

YMCA highlights

These YMCA highlights appear courtesy of the Farmington YMCA, 28100 Farmington Road, Farmington Hills. For information, call 553-4020.

RACQUETBALL TOURNEY
The Farmington YMCA will host a Holiday Racquetball Tournament Friday and Saturday, Nov. 16-17; men's and women's classes. The tournament is open to any Farmington YWCA member.

ELECTION DAY
Children will meet at the YMCA at 9 a.m. on Election Day, Nov. 8, then board the bus and head for Camp Ohlyesa. Participants will enjoy a variety of indoor and outdoor activities and crafts. Each child should bring a sack lunch, drink, swimsuit, towel and warm clothing. The program is available to boys and girls in grades 1-5.

Children must sign up at the Y by Nov. 4.

SLEEPOVER SET
Children in grades 1 through 5 are eligible for the November sleepover that will be held Nov. 5-6. Children should bring a swimsuit, towel, pajamas and a sleeping bag. Activities will include games, swimming, movies and pizza. Participants must sign up by Nov. 3. Call Carol at the Y for more information.

HOLIDAY SPECIAL
Out of school with nothing to do on Thanksgiving break? Spend your time having fun at the YMCA. Wednesday's activities include a trip to Camp Ohlyesa. Friday's activities include children staying at the YMCA. Children need to bring a sack lunch, a drink, warm clothing, a swimsuit and a towel. Parents must enroll their children by Nov. 18.

Ad scholar is named to professorship

Dr. Hugh Cannon of Farmington Hills, a national advertising scholar, was named to the Adcraft Club of Detroit/Leonard Simons-Larry Michelson Professorship in Advertising in the School of Business Administration at Wayne State University.

This position was created by a \$280,000 endowment raised by the Adcraft Club of Detroit and the friends and family of Leonard Simons and Larry Michelson, founders of what today is Simons Michelson Zieve Advertising. It is the first time an organization such as Adcraft has provided the funds to endow a professorship in advertising.

Cannon, 44, is an authority in advertising media strategy and has authored or co-authored 50 articles and papers. He was recently cited as the leading contributor to the Journal of Advertising Research and was among the top four contributors to the Journal of Advertising during the past 10 years.

He came to Wayne State in fall 1986 from Northwestern University, Medill School of Journalism. Before that, he taught at Miami University, Brigham Young University and New York University.

CANNON SAID his move to Wayne State was an academic dream. "There is an exciting intellectual environment here," he said. "The department is made up of high-caliber people who are very involved in research and teaching."

Professor Edward Rioran, WSU marketing department chair, praised the Adcraft club and the 500 corporate and individual donors for their contribution to the support of advanced advertising education with the establishment of the Professorship.

"Professor Cannon was selected after a two-year comprehensive national search among the leading scholars in the field," Rioran said.

"Hugh is a first-class professional who will expand the instructional and research capabilities of our faculty — he will make a fine advertising program even better."

Its comprehensive advertising program has made Wayne State one of the country's largest suppliers of undergraduate advertising students placed directly into advertising agencies. Because Detroit is the nation's fourth largest advertising agency city, a large base of entry level jobs are open to students in any given year.

As the world's largest advertising club and one of the oldest, Adcraft members decided to become more actively involved in higher education to assure students going into the field of advertising a quality education. The \$280,000 for the Adcraft Club/Leonard Simons-Larry Michelson Professorship was raised over the past two years.



Hugh Cannon

Headlee named to board of directors

Farmington Hills resident Richard Headlee was named to LOMA's board of directors Sept. 26.

LOMA is an international association founded in 1924. Through education, training, research and information sharing, LOMA is dedicated to promoting management excellence

in life and health insurance companies and other financial service organizations.

Headlee is chairman of the board of Alexander Hamilton Life Insurance Co. of America in Farmington Hills, a subsidiary of Household International Inc.

Headlee joined Alexander Hamilton Life in 1970 as vice president. Two years later, in 1972, he was promoted to president and chief executive officer at a time when the company was unprofitable.

Headlee strategically positioned Alexander Hamilton Life by offering

a range of innovative and competitive life insurance and annuity products. Since then, company assets have climbed from \$142 million to an estimated \$3 billion by year's end.

Last month, Headlee was appointed Alexander Hamilton Life's chairman of the board.

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