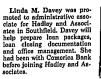
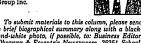
SUBURBAN BUSINESS LEADERS

John R. Ferry of Rochester Hills was named menager of corporate communications with Chrysler Financial Corp. in Southfield Ferry is respon-sible for counseling senior management on full public re-lations matters. He joined the company in January 1985 in Allentown, Pales



Jim McDonald was pro-moted to regional director of operations for the Midwest with HDS Services in Farm-ington Hills, He had received HDS Services' 1993 Distin-guished Service Award.







lab-locked concepts

Livonia-based Consumer Product Consultants take inventions and schemes out of the laboratories and drawing rooms and deliver them in clever, marketable packages into the hands of the general public.

BY GERALD FRAWLEY

STAFF WHITER
You've got this . . . thing . . and
you just know that someone will want
to use . . . this thing . . . but you haven't the slightest idea how to get it
in the hands of the people who need
'**

Marketing man

breathes life into

That's where Livonia-based Consumer Product Consultant comes in.
Company founder Lou Broccardo started Consumer Product Consultants about four years ago to help inventors and companies bring products, typically medically related, from concept to end-user.
"When an inventor gets an idea, they often don't know what to do with it," he said. His job, Broccardo said, is to take the product from idea to reality.

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Broccardo has helped get more than 20 different products into the hands of consumers since the company's inception, ranging from bome catheterization kits and exercise boards for paraplegics, to kinetic motion wheelchairs that reduce pressure on the back by redistributing weight and barrier-free showers and tubs.

One of Broccardo's current projects is getting the Sakool Tongue Cicaner into general distribution.

Raj Syal, president of Sakool Co. in Detroit, had already distributed his tongue cleaner to the specialty medical markets, but he didn't know how to get it into Joe Avergo's hands—or to be more specific, into Joe Aver-



Teamwork: Lou Broccardo, founder of Consumer Product Consultants in Livonia, and inventor Raj Syal have teamed up to bring Syal's Sa-kool tongue cleaner to a wider market. Syal developed the product almost 15 years ago, but has never been able to make the product work on the



age's mouth.

Admittedly, a tongue cleaner isn't an every day product — although Syal contends it should be.

The Sakool tongue cleaner is a FDA grade flexible plastic strip fla-

vored with spearmint.

Syal grew up in India where the practice of tongue cleaning for better oral hygiene is common. For some

and hygienists have a ue of tongue cleaning.

See TONQUE. PREVIOUS PAGE

Local private schools bracing for possible enrollment surge

By Mary Rodrique Staff Writer

While state lawmakers hash out the future of public school fi-nancing, many parents not con-tent with the uncertainty are ring-ing the phones of private and church affiliated schools as an alternative.
"We've had a surge of inquiries

"We've had a surge of inquiries at all levels, from pre-kindergarten through upper school," said John Gilbert, an assistant to the headmaster of Detroit Country Day School in Beverly Hills.

Already the school which draws students primarily from the Birmingham/Bioomfield area has increased its enrollment by 55 surfacets, from 1,255 last year to the current 1,310.

"They're careful shoppers," Gilbert said of the inquiring callers. "They ask interesting, precise questions about our philosophy, curriculum, about what we offer."
Four adjoining campuses set on

Four adjoining campuses set on 66 acres offer an academic college preparatory curriculum featuring the international baccalaureate program. Athletics is also a required part of the program. Tuition ranges from \$7,400 for pre-kindergarten class to \$11,950 for the high school program. A cottage boarding program is available to students outside commuting distance.

ing distance.
"We still have a few openings but we're near capacity," Gilbert

said. "We're really taking the cream of the crop."

Average class size for high school is 16 students, he said. At the clementary level, if there are over 22 students, an aid works with the classroom teacher.

Although Cranbrook Schools also has received a barage of calls since lawmakers nixed property tax funding for public education, a spokeswomen at the Bloomfield Hills school said enrollment—hovering near 1,200 — hasn't been affected.

"It's had minimal impact," said Annmarie Erickson, executive director of public relations and marketing. "We polled the five deans of admission and they all said they had a few inquiries." "Every time there's a bit of a crisis, there's a segment of the population that says lets look at private school.

"It's everyones home that the

private school.

"It's everyones hope that the legislature will work something

Cranbrook has a science center, an art museum, and a graduate program in addition to its junior kindergarten through high school

kindergarten through high scnool program.
While most students are from Cakland County, last year the roster included students from Korea. Japan, the former Soviet Union, Bahran and Belize.
"We keep class size small and there is always a waiting list," said Erickson. Tuition ranges

from \$4,900 to \$11,850.

Parenta checking with some area Catholic high schools, such as Redford Township-based Catholic Gentral and St. Agatha, are greeted by a recorded message stating offices are closed until mid-targust.

Others, like Farmington Hills Others, like Farmington Hills Dorgan Redford, are operating on red cell summer achedules with minimal staff.

"We may have had a number of calls. Our recruitment director is off right new," and Sister Regina, principal of Mercy High. "When the hother Schools were on strike we had numerous calls. But we want to be sure the students won't pull out, that they're here to stay. We interview them. If they don't want to be here, we don't want them."

Mercy currently has an enrollment of \$800 students in grades nine through twelve. Tuition is \$4,800 for the strictly adhered college preparatory program.

"Mercy was built for more stu-

\$4,800 for the strictly adhered college preparatory program.
"Mercy was built for more students," she said. "We could accommodate more. Many people may be waiting to see what happens (with public school funding) before taking action."
Classes resume on the Farmington Hills campus Aug. 25.
Meanwhile the property tax cut will have no impact on public schools for their fiscal year until the July 1994 tax bill.

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Exokes 9/11/93

Saturn dealers keep owners smiling

By Doug Funke

Stary Wattra

Saturn dealerships were going
all out this week trying to make it
as easy as possible for customers
whose cars have been recalled by
GM to deal with a wiring prob-

lem.
Extended service hours, com-plimentary food while customers wait and courtesy rides back home or to work are the order of

home or to work are the cruer of the day. Customers have responded pos-itively for the most part, the deal-erships reported. ...They've been very cordial," agid David Parker, general mana-

ger at Sature of Troy. "The hetcic point is the phones. People coming in are understanding. There's TV to watch, something to est."

"Everyone seems to have a good attitude about it," said Bert Reid, general manager and part owner of Saturn of Southfield. "I'm amazed that people have responded no positive."

"Most are very understanding and very patient with up," said John Scicluna, general sales manager at Saturn of Plymouth. "I think most are pretty pleased that this is a voluntary safety campaign. The government and national highway safety administra-

tion didn't mandate we do thia."
Jack Gill of Taylor brough his
Saturn to the Plymouth dealership Wednesday. Not only did he
get the wiring problem done, the
repairman also took time to perform routine maintenance checks.

"This is very nice," he said. "I had a recall on another car (a Pontiac) a few years ago. It was a minor seat belt problem, but they couldn't tell me how long it would take and wanted me just to leave it. Needless to say, I never got it fixed."

See RECALL, PREVIOUS PAGE