

Suburban Life

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Thursday, February 7, 1991 O&E



(F)18

Buy low - sell high

Two professionals give some simple rules to tell how it's done

By Lorraine McClish
staff writer

STEVE ZIMBERG and Audrey Pearl teamed up to lead three financial workshops in The Community Center. He holds the distinction of being the youngest person in Michigan to earn the title of Certified Financial Planner, and she carries the honor of being the first woman in the state to gain the certification.

Zimberg, who has given several well-received workshops in the center in the past, has joined the Farmington Hills-based firm of Pearl and Mack Advisory Corporation within the past year because the three financial planners hold the same investment philosophy.

"We're welcome to talk anywhere

and everywhere because we're not selling a thing," he said. "If you hook up with someone who is tied to an insurance company or is making a large commission selling bonds, you can bet you are going to be buying insurance or bonds whether it is right for you or not."

"We're not tied to anybody," Pearl said. "We are problem solvers, not product sellers and we work with every facet of the financial system. What we want to do in the workshops is let our audience know what a wide range of options there is. This is the time to re-position yourself. Be ready to go."

Zimberg added, "Seattle is booming right now. Detroit isn't, but it's not falling apart either. We want to

talk about that and get people to think about these things before it's too late to do their homework."

"CONTRARIAN Investing" begins 7 p.m. Monday, Feb. 11. "Retirement Planning" begins 7 p.m. Monday, Feb. 25. And "Protect Yourself From Financial Ruin" begins 7 p.m. Monday, April 22. The fee for each one-session workshop is \$15. Registrations are being taken now by calling The Community Center, 477-8404.

Contrarian, a word common to the investment planner, means what one might expect — going contrary to the crowd.

"We're a greedy and fearful people," Pearl said. "We want it all and at the same time are afraid to do anything. Right now because of the war, because of the economy, investors are frozen — immobile — when they don't have to be."

"What you can learn in our workshop is some simple principles that will help you capitalize on what is happening right now in the depressed stock, bond, real estate, and overseas markets."

"There is always something going on — some crisis or other — people get scared and often sell at the very time they should be buying," Zimberg said.

Overall, the two say, the old expression, "buy low — sell high" will take on a new meaning for workshop participants because they will learn how to do it.

The workshop called "Retirement

Planning" is designed for those who have been putting money into retirement plans.

The workshop leaders will spell out how to put that plan into action. Talk about tax strategies, investment alternatives, estate planning and budgeting "so you will have the money you need when you need it," Zimberg said.

"CONTRARIAN Investing" and "Retirement Planning" stand somewhat together for the investor. "Protect Yourself From Financial Ruin" is an issue that stands by itself.

"If you think Medicare is going to protect you financially while you are in a nursing home you are kidding yourself," Pearl said. "Long-term health care can use up every cent you've got and then put you in debt."

Studies show now that by age 65 four in 10 people will have spent some time in a nursing home. Add to that, Americans are living longer, so chances keep rising that more people will be needing long term health care and simultaneously the money that will afford it.

As Americans longevity keeps rising, so does the cost of health care. About 50 percent of that cost, Pearl said, is the responsibility of the person needing health care, or the responsibility of his or her family.

"It all comes down to being prepared, doing your homework now, knowing how you can be ready to deal with this possibility," Zimberg said.

Workshop participants will be led in determining their present coverage. The workshop leaders will advise of one's individual rights, op-



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tions and how to evaluate these alternatives.

"Americans have a tendency both individuals and our government to take care of short term problems with a quick fix, put on a Band-Aid and if that doesn't work, put on a bigger Band-Aid. Facing the possibility of long term health care is one place where this isn't going to work at all," Zimberg said.

THE WORK OF Zimberg and Pearl have both been written about in national publications.

"I guess I'm most proud of an article written in a national magazine about our firm," Pearl said. "I know we'll never be a national firm. We work on a one-to-one basis which is the foundation of our firm, and that's the way it's going to stay."

