

Creative Living



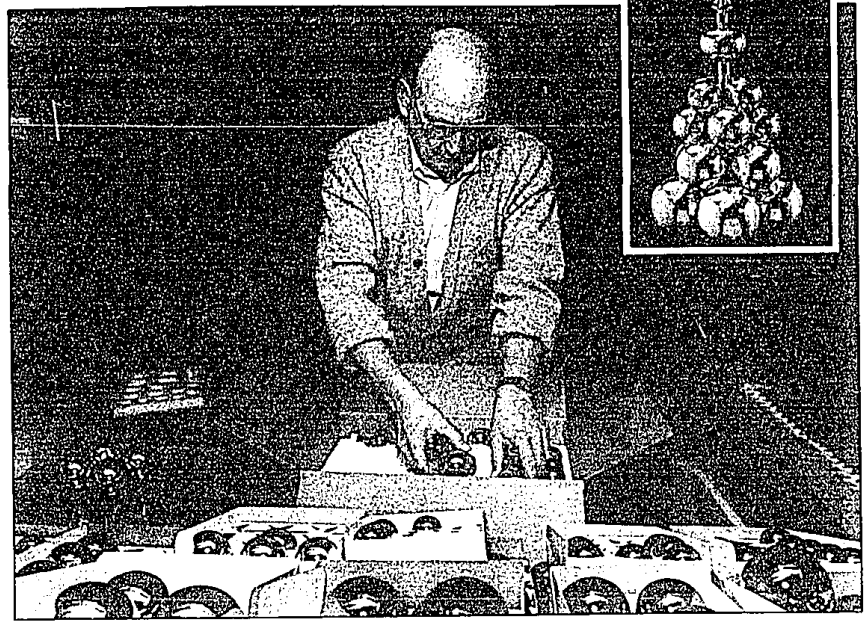
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Monday, November 27, 1989 OSE

