tenants for the mall. At a rate of between \$16-\$17 a square foot, Friedman plans to rent to fashion and beauty based businesses which could complement and coexist with her spa.

"I've been told I could ask for more (in rent), but I don't want to ask for to overcharge and have people move out. I want solid tenants. I don't want a constant turnover. I want one solid strip. I'm not a real estate magnate," she said.

Friedman wants to see the strip offer one-stop fashion shopping for men and women. About 15-20 percent of the stores are expected to cater to men. In addition to clothing, shoes and accessories, she's hoping the mall features a fashion consultant. "A lot of women are buying too much. They have clothing, creams and cosmetics they don't use," Friedman said.

The anchor store for the center will be Friedman's mall. It's facade will forego glitz and glitter for what the owner describes as "upscale but with understated elegance."

Once inside, the spa's clients will keep their appointments in 25 treatment rooms with a studied, clinical appearance. Staff size is expected to double to 40 persons. She plans to become affiliated with a plastic surgeon, a dermatologist, a nutritionist and a chiropractor.

Among the spa's new services, she expects to add European approaches to beauty, such as steam treatments. That includes a hydrotherapy tub that massages with 60 jet sprays.

As Friedman sees it, the spa isn't just for women. "This is for men and women to relax and enjoy," she said.



THOMAS ARNETT/Press photographer

Tamara Friedman, known for beautifying people at her spa, is now beautifying her land surrounding her spa on Northwestern Highway with a mall of beauty.