On Black Monday nobody went to

bed until every client was called personally and told what was happening. That's the way we work and that's the way we will continue to work."

For the last several years Zimberg has published the financial predictions for *Fortune* Magazine every January.

"Looking back at them they were accurate, very accurate," he said. "Many, maybe most of them, were predicated on historical cycles history repeating itself."

"There are three important things for the investor. It is important that you save five dollars. It is important that you plan for your retirement. And it is important for you to keep up with those historical cycles so you can keep current on the diversification within your portfolio."

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At McAuley's

Hairdresser for the nuns gets no tips, but she does get prayers

By Lorraine McClish
staff writer

HAIRDRESSER JOAN Giguere-Stenerson has a built-in clientele of 90.

"If they don't like me they can't go downtown," she says. "But nobody has run away yet. I don't think I've ever known, much less worked, in a place that is so filled with loving and caring and laughter and helping one another."

The woman who styles hair for the 90 retired Sisters of Mercy who live in McAuley Center doesn't get tips.

"They give me their prayers and that is a lot better than money," she says.

She credits a happy outcome to any number of personal problems she's had since she's worked there to talking to anyone who has an appointment that day, or putting her prayer request up on the prayer board.

Plus, the employment has been a boost for her spiritual life.

"Besides being surrounded by all of these spiritual-minded people I don't even have to set foot out of my shop to get Holy Communion every day," she said. "The sisters who bring Holy Communion to the infirmaries have to pass by my door. I just stand in the doorway and catch it as they go by."

In turn, Giguere-Stenerson serves her clients with a therapeutic boost to their morale.

"I make house calls into the infirmaries to help perk up some of the residents who are bedridden and they like to see me come," she says. "That's one of the nice things about being a hairdresser. It's therapeutic. When the sisters leave my shop and are looking good they are feeling better about themselves."

"I think of my time here as more of a ministry than a job, and every day is better than the last."

THE SISTERS OF Mercy was founded in 1931 in Ireland to aid the poor, the sick and uneducated. The order is probably best known now in this country for its health care system, but those who live in the retirement home within the Mercy Center complex on 11 Mile and Middlebelt Road are busy with teachers. It is one of the largest facilities in the U.S. for the retired and ill of the order.

"We have a great deal of talent here," said Sister Laurentina while she was getting her head scrubbed. "Many of the nuns here still teach English as a second language or tutor the illiterate. Getting youngsters transportation to come out here from the inner city is near impossible, so sometimes we've gone to them."

"We took our vows to help the poor, the sick and the uneducated and that doesn't stop when you retire."

"Helping and loving and caring for one another is a way of life here," Giguere-Stenerson said.

Art classes, craft classes, swimming sessions are the order of the day for most of the residents. And most, Sister Laurentina said, keep busy by taking a stint on the switchboard, or at the information desk, or filling in for whatever is needed.

Overall, however, the two women agreed McAuley Center could best be described as a house of prayer.

Prayer requests posted on the prayer board come daily, mostly from the residents' families, their friends and their former students.

GIGUERE-STENERSON retired from her job as a hairdresser to raise her two children 26 years ago where their home was in the Middlebelt-12 Mile area.



Joan Giguere-Stenerson does the hairdressing for the 90 nuns who live in McAuley Center in Farmington Hills, one of the largest centers of its kind for retiring and ill Sisters of Mercy. Her client is Sister Laurentina.

"It was very close to Mercy Center and I always thought of it as Holy Ground," she said with humor. "But I certainly never suspected I would ever work here."

When it came time to move into an apartment, she stuck to the same area. When it came time to wanting to return to work it was near to impossible to get back into the field of cosmetology because she didn't have a clientele and she needed employment that would give her health

insurance. She chose to apply for employment as a housekeeper for McAuley Center.

"I was enthralled with the atmosphere here," she said. "I got to know everyone here by their first name. And I could walk — or ice skate — to work in five minutes."

"When the woman who was operating the hair salon left, I was ready. The job was never posted. I moved in. It's been a happy arrangement."