exhibitions

- **FOUR WINDS GALLERY**
Thursday, Nov. 30 — "Dimensions in Silver," jewelry by Sam Lovato of Santo Domingo pueblo is in the gallery through December. Reception to meet the artist 6-9 p.m. Thursday. He will be at the gallery 1-4 p.m. Friday and 11 a.m. to 5:30 p.m. Saturday, 340 East Maple, Birmingham.
- **GALLERY BIRMINGHAM**
Friday, Dec. 1 — "Fusion of Art and Rock 'n' Roll," an exhibit of portraits by Ron Wood continues through Dec. 15. Wood is in town for his concert with The Rolling Stones at the Silverdome. The legends of rock 'n' roll are his subjects. Hours are 10 a.m. to 5 p.m. Monday-Saturday, until 8 p.m. Thursday, 223 S. Woodward, Birmingham.
- **ALICE SIMS GALLERY**
Friday, Dec. 1 — "Fiber On & Off The Wall," features works by Gerhardt Knodel, head of Cranbrook Academy of Art fiber department and six other artists. Reception 5-7 p.m. Friday. Hours are 10 a.m. to 5:30 p.m. Tuesday-Saturday, 301 North Main, Ann Arbor.
- **OCC POTTERS MARKET**
Friday, Dec. 1 — Billed as the largest pottery sale in the country with 120 potters, this 14th annual event will continue through Sunday, Dec. 3. Hours are 10 a.m. to 8 p.m. Friday, until 6 p.m. Saturday and until 5 p.m. Sunday, United Food and Commercial Workers Union Hall, 876 Horace Brown Drive, Madison Heights (south of 13 Mile, off Montpelier, each of 1-75).
- **DOS MANOS**
Friday, Dec. 1 — Nativity displays of 12 Latin American countries are on display to Jan. 6. Hours are 10 a.m. to 6 p.m. Monday-Tuesday, until 9 p.m. Wednesday-Saturday, noon to 5 p.m. Sunday through Dec. 24, 210 W. Sixth, Royal Oak.
- **XOCHIPILLI GALLERY**
Saturday, Dec. 2 — "Functionalisms" from Propeller Studio, a group of Detroit artists who are doing some highly unusual work are on display through December. Reception 2-5 p.m. Saturday. Hours are 11 a.m. to 5 p.m. Tuesday-Saturday, 568 N. Woodward, Birmingham.
- **LINDA HAYMAN GALLERY**
Saturday, Dec. 2 — Works of art by Nell Leeb are on display through Dec. 15. The artist will make a personal appearance 11 a.m. to 3 p.m. at the gallery. Hours are 9 a.m. to 5 p.m. Monday-Saturday, until 9 p.m. Thursday and 10 a.m. to 5 p.m. Saturday, 25200 Northwestern, The Courtyard, Farmington Hills.
- **ROBERT KIDD GALLERY**
Saturday, Dec. 2 — Clay sculpture by Thomas Lollar are really his impressions of modern architecture and new paintings by Bob Nugent refer to Brazilian travels along the Amazon. Reception for the artists 7-9 p.m. Saturday. Continues through Jan. 13. Hours are 10:30 a.m. to 5:30 p.m. Tuesday-Saturday, 107 Townsend, Birmingham.
- **LINBURG/ROSE STUDIO**
Duo retrospective by these two outstanding sculptors continues through Dec. 15. They are being forced to vacate and what started as a sale has become a choice exhibit. Open daily by appointment, 955-1335, 1437 Handolph, Detroit.
- **THE COMMUNITY HOUSE**
Paintings of birds in their habitats by Ann Kelly are on display through December. Reception for the artist 2-5 p.m. Sunday, Dec. 3. She has exhibited at Wild Wings Gallery, Birmingham, Duck Trap Gallery, Camden, Maine and Jack-in-the-Pulpit Gallery, Old Mystic, Conn. Open during regular hours, 380 S. Lakeside, Birmingham.
- **SOUTHFIELD CIVIC CENTER GALLERY**
Monday, Dec. 4 — Paintings by Raymond Hopson are on display through Dec. 15. Also on display is pottery by Mary Lynn Smock. Hours are 9 a.m. to 9 p.m. Monday-Friday, until 5 p.m. Saturday, 26000 Evergreen, Southfield.
- **DETROIT INSTITUTE OF ARTS**
"Holy Image, Holy Space: Icons and Frescoes from Greece" continues through Jan. 28. Included is one of the finest examples of Christian medieval painting, a 12th century bilateral icon from northern Greece. Hours are 9:30 a.m. to 5:30 p.m. Tuesday-Sunday, 5200 Woodward, Detroit.
- **MEADOW BROOK ART GALLERY**
"Friends of Meadow Brook II" includes works by outstanding area artists who participated in Picnic

His shining hour



Bulb by bulb, Charles Bullock packs one of the Ornamatrix trees shown assembled in inset photo.

By Cathie Breldenbach
special writer

LAST APRIL when Charles Bullock decided to manufacture the shimmering serenity of his trees, "It's an emotional buy no matter what. The trees are so reflective when they're lit up themselves." If emotions move people to buy the tree kits called Ornamatrix, metal base to anchor the tree. Her creations have sparked on coffee tables and end tables during the holidays ever since — a frosted halo-loom she shared with family and friends.

A year ago July, she moved from her large home in Bloomfield Hills to Mercy Brook, a complex for senior citizens not far from where Charles and his wife live. Over the holidays at her new home, "people oohed and aahed and asked her where she got her trees," says Bullock, "and one fellow said from out of left field, 'Geez, you ought to market these'."

Charles Bullock couldn't banish the idea from his mind and decided to launch a new business. Certainly the lifelong businessman knows how to go about starting a business. He'd done it several times before, once on a large scale with a tool and die shop. Unlike his previous business ventures, this one capitalizes on emotions — his own and his buyers'.

FIRST HE PATENTED the trees which he sells as a kit because there's no unbreakable way to ship them assembled. Expenses to get his patent approved cost \$6,000 up front. The trees may look uncomplicated, but the multiple details of patenting them, purchasing parts, designing packaging that could withstand UPS shipping, and booking advertising demand careful planning not to mention considerable outlay of money.

After Christmas last year, Bullock bought sample balls from stores all over town to find out names of manufacturers as potential sources.

