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If you are interested in participating in this clinical research study, please contact Jamie Smith at: 1-800-532-7917, from Monday, April 10 to Monday, April 17, 8am-5pm EST, Monday through Friday. We will be finalizing enrollment for the research study by May 22.

Ham from page 1B

Anderson was brought into the business by her parents Lou, president of the company, and Mary Jane Schmidt, Lou's secretary, who represent one-fourth of the corporation. They live in West Bloomfield. Anderson's three aunts and their husbands operate other stores outside of Michigan.

"We are a very traditional family," she said, explaining that each of the 250 stores in 35 states are family operated. "And before we advanced to a corporate level we had to work the stores. We did everything everyone else did."

The fact that the business, which employs more than 40 family members nationwide, is not available to franchisees also supports the family only argument. In fact, the company is full of cousins, aunts and uncles working in marketing to support systems (computers) to public relations in the individual stores.

"We want it to be family. We don't want to lose sight of the product," she said.

That idea is unlikely however, because the HoneyBaked meats, ham and turkey, breads and spreads have been prepared the

same way for years. The meat, after it is smoked and glazed, can be purchased as a meal or on party trays.

In addition, Lou and Mary Jane Schmidt continue to guide the company in the same fashion as the founder. "He (Lou) wants to make sure the tradition is carried through," said Anderson.

HoneyBaked Ham Co. started, almost by accident, in 1955 when Hoenselaar went to a meat convention in hopes of selling his invention — a spiral slicing machine. When he was laughed out of the convention, he felt the only thing to do with this machine was use it in his own business. He opened his own store in Detroit.

The company's first sales receipt, dated 1957, is framed in the corporate conference room. "It's a very prideful feeling (looking at all we've accomplished)," said Anderson. "I'm just sorry Grandpa never saw it."

Hoenselaar died from ALS Lou Gehrig's disease when there were less than 100 stores. However, his 85-year-old wife, Josephine, is able to rejoice in her family's success from Florida.

She is also invited to enjoy a HoneyBaked ham every Easter, since that is the only ham served at family get-togethers. "My daughter, she knows no other catered Kelly even had the baby-sitter eating HoneyBaked Ham. 'We always have some of it around.'"

Because every HoneyBaked employee is family, through blood and friendships, loyalty to the company and its customers is a top priority.

"Everyone is so dedicated and loyal to the company... we are a leader in customer service," said Anderson, who recited a motto held by the company. "Treat people how you want to be treated."

According to customers in and around the Troy store, at 1081 East Long Lake Road, they do feel catered to. "They're very nice, and they make a good ham sandwich," said Arlene Martone of Troy, who indicated that she has served HoneyBaked Ham for Easter.

Tom Anderson, a Troy business owner not related to the HoneyBaked family, said he

"loves their ham and always buys it for Christmas."

"And the people are friendly and quick. They make sure you get what you want," he added.

Julie Mayo of Westland said the best thing about the HoneyBaked Ham Co. is the glazing on their ham and turkey. The good taste brings her to the stores for Easter, Christmas and all the months in between.

Anderson indicated most of their customers hit the store at least one or two times a year, Christmas and Easter, but there is a strong effort enticing people to one of the 13 Michigan locations on a regular basis.

The company communicates with their customers through newsletters, mailings, calendars with coupons in them and monthly raffles. Years ago, they even held a contest asking people from all over the country to mail in their best HoneyBaked recipe.

Seven hundred entries and a kitchen full of dirty kitchenware later (since they made the food themselves at corporate headquarters), they narrowed the field down to a dozen favorites.

You'll flip over these easy fish recipes

See Chef Larry Jones' Taste Buds column on Taste front.

I just received a postcard from the Bay View Restaurant in Cassville saying that the spring perch run has begun. You'll surely want to try these great fish recipes!

BASIC FRIED PERCH

1/2 cup all purpose flour
1 teaspoon salt
Fresh ground pepper to taste (about 1/2 teaspoon)
1/4 teaspoon cayenne pepper
3 tablespoons butter or margarine
2 tablespoons olive oil
1 pound perch fillets

In a large bowl, combine flour with the herbs and spices and mix well. Place a medium fry pan over moderate heat. Melt the butter or margarine with the olive oil and heat.

Coat the fish in the seasoned flour and shake off the excess. When the fat is hot, place the fish in the pan skin side down. Cook for 2 minutes. Using a spatula, flip the fish in the pan and continue cooking for 1 minute.

Remove fish from pan and keep warm on a baking sheet in a low oven. Repeat with remaining perch. Serve with lemon wedges and

garnish with parsley sprigs. Serves 2-3.
Here's a low fat recipe everyone will enjoy!

BAKED FISH IN PARCHMENT

1 pound fish fillets or steaks (cod, orange roughy, salmon, etc.)
4 pieces parchment paper cut into 16 by 16-inch squares
4 tablespoons non-fat mayonnaise
1 tablespoon lemon, lime or orange peel
The juice from that lemon, lime or orange

Place each fish fillet or steak separately on a piece of parchment paper. Set aside. Preheat oven to 375 degrees. In a small bowl, combine non-fat mayonnaise with citrus rind and juice and mix well.

Spread 1 heaping tablespoon of flavored mayonnaise over the fish fillet or steak. Wrap parchment tightly around the fish and place it on a baking sheet. Bake in preheated oven for 30 minutes.

Check fish for doneness. If it does not flake easily when pierced in the center with a fork, re-wrap and continue baking for 15 more minutes. Serves 3-4.

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