

# World Cup '94 is here!

## But can it somehow earn a place in America's psyche?

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Been vacationing in Timbuktu, the Gobi Desert, or perhaps Borneo?

Then you may be one of the few persons unaware that the 15th World Cup soccer championship — the quadrennial event that sends most of the world into a tizzy — is at nine cities in the United States this month, including Pontiac.

The hoopla has been as great as the expectations. But the expectations have been feeding off the hype and nobody seems to know quite what'll happen.

Will there be security problems?

England's team didn't qualify and so that country's noted soccer hooligans aren't the concern they would have otherwise been. But terrorism always is a possibility when 24 nations are involved in such a high-profile event.

Will all games be sold out?

■ An estimated 1.5 billion people watched the 1990 World Cup finals on television.

Officials think that will be close to happening, although of the four games at the Silverdome, June 18-23, only the first and last are sellouts. The other two had many seats remaining at all price levels heading toward the last couple weeks of pre-event promotion. And tickets to all games may crop up when travel agencies and other bulk procurers return unused allotments.

Will games get the attention soccer buffs insist they deserve in the U.S.?

An estimated 1.5 billion people watched the 1990 World Cup finals on television, with an estimated 26.7 billion tuned in to at least some of the 52 games of Cup competition in Italy.

There is clearly interest in the

U.S., but it remains to be seen if it will translate into national TV viewership on ABC and ESPN.

Will the Cup generate more participation by Americans, particularly young people, and also create enthusiasm for a rebirth of a major professional league here, one that could draw fans on a consistent basis and last a long time?

Again, those answers remain to be seen. But if you believe the promoters, it will happen.

Will the experiment at live grass indoors be a success?

Probably. The special grass developed by Michigan State University was successfully tested last year under game conditions and has attracted considerable attention worldwide.

The June 16 game matching the

U.S. against Switzerland will mark the first-ever World Cup competition played indoors. The portable tray system used to install the grass was developed by Three Dimensional Services of Rochester Hills.

Will Oakland County communities like Birmingham, Bloomfield Hills, Troy, Rochester, Rochester Hills, West Bloomfield, Southfield, Farmington and Oakridge benefit much from the World Cup?

Although hotels that signed agreements with the World Cup accommodations Bureau have reported disappointment with the number of room bookings, they think a last-minute flurry of visitors will put hotels at capacity — at bigger-than-normal rates. Shopping centers anticipate extra business, as do shopping districts like downtown Rochester.

Certainly there will be a boost in the cash business, but there will be shuttle services from various

hotels, as well. Transportation is one of the Michigan Host Committee's main worries because there's no central transportation authority.

Foreign visitors may not have many places to exchange currency, although that's another problem promoters hope to solve by June 18. There will be many information booths scattered throughout the area, many to be staffed by volunteers who can speak the language of the nationalities expected to be in town.

Visitors — and local residents — also can take advantage of numerous special events, from an auction at the Somerset Collection in Troy to art gallery tours in Rochester, and more. Rochester even has a program in which foreign visitors can hook up with local residents for bed-and-breakfast style accommodations.

All in all, sellouts or not, having the World Cup in Oakland County surely will have significant



cant impact. It's just a question of whether or not the expectations match the hype.

## Here's a list of local events for visitors

Here is a list of some area events that may be of interest to visitors to the World Cup soccer tournament at the Pontiac Silverdome this month:

- June 17-18, 24-25, July 1-2: Evening Lasers laser light show, Cranbrook Institute of Science, Bloomfield Hills, 810-645-3232.
- June 1-Oct. 30: "A Search for Form: Architectural Drawings for Cranbrook Academy of Art," Cranbrook Academy of Art Museum, Bloomfield Hills, 810-645-3312.
- June 11-Sept. 5: "SPORT," "the world's largest hands-on, bodies-on museum exhibit" explores the science behind specta-

tor and participatory sports. Cranbrook Institute of Science, Bloomfield Hills, 810-645-3200.

■ June 18-19: Art Birmingham, fine art show, Midtown Parking Lot, Birmingham, 810-433-3550.

■ June 19: Art and Soul, gallery walk and blues concert, Fine Art Districts, Birmingham, 810-433-3550.

■ Mondays-Fridays through June 30: General Motors/World Cup '94 soccer display, General Motors Building east showroom, New Center area, Detroit, 313-872-0188.

■ June 15: Michigan World Cup Host Committee auction, Somerset Collection, Troy, 810-456-

1994.

■ June 15-19: Motor City Horse Show, Bloomfield Open Hunt Club, Bloomfield Hills, 810-644-9411.

■ June 16-28: Greater Rochester — A Community World Cup Celebration, World Cup Welcome Center providing information, shuttle services, game coverage and more, Great Oaks Mall, downtown Rochester, 810-651-6000.

■ June 18-28: Big Apple Circus Carnevale in Venice, one-ring European circus with an emphasis on artistry, theatricality and audience interaction, Meadow Brook Hall, Oakland University

campus, Rochester, 810-923-7400.

■ June 21: Large screen TV soccer party, food, cocktails and fun for everyone, The Community House, Birmingham, 810-433-3550.

