Mallworks from page 11A

children and more than 70 per-cent say they visit the mall once per week. "Both magazine and television marketers have found that malls are an excellent vehicle

that malls are an excellent vehicle in which to promote their properties," Rusself said. "Mall exposure offers advertiers added value merchandising opportunities."

From a warehouse/workroom in the domond, Ore, a team of designers and builders construct cubes brochure racks and other yearbhing devises. The displays are assembled and shipped to destination malls. Earth of the displays. Frompt strikedowns move the orhibits along from mall to mall.

mail.

The latest Mallworks project targets grocery shoppers. Magazine On Wheels will promote the fast-growing Time Warner Inc. publication, Cooking Light nationally in May.

tionally in May.

A specially designed tractor/
trailer will park in front of targetof supermarkets and country
fairs throughout the United
States, providing product samples, recipe ideas, nutrition information and coupons to shoppers
who walk through. Visitors will
see 10 advertisor-sponsored
klosks featuring products from
Healthy Choice, Contadina,

m 'Maliworks custom designs and produces multi-site, simultane-ous promotional tours ous promotions: tours in shopping centers complete with exhibi-try, entertainment, participatory activi-ties, staffing and pub-licity support for clients of any size.'

Yvon Russell owner of Mallworks

Stouffer's Lean Cuisine and Wasa
Crispbread, to name a few.
In Michigan, the first stop is a
Kroger in Lansing.
"We're doing well," seid Russell from his offices above Musicland on Maple Road in downtown
Birmingham." Last year we billed
\$2 million — not bad for a 3-yearold company. We plan to continue
working on winning new contracts
with new clients.
"I get the most satisfaction
from the creative side of putting
together a promotional program,
but it's also fun to watch the consumers interacting with the ex-

sumers interacting with the exhibits. We've got some shows on tape. We see that Mallworks — works."

Religion and the 'dynamite of doubt'



REV. DAVID

What do you make of the bombing of the World Trade Center? What is your understanding of the sect in Waco, Texas, which is ready to do war with the FBl agents? Heve you pondered what is behind these events?

I was reading a book on the subject of faith. I came across the phrase "the dynamite of doubt." Suddenly, I made the connection between doubt and dynamite. I connect the bombing of the World Trade Center and the armed standoff in Texas with doubt. Doubt, despair, vengeance and fear are all signs of the ab-sence or breakdown of a positive faith. These are the opposite of faith in a God of love. The deeds

of violence reveal the inner spirit of these people.
Explosives and guns reveal people who would turn aside from life to death. You do not bomb people, kill people otheraton suicide, if you choose to serve a God who is love. Such events highlight the fact that we must be clear whom we choose to serve.
Years ago the theologian Paul Tillich pointed out to us that everyone has a religion. Our religion is whatever is our ultimate concern. If we are to choose an ultimate concern, or what often is a religion, we must understand the process. Without this process, there is no frechoice, only a slavely following of someone class.

choice, only a slavish following of someone else.

For us to choose a faith we must live a dream, the will to follow the dream and the ability to make responsible decisions. In the world in which we live, such a faith must lirst be tested by love. Next, such a faith needs be tested by an awareness of the

whole planet.

A dream that winds up with only an individual focus becomes a fantasy. Fantasies are generally constructed to be against someone else. In contrast, dreams can include even all humankind or, even more, include even all of creation. Without a dream, we cannot have a living faith.

Secondly, faith requires a will.

have a living faith.

Secondly, faith requires a will.

This means that we must focus
upon what it is we believe is
good to do. Faith is not letting
others do the dreaming or the
willing. Faith does not consist
in waiting for something to happen. Faith is dreaming, willing
and deciding with a God of love
in the midst of the process.

Third, according to the pay-

Third, according to the psychologist Rollo May, deciding in the realm of faith requires re-sponsibility. When we decide as persons of faith, we decide in re-sponse and responsibility.

All of these elements seem to be the very opposite of a relig-

ious commitment which would lead to bombs and the shooting of people. To me, the two violent events in our country which have stiracted as much of our stitention have been carried out by persons who do not have faith of the kind I describe.

Such deeds are the result of the "dynamite of doubt." They express powerful negative qualities in human lives. They betray the best that a human being can be. They seem to be the opposite of what the best of every religion stands for.

We need to examine the forces that drive people who destroy and kill in the name of religion. We need to examine our own choices and ask if love and the process of choosing we call faith carry them forward.

The Rev. David Strong is pas-tor of Central United Methodist Church in Detroit. If you have a question or comment, call him at 953-2047, mailbox number 1878, on a Touch-Tone phone.

