

# Communications '89 is conference for the tyro or the pro

Reservations are being accepted now for "Communications '89," a day-long conference of advise from the experts for students, beginning professionals, professionals, and those in career transitions.

**KEYNOTE** speaker for the day is Paula Blanchard, associate vice president of Casey Communications Management, who develops and runs client marketing communications programs. She has served as a top level adviser to the director of Michigan Department of Commerce and is one of the state's chief spokespersons.

The 11 participating sponsors who have worked to bring the conference together are Adcraft Club, American Marketing Association, American Medical Writers, American Women in Radio and Television, International Association of Business Communications, International Television Association, National Academy of Television Arts & Sciences, Public Relations Society of America, Society for Technical Communication, Society of Professional Journalists and Women in Communications. Casey Communications Management is a contributing sponsor.

Registration is limited to the first 400 registrants. Registrations must be received before Friday, Feb. 10. Inquiries are taken by Doreen Zetterlund, 731-0116.

Registration fee is \$40 for students, or \$50 for professionals. The fee includes admission, sessions, lunch and a chance to win a day on the job with one of six well-known persons who work in the print, radio or TV media, advertising or public relations in the Detroit area.

The 12 sessions cover the gamut of the communications field, ranging from the nuts and bolts of preparing for a career to behind the scenes look at many disciplines.

Panelists include professionals from advertising, broadcasting, journalism, marketing, organizational communications and public relations.



## Chordiac Arrest

"Chordiac Arrest," the first comedy quartet to rank in the top five barbershop quartets in international competition, share the bill with other top ranking four part harmony singers in "50 Years of Solid Gold Barbershop Harmony." Show time is 8 p.m. Friday and Saturday Feb. 3-4 in Livonia's Clarenceville High School, 20155 Middlebelt. The concert is staged by the Detroit-Oakland County Chapter of barbershop singers. Advance tickets, at \$10 each, are available from Don Schultz, 422-5582.

## Project HERS offered

Schoolcraft College's Women's Resource Center is offering a Displaced Homemaker Program funded through grants from the Departments of Education and Labor. Project HERS (Homemaker's Employment Interest System) offers career interest assessment, assertiveness training, resume writing and interview techniques.

Displaced Homemakers are people who have worked in the home most of their lives, and who have lost their source of income due to death, disability, desertion, divorce

or separation from the person on whom they have been dependent.

Financial aid is available to cover the cost of tuition for those who are on public assistance, displaced homemakers, homemakers, or single parents who lack adequate job skills as well as recent, skilled, full-time work experience.

Project HERS begins at 12:30 p.m. Tuesday, Feb. 7. For information on registration and financial assistance, call 462-4400, Ext. 5346. Schoolcraft College is at 18600 Haggerty Road, Livonia.

☺ Twice a week is better ☺ Twice a week is better ☺

# Mercy High student wins essay contest

Kimberly Cook, a student at Mercy High School, is among five area high school juniors who were selected as local winners in the 1988 "McDonald's Black History Makers of Tomorrow" program.

The program, part of McDonald's of Southeastern Michigan's Black History Month celebration, honors the past by identifying future Black history makers. The winners were selected on the basis of leadership, character and scholarship, along with a 1,000-word essay they wrote on "The Making of Black History in the Future."

She was given McDonald's common stock valued at \$500.

"The McDonald's Black History Makers of Tomorrow program provides us the opportunity to identify and honor the positive contributions being made by outstanding black students," said Tom Peters, McDonald's regional marketing manager.

Cook is active at Mercy with the Teen Council, the school Pastoral Team, the pep club and the track team. She wrote in her essay that Black parents and teachers have to be educated and motivated to serve



Kimberly Cook

as positive role models in children's lives, and cites teenage pregnancy as a major deterrent to this. Cook plans to establish a day-care center after college.

# Fish supplies evoke original fish art

Hiring holiday help sometimes results in some unorthodox salesmanship. Lynda Solakian, manager of the Lakeside Fishing shop on Grand River, hired Michelle Garms to help out as a cashier during the Christmas rush.

While Garms waited for customers to decide on rods, tackle and lures, she decorated the paper bags with colorful drawings of fish.

Sometimes she added quotes such as the one on the bag with a shark - "Just when you thought it was safe to go back in the stores." Other's had lures being dropped from a boat or a big fish eating little fish. The customers were somewhat surprised

with the obviously hand-decorated bags but left with a smile.

Garms said she called home for crayon supplies to her mother as she felt her style was somewhat cramped with a limited amount of marker pens.

Garms is a graduate of Mercy High School and graduated from Michigan State University in December. The Farmington Hills resident took the job to fill in time while she was waiting for offers.

Lakeside Fishing, a new fishing supply store, opened for business in December and has an extensive supply of fishing equipment, maps, videos, books and live bait.

## February is history month

The National Society Daughters of the American Revolution designates February as American History Month each year. The Quakertown Chapter DAR encourages everyone to study the lives of those people who helped form our country, the patri-

ots who gave their lives to the cause of freedom. We benefit from the writing of these historical documents: the Declaration of Independence, the United States Constitution and the Bill of Rights.

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