■ June 21-26: Detroit Hunter

Jump Horse Show, Bloomfield Open Hunt Club, Bloomfield Hills, 810-644-9411.

■ June 26: Chili Cookoff and Wild West Party, celebrate American style with red-hot bowls of chili, non-stop music and line dance lessons, downtown Birmingham, 810-433-3550.

■ June 23: Music in the Park, local restaurants pack picnic baskets and box supers for an evening of music, Shain Park, downtown Birmingham, 810-433-3550.

Also, numerous activities are available in Detroit at the last-minute of Arts and other museums,

## 52 games scheduled

The World Cup's 52 games, involving 24 teams, will be played at nine sites across the country and will consist of three rounds. Teams are divided into six groups for the first round.

The opening games are Friday, June 17, when Germany meets Bolivia at Soldier Field in Chicago at 3 p.m. game, and Spain taking on South Korea at 7:30 p.m. in the Cotton Bowl in Dallas.

First-round games run through June 30. The second round, with 16 teams remaining, will be July 2-6. Quarterfinals for the final eight survivors will be July 9-10, with

semifinals July 14 at East Rutherford, N.J., and Pasadena, Calif., July 13.

Semifinal losers will face each other in a game for third place, July 16, at 3:30 p.m. in Pasadena, with the championship game set for July 17 at 3:30 p.m. also in Pasadena.

Here is the schedule of World Cup games at the Pontiac Silverdome:

June 18 USA vs. Switzerland, 11:30 a.m.

June 22 Romania vs. Switzerland, 4 p.m.

June 24 Russia vs. Sweden, 7:30 p.m.

June 28 Sweden vs. Brazil, 4 p.m.



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- The Court Cafe



## What they're saying about effects of soccer coming here

"I can't say it'll be that substantial. If I do and some restaurant didn't have a substantial increase in business, I'll hear about it."

Roger Faulkner, chairman of the Michigan Host Committee, commenting on an economist's prediction that the Cup would have an impact of from \$50 million to \$100 million in the area.

"Of course, there are very sophisticated operations for an event of this nature. But I don't regard the U.S. playing the Swiss as any more of a security problem than the Lions (of the National Football League) playing Phoenix."

Faulkner, on local security precautions for the Detroit games.

"Our budget is practically zero. Everything has been contributed, except for cost of doing a brochure, but that's being done at 50 percent off."

Frank Cardmen, chairman of the Rochester Chamber of Commerce, on how much money the chamber is spending for World Cup-related activities.

"More people are going to hear about Michigan State University from this project alone than from a combination of every project in the history of the school. And Michigan State is something like 138 years old."

John N. "Trey" Rogers, assistant professor of crop and soil sciences at MSU and head of the project that developed the special grass that will make the Silverdome the site of the first-ever indoor World Cup game.

"To 178 countries it's the most important thing in the world. We happen to be the 179th."

Dave Jensen, executive director of the Washington, D.C., Cup venue, on what the World Cup means.

"Other countries have more experience. It is better to have confidence than experience."

Bora Milutinovic, head coach of the U.S. soccer team, on one of his philosophies regarding the American team.

"I came here as a 22-year-old punk with no experience. It was a test to see how badly I wanted to be on the team."

Birmingham's Alexi Lalas, member of the U.S. team, on Milutinovic's requirement that he cut his hair before he could play on the team.

"It's the grass roots part of the World Cup experience. It's a traveling expose with three weekends of skills events to help people learn what the World Cup is all about."

Bill Holleman, Detroit's World Cup venue executive director, on the Legacy Tour, a companion event to the Cup games.

"It's a bread crumb approach to help lead them to the dome."

Holleman, on the special highway signs being put up strictly for the World Cup.

"I'm confident that's not going to happen at all."

Jim Duggan, executive vice president of the Michigan Host Committee, on the chances of visitors experiencing price gouging by hotels, restaurants and stores in the area.

"The think I'm afraid of is that people are not going to take this seriously and on the 29th of June, the day after it's over, they're going to say this World Cup soccer thing was great — next time it comes we'll be ready."

"It's a once-in-a-lifetime thing and it's not to be taken lightly. It's not just another marketing ploy. It's not like a Hudson's 12-hour sale. If I see it again here my hair will be either white, or gone."

Tom Miles, general manager of the Somerset Collection in Troy, on why that facility is holding special events to take advantage of the Cup being in the area.

## Rochester sets up mall bus shuttles

Rochester has firmed up its transportation plans for World Cup soccer visitors. It has developed an extensive schedule of shuttle buses to area shopping malls from hotels, beginning June 16 and running through June 28.

The price is \$5 a day for round trip fare. (SMART buses connect at three main locations at additional charge.)

Shuttles depart each hotel about every 90 minutes.

Location A departure sites for Meadowbrook Village Mall are: Auburn Hills Holiday Inn, Motel 6, Hampton Inn, Courtyard, Fairfield Inn, Hilton Suites.

Location B sites for Great Oaks Mall are: Concorde Inn, Rochester Hills Red Roof Inn, Northfield Hilton, Guest Quarters.

Location C for downtown Rochester are: Troy Holiday Inn, Troy Red Roof Inn, Residence Inn, Drury Inn, Troy Marriott.