Marketers from page 11A

"These days mall management requires marketing directors to have degrees in marketing," he said. "And most require two or three years experience on top of a degree. I came to this job after 23 years in advertising with J.C. Penney. You need experience, creativity, and the ability to see a project through from beginning to end. Most marketing directors serve apprenticeships as assist-

ants before becoming directors themselves."

themselves."
Salary depends on the size of the mail, range of duties, years of experience and corporate policy of the mail's owners. Some pay well, others not so well.
One marketing director who wished to remain anonymous, said salaries of local marketers range between \$17,000 to more than \$50,000. A portion of that

salary comes from the fee mall tenants pay toward the promo-tions and advertising budget. Many larger retailers employ their own marketing directors to handle similar promotions and publicity. for their individual stores.

stores.

'Renee Sherry directs promotions at Jacobson's in Rochester Hills' Great Oaks Mall. Each Jacobson's store has its own pro-

motions director who works closely with the community to set upspecial events, organize fund-raisers and put together the muchin-demand fashion shows.
"The best part of my job is
coordinating events with the public," she said. "H's fun to meet
new people and interact with different groups. The worst part is
all the phone tag I play to line up
16-20 models for each show."

Donovan's 2 Selling Everything Fixtures, Antique Oak Showcase, Buffet Belieek, Crystal, Jewelry, Novel, Collectables & More. Sale Begins

Wed., March 24 10 am-9 pm Ends Tues., March 30 33317 Grand River Farmington 478-0668



INVITATION TO BID BID NO. 163 SALE OF PROFESSIONAL VIDEO EQUIPMENT

The Bloomfield Hills Board of Education is offering for sale, as is, miscellancous equipment color video cameras, remote control units, studio viewifinders, focus units, acom units, camera cable, remote switch control, etc.

Boscription of video equipment, inspection location, information and bid forms can be obtained at the Business Office, Bloomfield Hills Schools, 4200 Andorver Road, Bloomfield Hills, Michigan or by calling 450-4332.

Blids will be accepted until 2:30 p.m., E.S.T., Wednesday, March 31, 1993 at the Business Office, Bloomfield Hills Schools, 4300 Andorver Road, Bloomfield Hills, Michigan, at which time they will be publicly opeced and read, 17 MALINIO YOUR BID ESAD TO BUSINESS OFFICE, BLOOMFIELD HILLS SCHOOLS, P.O. BOX 2017, BLOOMFIELD HILLS ARCHIGAN 48303-1037.

The Board of Education reserves the right to accept or reject any or all bids, or waive any irregularities therein. Any and all offers will be considered.

SUZANNE J. von ENDE, Secretary Bloomfield Hills Board of Education

NOTICE OF PUBLIC HEARING ON PROJECT PLAN FOR COMBINED SEWER OVERFLOW CONTROL FOR THE BLOOMFIELD VILLAGE CSO AREA NPDES PERMIT NO. MI 0048046

NOTICE IS HEREBY GIVEN: That the Office of the Oakland County Drain Commissioner will hold a Public Hearing on Tuesday, April 8, 1993 at 7:30 P.M. In the Andower High School Auditorium, located at 4:000 Andower Road, to pre-cent information on the Biocomfield Village CSO Area Project Plan, including estimated user costs, and receive comments and views of interested persons. The Project Plan contains alternate solutions to control the politicis in the Rouge River caused by Combined Sewer Overliew (CSO) from the Biocomfield Village CSO Area. THE PURPOSE OF THE HEARING IS TO RECEIVE COMMENTS FROM CITTLESHYS AND INTERESTED PERSONS ON THE PROJECT FLAM AND ENVI-

TAKE FURTHER NOTICE: That copies of the Draft Project Plan will be available for public inspection on or after March 8, 1993 at the following locations:

Oakland County Drain Commissioner's Office No. 1 Public Works Drive Waterford, Michigan 48328-1907

Bloomlieid Township Clerk's Office 4200 Telegraph Road Bloomlieid Hills, Michigan 40302

City of Birmingham 151 Martin Street Birmingham, Michigan 48012 City of Bloomfield Hills

TAKE FURTHER NOTICE: That the alternatives proposed and contained in the

OAKLAND COUNTY DRAIN COMMISSIONER'S OFFICE

GEORGE W. KURN, Oakland County Drain Commissioner



EMERGENCY MEDICAL SERVICE

system that also provides complete training programs and continuing education classes through Life Support Training Institute for all levels of EMS providers, Basic EMT's through Paramedics. Life Support Training Institute also offers classes to businesses, community groups, nursing homes and municipal agencies in CPR, first aid and American Red Cross certification. In addition, Community EMS provides non-empreparty services such as transportation for emergency services such as transportation for wheel chair restricted patients.

- Community emercenoy medical service:



Nothing is more urgent than saving a life.

Committed to Quality Care.

When every second counts, you need complete care that begins before you reach

the hospital. Community Emergency Medi-cal Service provides an immediate response, from basic care to advanced life support. With 17 sub-stations in southeast Mich-

igan, we'll take you to the hospital of your choice when your condition safely war-rants. And Community EMS bills participat-ing insurance companies directly, so you

Community EMS is a not-for-profit EMS