Only two manufacturers make four sizes of balls," he says of the

Ornament trees are family affair

supply problems he encountered, and "nobody makes tops in the U.S." Back in April he wanted to place an order for spiked tops through Bronner's in Frankenmuth, but it was already too late to take advantage of Bronner's bulk order discounts. So he ordered independently — tops from Colombia, South America, and balls in assorted colors from a company in Los Angeles.

Even though silver is his hottest seller, he couldn't specify color quantities because manufacturers can't afford to hand pack orders. Computers do the packing and buyers must take either cases of predetermined color mixes or full cases in all one color.

Matching ball colors presented the next hurdle. The blue and green on imported balls which he uses for the tops of his trees quarrel with the colors of balls from his Los Angeles supplier. "The imported blues are nearly purple," he says. Clashing colors led him to his basement "laboratory" to experiment with spray cans of assorted automotive transparent acrylic lacquers. He rigged up a cardboard box spraying chamber and set up fans to speed drying.

IN HIS "LAB," he worked out close color matches. He offers the trees in silver, gold, red, green and blue or in two color mixes.

Next he negotiated with businesses to manufacture the 4-inch plastic discs that support the tree and won't scratch furniture surfaces. "I wanted to make 100 trees to start," he said, "but manufacturers wouldn't even waste the time to quote me on that volume." Quotes on molds to

produce the bases ranged from \$175 to over \$12,000. He settled on a Wixom company that charged a moderate price for the mold and two dollars per disk.

"I totally blew estimates of packaging costs," he says of another hurdle in starting up his business. Packaging accounts for 20 percent of costs because the 16 glass balls and spiked top must nestle securely in molded urethane to keep them from breaking.

One manufacturer told him, "You gotta break some eggs to make an omelet," but he didn't want any of his customers to receive kits with broken balls.

Finally Manhattan Contalner Co. in Hazel Park came up with a sturdy package for the kit that doubles as a permanent storage box. Bullock sent the carefully designed two-pound package to the UPS lab in Illinois to see if it could withstand their drop, vibration and puncture tests. He facetiously says, "It passed the UPS drop kick test."

Finally he investigated advertising in Better Homes and Gardens and Traditional Home Magazines and was overwhelmed by the cost. When he inquired two months ago, he says, "Not only was I too late, I couldn't afford them." Earlier in the year, he made a sales circuit of upper Michigan and talked with six different retail operations. Most had already ordered their Christmas supplies and he discovered a marketing problem — "I can't afford to sell low enough so they can mark the trees up 100 percent."

HE DELIBERATELY priced the trees to "meet IRS guidelines limiting gifts and entertainment to \$25," so the trees would be eligible for business gift giving. The kits sell for \$24.95 plus \$4 shipping and handling.

For more information on the Ornamatrix trees, contact Bullock at 647-8370.

Don't confuse movement with action

Q: My husband works constantly, yet I always behind. I'm more in control and like to take time off and do nothing sometimes, and he can hardly stand it. He thinks I should always be doing something productive, like cleaning out file folders while I'm watching TV. Can't a person ever just have time to relax?

A: Yes, you can and should regularly take time off to do only what you want. Relaxation is essential to good physical and emotional health and a well-balanced life.

What is relaxation for one person, however, might mean work for another.

Some people function well doing two things at once, while others feel pressured under the same circum-



organizing
Dorothy Lehmkuhl

portant aspect is to enjoy it. You must decide for yourself how your time will be best spent.

If you consider cleaning out files to be work and you are already feeling burned out, then don't do it during your leisure time. If purging your folders is enjoyable for you, however, you could do it then.

HERE'S ANOTHER consideration. If your husband is a logical, time-conscious and detail-oriented person who tends to make work out of play, of just sitting down to watch TV, for instance, the Left Brainer will often consider what work can also be done during that time.

Right Brain people have the opposite approach.

They make play out of work and might decide that, regardless of the time, since they are cleaning out (file folders anyway, they may as well make a game out of it or watch TV at the same time.

TELL YOUR husband not to confuse movement with action. Some people with a high energy level seem to function well with non-stop working.

Workaholics are not necessarily peck performers, however; some just spin their wheels. If down time is important to you, then stick to your guns and take off the time you need.