Your Business Can't Afford To Waste

CETTING TO KNOW YOU

Advertising Dollars

Getting To Know You

New area resident wants to do volunteer work



Q. My husband and I have just moved to the Rochester/
Troy area from Canada. I seriously want to become involved with any type of voluntoor work to help senlor citicens. My probzens. My prob-lem seems to be

MANLER lom seems to be in knowing where to go to offer we services. I am hoping that you will give some thought to my dilemme and offer some advice as to where and to whom I might approach in order to volunteer. I would prefer the Rochester/Troy area. My availability is unlimited and I would very much like to become involved with the community as soon as possible. I also drive and have a car.

A. There are many organiza-tions in your area that will be very happy to discuss volunteer oppor-tunities with you. Without the help of a volunteer corps, many programs and service could not

programs and service could not exist.

There are several long-term care or nursing home facilities in the Rochester and Troy areas.

Seniors hotlines to phone

Here's a list of toll-free numbers that may be of help and interest to older adults and their families. These toll-free hellines may be able to assist the callers in finding the information they require.

Social Security Assistance 1-800-772-1213 Hospice 1-800-331-1620 Energy Assistance 1-800-292-5650 Cancer Information Center 1-800-422-6237 Arthritis Foundation 1-800-283-7800 Taxpayers Information (Feder-

al)
1.800-829-1040
Taxpayers Assistance (State)
1.800-487-7000
American Council for the Blind
1.800-424-8666 American Diabetes Association 1-800-232-3472 American Paralysis Associa-

tion 1-800-225-0292 American Parkinson's Discase Association 1-800-223-2732 Auto Repair Complaints 1-800-292-4204 Alzhelmer's & Related Disor-

ders Center 1-800-272-3900 Citizens for Better Care 1-800-292-7852

FASHION CALENDAR

FRIDAY, JAN. 8

Fashion Focus
DKNY Fashion Focus Day with special representative at DKNY Boutique, second floor, at Saks Fifth Avenue at the Somerset Collection in Troy.

WEDNESDAY, JAN. 13

Trunk show)

Ferre trunk show 11 a.m. to 3 p.m., with informal modeling, through Thursday, Jan. 14, in Couture, Level Three, at Neima Marcus at the Somerset Collection to Two tion in Troy.



You can reach Peachwood Inn at \$52-7800 or Mercy Ballbrooke at \$53-3239. The Older Persons senior center. Its delaphone number is \$68-1403. There is also the Troy Senior center. Its delaphone number is \$68-1403. There is also the Troy Senior center, which can be reached at \$24-3648. Please call Monday through Friday during normal business hours.

Nursing homes and senior centers offer a variety of volunteer opportunities from friendly visiting to meal delivery. I am certain they will be happy to have you work in those areas that are of interest to you. I know they will also be happy to work within your time availability schedule as well. Welcome to the community. Your interest and future involvement are most welcomed. Certainly your volunteer work will do much to benefit older adults and you will only the satisfaction of being able to help those who need dedicated individuals such as yourself.

Q. My husband and I are in our 70s. We are concerned about costs should either of us become III. A friend has told us that it pays to belong to health maintenance organization (HMO). We need some information as to whether or not this is a good choice for us.

A. Enrolling in a HMO can help to minimize the cost for doctor's

should help you make your decision.

The names of these booklets are "More Health for Your Dollar An Older Persons Guide to HMOS" and "Choosing an HMO: An Evaluation Checklist." To order these pamphlets, with to AARP Fulfillment, 1909 K Street, N.W., Washington, D.C., 20049. Order number for the first booklets is Di195, the second is Di12444. Plesse include the order number when you write for your services or hospital care if the HMO will accept Medicare beneficiaries. If it does, then the HMO will provide a wide variety of prepaid health services for you. These services are without large co-insurance charges or deductibles. Some of the HMOs also include some non-Medicare-covered services such as dental care and preacription drugs.

The American Association of Retired Persons offers several excellent free pamphlets that

Dotar for dollar, the Getting To Know You program offers the best advertising value for reaching new

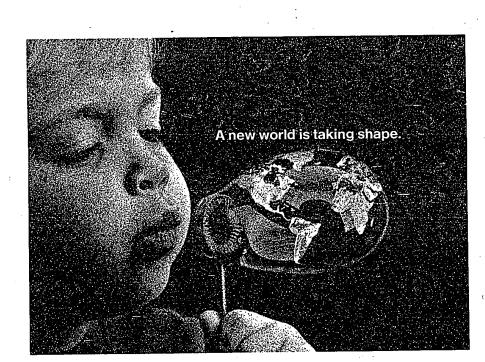
exclusive new hom-welcoming program

---- 1.ROO.255-4R59

Renee Mahler is a gerontologist and the director of communica-tions and admission at a Roches-ter Hills nursing facility. She is a former member of the Michigan State Commission on Services to

To leave a message for Mahler, from a touch-tone phone, call 953-2047, Ext. 1869. Send your questions to her at the Observer & Eccentric, 805 E. Maple, Birmingham 48009.





With all the exciting new breakthroughs in communications, 'business as usual" is an outdated concept

Because today, images and data that once took days or even weeks to reach their destination are now received in seconds. So whether you're part of a start-up business or a major corporation, you can have ready access to the data you need to make critical decisions.

Ameritech is leading the way in applying this technology, helping businesses in our communities thrive in this infor-mation age. For example, with Ameritach's LAN-to-LAN interconnectivity, companies are managing inventory and sharing information electronically with real-time savings.

A computer-aided design application helped one of the world's largest auto-makers increase productivity by allowing more than 150 suppliers to transfer design files

instantly, with just the push of a button.

A regional health information network, designed by Ameritech, links doctors, hospitals, employers and insur-ance companies. This not only improves the quality of healthcare but also lowers the cost of delivering it.

And a fast-food industry glant watched productivity go up and commute time go down when American used ISDN lines to link employees working at home with colleagues at their corporate campus.

Business is indeed changing for the better, and Ameritech is committed to helping companies large and small run more efficiently and grow profitably.

To learn more about how Ameritech's vision is benefiting economic development, call 1-800-786-LINK. (For TDD/TTY access, call 1-800-242-9393.)



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