Hills firm to lead marketing push

A Farmington Hills firm owned by local resident will lead a new marketing strategy designed to p downtown Farmington on the map.

Farmington Hills resident Sandra Hermanoff, president of Hermanoff & Associates, will work with the Farmington Downtown Development Authority's marketing committee to launch the next step in the mittee to taunch the next step in the rejuvenation of the city's central business district. The DDA is currently in the midst of a million dollar streetscape improvement project.

"I guess we're trying to create a personality for downtown Farming-ton," DDA member Frank Clappison sald. "They don't create new down-towns anymore. The downtown that

from now."

"We want it to be everybody's downtown," DDA president Harry Wingerter said

ingerter said.
WITH THE help of Hermanoff and er people, the DDA will work an a

WITH THE help of Hermanoff and her people, the DIA will work on a one- to two-year promotion plan for downtown designed to draw more people into the area to shop and do business.

The DDA's marketing committee will review the plan this spring and plan its launch strategy soon after.

DDA executive director Wendy Strip Sittsamer atressed that the DDA would like to start the marketing program, but make it an ongoing concern long after the DDA streetscape improvements are completed.

streetscape improvements are com-pleted.
"We need to put some programs into place that will carry on," she said.

Although the DDA is coordinating the marketing effort, they will encourage not only retailers and businesses, but downtown landlords to get behind the project, which will be designed to bring a cohesiveness to the business community.

DDA members have said they cannot shoulder the entire cost of such a program, but wants to help get it launched.

IN A proposal made to the DDA board this month, Hermanoff sug-gested a few starting points to launch the marketing effort:

a downtown newsletter — a one-page informational sheet to give to shoppers and visitors, offering specials and promoting special

tration at Madonna.
Community Emergency Medical
Services serves Wayne and Oakland
counties with emergency and nonemergency services. CEMS is an affillate of the Zieger Health Care
Corp. and Botsford General Hospitai.

"It's one way of getting the word around."

• a downtown "club" — members, of all ages, would be issued a card offering special discounts or other items at downtown stores. The card would also allow merchants to gain name recognition with customers.

• an ambassador's program—where specified people would be named to spread the word about downtown Farmington, drawing customers and new businesses to the area.

area.

a walking trail — would draw people downtown.

"If people knew there was a place to walk, they would come here," Hermanoff said.

These would be just a start to the all-encompassing program.

Three wours to just a man-all-encompassing program.

"I see these things as being put in place right away." Hermanoff said. "Everything ties in; it's cumulative." HERMANOFF WAS selected to

HERMANOFF WAS selected to coordinate the effort over four pulcil relations specialists considered by the DDA board. She will present the promotional plan, with cost analysis, to the DDA marketing committee at a meeting at 9 a.m. April 11.

"I think we're trying to rekindle a little commitment to this area again." Clappison sald. "I'm old-fashioned enough to believe you've got to put something back into your community. That philosophy still exists."

Schools sponsored Reader's Month

During the month of March,
Parmington Community School
will be celebrating Reader's
Month. This activity is dedicated to
the second of the second control of the second control

Hospital affiliate names acting CEO

Greg Beauchemia was named acting president and chief executive officer of Community Emergency Medical Services (CEMS), a medical transportation service and affiliate of Bodsford General Hospital.

The announcement was made by Gerson Cooper, president of the Zieger Health Care Corp. and Botsford General Hospital.

"This interim appointment recognitions of the Cooper of the Coope

nizes the outstanding contribution Greg has made to CEMS," said Coo-per. "Confirmation of his appoint-ment is expected at the next meeting of the CEMS board."

of the CEMS board."

Beauchemin Joined CEMS in August 1982 and, most recently, served as vice president and chief operating officer. Before Joining CEMS, he served as general manager of Amcare.

In 1979, Beauchemin received his bachelor's degree from Madonna College, Livonia. He is pursuing a master's degree in business adminis-tration at Madonna.

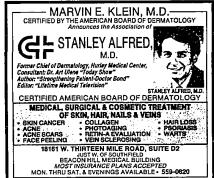




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