

Suburban Life

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Cookie sales

Girl Scouts blanket the area

By Lorraine McElish
staff writer

THE CHOICES this year are Chocolate Chip, Thin Mints, Samoas, Do-Si-Dos, Trefolls, Tagalongs and

Echos.

Girl Scouts are on the telephone and knocking on doors taking orders now for their annual cookie sale until Feb. 14. Home deliveries begin immediately after that. Then the scouts take to their booths in local cooperating supermarkets and continue their sales to shoppers passing by until mid-March.

"We sold more cookies than any other neighborhood in the council last year, and we're going to do it again," said Kathy Bricker of Michigan Metro Girl Scout Council's Neighborhood 70, made up of 28 troops of Brownies, Cadets and Junior Scouts in Farmington and Farmington Hills.

"Our initial cookie order this year was 3,800 cases to fill the girls' orders, and before the sale is over I'm sure the total amount will be more than 4,000 cases because we always do so well in the supermarkets," she said.

"We can always count on Great Scott, A&P and Farmer Jack for booth space. They've helped us every year with the sales, and the girls already have their schedules made out for the next four weekends.

"The girls also already know what they're going to do with their money.

OF THE 28 troops in the largest cookie selling neighborhood in the metro area last year, Cadet Scout Troop 3108, which meets in Power Middle School, was the largest cookie selling troop.

"We used our money last year for a trip to Toronto," said Cadet Elizabeth Burton. "This year we're thinking about going to Chicago. That's not definite. We're still working on gathering up the information, working out the details."

Simultaneously, the young teens are doing all the planning and working out the details for a neighborhood-wide Mother-Daughter banquet coming up this spring.

"That's pretty typical," Bricker said. "The girls start making their own decisions when they are in Daisies (the youngest of the scout age-categories) and then help in the planning to carry out those decisions."

The annual Girl Scout Cookie Sale supports 50 percent of the annual operating budget for the metro council and goes a long way toward boosting the individual troops' treasury predicated on the amount of sales each troop makes.

The money each troop earns is called Cookie Dough. The troop can do as it desires with their Cookie Dough, and there is always an incentive to earn more dough with cash awards for the most amount sold offered by the council.

On the council level the proceeds from the sale defray the cost of

many travel opportunities. It supports camp maintenance and camp programs, leadership training for adult volunteers, and often will be used for the funding of local troop projects.

ON A PERSONAL level the sales encourage the scouts to set personal goals and help them become more competent and responsible.

The philosophy behind the sales is that as they develop communication and sales skills, they are relating to progressively larger groups of people and realizing they are a part of a larger world.

The leadership skills learned during the sale enable the girls to contribute to society. Actual hands-on experience with the free enterprise system encourages them to use their knowledge and competence in working with others for the good of all.

The scouts in Neighborhood 70 will have their money counted and be celebrating that achievement at their Mother-Daughter Banquet March 16.

In April and May the scouts will be getting together again for Neighborhood Encampments. They'll be meeting again in June for "Neighborhood Bridging Ceremony."

"There's still time to place your cookie order for home delivery as soon as we can get it to you after Feb. 14," Bricker said.

Bricker is taking orders by calling her at 471-0660.



RANDY BORST/staff photographer

Sarah Bricker, a Junior Scout from Troop 1272; Elizabeth Burton, a Cadet Scout from Troop 3108; and Melissa Mitty, a Brownie from Troop 660, represent the Girl Scouts from 28 troops in

Farmington and Farmington Hills who are selling cookies through mid-March to help support their projects and programs.



THOMAS ARNETT/staff photographer

Wayne Gutierrez, executive vice president and creative director for Filmcraft Video, gives Sparky Anderson directions for the making of a Comfortmaker commercial.

Sparky stars in the show

... and the commercial

By Debbie L. Sklar
special writer

What's a typical major league baseball coach do during off season? If he lives somewhere where it's cold in the winter, he probably packs up his bag and heads to the warmer parts of the country. Many of them do, unless they're Detroit's Sparky Anderson.

Anderson, synonymous with victory during the baseball season, is quickly becoming well known for his starring roles as a spokesman for various products on local television commercials.

Late last month he was in Filmcraft Video in Farmington Hills to shoot a commercial for Comfortmaker, a commercial heating and air conditioning brand, manufactured by the Snyder-General Corp.

"We chose Sparky Anderson to be the spokesperson for the kickoff of our 1989 advertising campaign," said Frank Waldron, president of the Wholesale Heating Supply Co. in Livonia, which sells Comfortmaker.

"Sparky's a local celebrity as well as a national one, and he's a humanitarian; he supports a lot of charities. I don't think we could have chosen a better spokesperson."

year the money will go to CATCH. (Caring Athletics Team for Children's and Henry Ford Hospitals). The CATCH program provides funds for non-medical items that help to improve the quality of a child's life whether physically or emotionally.

"I'M REALLY happy to be involved with this commercial," said Anderson. "It's a lot of fun and the funds I get will be donated to a very good cause."

"We believe in the same philosophy that Sparky does," Waldron said. "Good value, honesty and integrity."

This year's commercials, which will be aired early March on WDIV-TV Channel 4, are centered around Tiger trivia, called "Star Moments." They are the brainstorm of the Pregano & Gutierrez Advertising team in Southfield.

"We thought Sparky was a perfect candidate for these commercials," said Catherine Pregano. "He is naturally charismatic and he's very well known throughout the state."

After Anderson asks trivia-style questions about Tiger history, he gives the viewers a few moments to solve the question. During the thought process, Anderson plugs Comfortmaker.

According to Waldron, Comfortmaker dates back to 1930 when it was originally called American Furnace Co. Later through a series of buyouts and acquisitions, the Singer Corp. purchased American Furnace and operated it under its name for more than 50 years. Recently, in 1983, Singer sold out to Snyder General.

"Nobody really thinks about heating or air conditioners until one of them goes on the blink," said Waldron.

"COMFORTMAKER is an excellent product in my opinion, the best and most efficient on the market."

"A lot of people out there haven't heard of our product, and that's why we chose to work with Sparky," said Waldron. "Our goal is to make Comfortmaker a household name when it comes to heating and air conditioning products."

Wholesale Heating is a family owned and operated business with two other locations in Pontiac and Dearborn Heights. It was founded in 1974 and reported annual sales at about \$200,000, today the company has 22 employees and reports that in 1989 sales will exceed \$13 million.

Liz Claiborne

COLLECTION

FEMININE FRENCH FLORALS

Capture the essence of a Parisian spring with these perfect essentials from Liz Claiborne. Accented by gold crested buttons and a longer, softer skirt. Classic red and French blue in solids and spring florals. In Liz Claiborne, all stores except Wildwood Plaza. The collection, \$58-\$116.



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