

# SUBURBAN LIFE

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THURSDAY, JUNE 4, 1992

### SOCIAL EYES



DENISE LUCAS

## Fund-raisers 'walk for cure'

To enlighten Social Eyes with information on upcoming events involving Greater West Bloomfield Lakes, Farmington and Southfield area residents, call 412-2323 or mail information to Denise Lucas at The Eccentric, 805 E. Maple, Birmingham 48002.

Supporters of the Juvenile Diabetes Foundations were found walking and joggins "for the cure" during the month of May at two high-energy fund-raising events.

The annual "Walk for the Cure '92" was held at the General Motors Technical Center in Warren, with Bengt Swenson chairing the walk that included joggers, runners, bikers and an increased participation of roller bladders. Swenson had many obstacles to overcome in planning this fund-raiser attended by more than 700 men, women and children. The most heartbreaking was coping with the death of his co-chairman David Wlecker, a vice-president of Comerica bank and JDP board member, who died from diabetic complications just seven weeks before the walk. Losing his friend and co-chairman made his vision even more clear to Swenson and his committee raising money for diabetes research.

The all-day-Sunday event started at 8 a.m., with additional activities for the kids, clowns, food, raffles, and ceremonies lasting until mid-afternoon. The raffle of a red 1989 CTD pickup donated by Classic Investment Care Corp. brought the fund-raiser to a dramatic close. The committee's goal was to raise \$140,000, and the word is they made their mark.

Meanwhile, other JDF enthusiasts were working on the annual golf outing. West Bloomfield resident Ernie Fuller donated the use of his 18-hole golf course, The Links of Pinewood in Walled Lake, for the Juvenile Diabetes Foundation Golf Classic held on May 26.

Event co-chairman Barbara Wallace, and daughter of Ernie Fuller, worked with Audrey Kowalski of Kowalski Sausage, and Scott Innes at this swinging fund-raiser. Wallace also won the "longest drive award."

Locals teeing off for JDF in the five-man team scramble included attorney Sidney Cohn, Dr. Joseph Dobravin (both from Farmington Hills), Linda Holtzman of The Center for the Gifted in Farmington Hills, and Roma Galla of Michigan National Bank in Farmington Hills. Committee members included in the Golf Classic were Irv Collins of Farmington Hills and Sydney Weinstein of West Bloomfield.

A Hole in One prize of a Cadillac Seville was donated by Doug and Tim Dagleish of Dagleish Cadillac and Lorraine Schultz of AutoLeather Guild. Unfortunately, there were no lucky winners.

### Neiman Marcus Grand Opening News

Mark your calendar for Thursday, Aug. 6, for "the black tie charity event of the year." Last week at an elegant evening reception in the West Terrace Garden of Cranbrook House in Bloomfield Hills, Neiman Marcus announced the charities of choice for the grand opening gala benefiting Cranbrook Educational Community, Michigan Opera Theatre and the Michigan Cancer Foundation.

Also announced were the honorary chairmen and chairwomen for the gala, the Peter Cummings, the Charles Flahers, the Samuel Frankels, the Ron Lamperters and the Roger Penakas.

Terry Lundgren, the 40-year-old president and CEO of Neiman Marcus, announced at the gathering that there are currently 15,000 Neiman Marcus credit card holders in this area. "We do more business in Detroit than any other city in the country that does not have a Neiman Marcus store," Lundgren said.

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DENISE SIMMONS/STAFF

Family activities: Alexander Johnson of Southfield (left), Elaine Swenson of Franklin and Alexandra Mart of Farmington Hills enjoy themselves at the Juvenile Diabetes Foundation's "Walk for a Cure."

# Prof gets all A's for fashion

Her classic look is just right for school, where she teaches college classes, and for other occasions. Sarah Keidan knows how to dress with flair but without fuss.

BY LAIRY O'CONNOR  
STAFF WRITER

Students don't expect to get dressed down in Sarah Keidan's class. More than likely, they'll see someone dressed up.

The longtime professor of 24 years at Oakland Community College and West Bloomfield resident is usually at the head of the class when it comes to fashion, opting for a simple but classed look.

"The first 30 seconds of the first semester is the most important with a new class because that's when they size me up," said Keidan, who teaches courses in political science, business law and legal research.

