## Detroit auto show spawns related business

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screened before the client sees them.

"We look for a nice appearance.
They have to be smart enough to talk one-on-one. Anyone can learn a script. They have to have a nice personality. They have to have a nice personality. They can't be stuck on themselves," he said.

themselves," he said.

Narrators can earn from \$135 to \$550 per day depending on experience, credentials and what they're saked to 8, flice said.

But because Detroit is still considered the Vatican of the auto business, Rice said, most narrators are hired here in April to work the exhibition circuit through the following March.

"A lot of our people are carryover from previous years, about 50 percent," Rice said."

Margery Krewsky, vice president

Margery Krevsky, vice president for Productions-Plus of Birming-ham, will place upwards of 70 floor

product specialists and narrators for Pontiac, Buick, Nissan and Infiniti.

THE FLOOR specialists will earn owards of \$200-300 daily, narrators

upwards of \$200-300 daily, narrators \$160-250, she said.
Krevsky expects some travel from her placements. "I won't consider a person who will do just one week," she said. "It's expensive to train tai-

she said. "It's expensive to train tai-net."
Cynthia Guenther, president of United Tatent Agency of Detroit and Dearborn, helped the Detroit Auto Dealers Association select some 80 women to help with public relations tasks relating to the show.
"They will do credentialing. Many women will greet dignituries from Paris, Tokyo many women will seli tickets," she said.
Those jobs, which pay \$7-10 per bour, often are used as stepping stomes to narrator and product spe-cialist jobs, Guenther said.
Guenther also placed about 20 in

'It (auto show) is a family affair. You have one third who come there basically to be entertained, another one third are interested in concept

cars and the other third are true buyers.'

- GMC Truck manager Jim Wagner

Truck manager Jim Wagner band, another a trio," he said. A large orchestra could command about \$3,000 for three hours work; a plano player \$135.250, Rice aid. Chrysler will feature a five-pice far band for its party, said Peter Horo Chrysler. "I told the agency in this particular case what I wanted — a nice plano, bass, drums playing mellow, light music for the \$4.55-year-old group," he said. Entertainment Connection of Southfield has booked a trio for a calership party and Doug Jacobs and the Red Garter Band for a breakfast, said Karen Hail, a sales agent. — GMC exhibits with Bulck, Hyundal, Ford and Pontlac.

than mountpress --ers. "We're doing all the domestic
manufacturers parties, 15, easy,"
Rice said. Most will be afterglows
following the charity preview Jan.
11, and the fare varies.
"One party has a 22-piece big

"ONCE WE find the location and type of atmosphere, we'll suggest a certain type of music," she said. "It all depends on what the client is

certain type of music," ane said. "It all depends on what the client is trying to do. Some exhibitors hire entertainment to supplement the narrators. "We've got eight dancers for Chevrolet, the Chevy Thunder Dancers, and eight dancers for Toyota Team Toyota Dancers," Rice said They can expect to make 1850-20 per day and hit the road for other big domestic shows.

"It's pretty tough to get a job,"
Rice said of the dancers. "We looked
at 160, the client looked at 80."

National talent sometimes supplements local entertainers. ments to a tentertainers.

CMC Truck has hired a group from the Up with People troupe, while Chevrolet has engaged Mike Sweet, a comedian/magician and former Detroiter, and The Plano Juggler, both from Los Angeles.

"WE HAVE entertainment for one cason only — to attract an audi-nce," said Jim Wagner, manager of

shows and exhibits for GMC Truck, "It (auto show) is a family affair. You have one third who come there basically to be entertained, another one third are interested in concept cars and the other third are true.

ouyers," he said.

But there's another school of thought. Chrysler, not wanting singers or dancers to detract from the vehicles, complements narrators and floor people with simulators and in exhibits. In exhibits

We feel to a certain extent it gets

"We feel to a certain extent it gets "We feel to a certain extent it gets product," said bonald Schmid, display and exhibits manager for Chrystler "They get into vehicles." "The industry has become much more technical," said Barbara McIntoch, owner of Affilliated Models of, Troy, Her agency will supply 70 nartairst and floor people for the Detroit show and another 60 for four, other auto shows around the country at the same time. "Schitch has gone to a technical level," McIntosh said. "It's more to inform the public than just entertain."

## Working the Detroit auto show is fun but demanding

Continued from Page 1
cult, but I've been doing it."
There's also time for four "We're
out every morning sightseeing. At
night, we go out on the town," she

night, we go out on the town," she said.

Kulczycki, who expects to graduate from Eastern Michigan University next year, suspects this will be her least time around the circuit.

"We're usually ready to come best time around the circuit.

"We're usually ready to come best to the come of the co

over the U.S. It is very good money. You cash your check and say, 'Isn't this great?' "Kolodziej said.

COMPETITION for jobs is tough, with 50 sometimes vying for two or three slots.
"The girls I work with, you get to be close friends," she said. "You live with them, room with them. But I do find myself getting homestick."
Kolodziej worts 5-8 bours per day

and brings homework on the road.

How long will it go on? "I expect to do this until after I'm out of college and stable in my broadcasting

Guenther of Bloomfield Hills has

Guenther of Bloomtield Hills has been a Ford narrator for 14 years.
"I enjoy il. It's part of business I'm accustomed to," she said.
Guenther auditioned for Ford after participating in the Miss Michigan World Pageant. Now, she runs the Miss Michigan United Pageant and a talent agency.

and a talent agency.

"You're always looking for new contacts. I've been through this. I know," she said. "This (auto show work) is part of a tree. I've branched out."

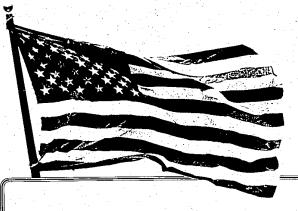


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. Here are just some of the artists who will be performing in The Community House. Baldwin Eibrary. St. James Episcopal Church and other locations in downtown Brimingham

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Cuissical instrumental

Jerry Jacoby Children's storytelling & song

Ray Kamalay & His Red Hot Pepper Hot Jazz Crazy Richard, the Madd Juggler Juggling comedy

Prism Quartet 20th Century Classica

Russell Taylor Saton Circus Performance Art

Motor City Samba Cambean Brazilian Rhythms Peter "Madeat" Ruth Harmonica synthesizers The Village Players

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