"I shouldn't pretend I'm a kid because I'm not. And I shouldn't wear something overpowering to assert myself because I don't have to do that. I have to find a happy medium."

In the classroom environment, Keidan will often sport a snappy blazer

### OFF THE CUFF

with skirt to look professional but not intimidating. On exam day, she's been known to show up in blue jeans for a casual look to baffle the high anxiety of the moment.

Such a fashion acumen extends to other aspects of Keidan's life. She dresses for the occasion, wearing elegant evening gowns to dinner socials to putting on a pair of black leather slacks for Saturday shopping to donning hot-up aerobic shoes and a T-shirt to do her gardening.

"It's the way she dresses" says something about me, that I'm a no nonsense but hardworking person," she said. "My clothes work for me so they don't get in the way and I can still have fun."

Fun for Keidan is keeping busy. She works out five times a week at places such as the Jewish Community Center, Perfect Life and Workout Company. She's also the elected secretary of the board for Oakland Family Services.

Keidan is also an attorney, though only doing consultant work at the moment. And her clothes are always fit for the activity.

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SARAH KEIDAN/STAFF PHOTOGRAPHER

Dressed for the success: Sarah Keidan of West Bloomfield pairs a bright blazer with her dress, teaching at Oakland Community College in Farmington Hills.

## Matchmaker

### She is called to make perfect match

BY LAIRY O'CONNOR  
STAFF WRITER

She's not Cupid, but Irene Slobin has her own way of slinging love arrows.

And usually, the process starts right at her kitchen table.

The secretary is also a matchmaker, working out of her home. Several pieces of loose leaf notebook paper filled with names of clients are taped to the cabinet door above the phone, dangling symbols of potential love ready to bloom.

Her well-rehearsed sales pitch proclaims a more personal approach devoid of computers, sitting down with her clients for-up to an hour-and-a-half to find out their likes and dislikes.

And, as in the case of two unsuspecting people, she'll even have them over for dinner. Slobin is already brimming about a potential match between an Italian woman and a man who is Polish. Both are Catholic and both are professionals, she hastens to add.

"He doesn't know she's coming to dinner," Slobin said. "She's going to bring the canoles."

A forced social setting, perhaps?

"Why is it awkward?" Slobin asks in a authoritative tone. "It's just people meeting people."

Then again, an agent in mutual attraction requires some cunning.

Slobin has had ample training in covert matchmaking tactics, starting at 13 when she helped fix up her sister and some beau who just arrived from Israel. They later were married and have two children.

She's been on the make for other people since, setting up dates for family, friends and co-workers. She says she's fixed up 4,000 people, spawning 60 marriage-

es. Out of that, she adds there's been only one divorce. Nearly two years ago, she turned it into a business, Irene's Dating Service.

Clients number 230, coming from a wide variety of professions. All share a common bond of loneliness. By meeting clients personally, Slobin looks for the usual common denominators in matchmaking: Religion, occupations, hopes and dreams and whether or not they want to get married and have children.

Some come in with unrealistic expectations. "I had this one guy who looked like Woody Allen, nothing spectacular," Slobin said. "He told me, 'I want somebody rich, gorgeous, Jewish and ethnic looking.' I told him, 'If I met a broad like that I might marry her myself and I'm not into women.'"

Perfection in people, she adds, is an extinct resource. Like all matchmakers, she believes there is the perfect mate for everyone — even though she hasn't found one herself.

Divorced with four children (three grown), Slobin said she belongs to two dating services but has had no luck. She knows why.

"They say, 'Irene, you're beautiful, charming . . . but lose weight,'" said Slobin, who is a full-figured woman.

Slobin used to weigh 185 pounds, pulling out a fading family portrait as proof. She said she won't shed weight in search of the perfect mate. "I want people to love me for me," Slobin said.

Her loneliness takes a back seat, though, when the phone rings and Slobin scans over the loose-leaf notes attached to the cabinet. The caller wants the home phone number of a prospective date. She declines to give it.

"That's why I work so hard," she said. "I know what it's like out there."



JERRY ZILINSKY/STAFF PHOTOGRAPHER

Lending expertise: Irene Slobin of Southfield is a secretary and matchmaker who operates Irene's Dating Service.