

MALLS & MAINSTREETS

Retail from Previous Page

handise near each other.

- Make sure the price is on every item.
- Use direct mail. Develop your own customer database for special promotions and purchase incentives.
- Have a 12-month calendar of special events to increase traffic. Hitchhike a ride on all promotions your merchants association or chamber hosts.
- Take a hard look at casual dress on the workplace. When people come to work in their play clothes, they tend to play instead of work.
- Build an incentives program for employees. Power them up with reviews and job descriptions so they can succeed.
- Know that retail skills are not hereditary. Hire business professionals for the expertise you require.

"Many local, old familiar companies have gone into Chapter 11 because they were not in touch with their customer base time and effort, but it works to build business."

management information system is the key. It's been making Wal-Mart a \$100 billion-dollar retail business at the same time other retailers are asking, "Where are all the customers?"

Leonetti said Birmingham will remain a vital business community if it remembers that shoppers come to the town "for totally different reasons than going to a mall."

"Have a plan," he restated. "A plan puts you in control of everything you do."

Jane Jones of Jones Floorcovering on Eton Street in Birmingham applauded Leonetti's comments.

"We're a third-generation family business and we work, because we practice many of the ideals he described," she said. "Service is the key. Listen to your customers and make sure you have what they want, when they want it. Also, direct mail works! Retailers don't always use it because it takes extra time and effort, but it works to build business."

D. Larry Sherman of Sherman's Shoes also agreed with Leonetti's thoughts on modern retailing.

"If I did business the way my father did, I doubt we would still be around these days," he said. "Back then, dad believed it was good business to have hundreds of shoes in a variety of sizes in your inventory, in your garage even. Now with the help of a management company, Sherman's stocks what sells, what the customer wants, and the special sizes and styles are ordered from the manufacturer's inventory. It's a better use of our assets."

Principal Shopping District Director Gail Gottlieb said she wished more local merchants attended the breakfast to hear Leonetti's message. The committee planned for 50 guests and only half that number attended.

The next retail seminar is set for Wednesday, Nov. 8, from 8-10 a.m. at The Community House. The topic? Preventing holiday theft and fraud.

Saks introduces domicile fashions



Folio for the Home: Saks Fifth Avenue now has a mail order catalog of home accessories and furnishings to feature designer products not available in its stores. The Saks Mantle showcases a fireplace screen (\$250), mantle cover (\$170), candleabra (\$120), wall sconces (\$150), and french mirrors (\$150). Next year, the retailer will create three or four Folios for the Home. To obtain a copy, call 1-800-345-3454.

Racing from Previous Page

team racing jackets. We also have the ability to get signatures of the drivers on the merchandise."

Make no mistake about the popularity of motorsports. It's a multi-million dollar industry with automotive and related corporations investing heavily. Winning teams pay important dividends to the sponsors, not the least of which is exposure. Earnings for drivers like Martin, who won more than \$1 million in Winston Cup prize money in each of the past five years, rank alongside the earnings of other professional athletes.

"Jack Roush has been involved with racing for more than 25 years," Skelton reported. "Nobody else has 10 race teams, but Roush does. He also builds engines for other race teams."

Roush of Northville, is CEO of the Livonia-based Roush Industries, an engineering and prototype development company which services the automotive and transportation industries, including aerospace. Roush holds a bachelor's degree in mathematics and physics from Berea College in Kentucky, and a master's in scientific mathematics from Eastern Michigan University. He's had more than 115 victories and 20 national championships in the past 10 years. He is the only race team owner to finish in the top six in NASCAR Winston Cup Championship points for each of the past five years.

General manager Ed Wayland explained the Roush Industries set up.

"Only 15 percent of what we do is racing," he said. "The rest is power train development, noise and vibration engineering, design and prototype services, and machining." — And now, a retail outlet.

The "shop" behind the store is where it all happens. The year-and-a-half-old facility is where the race cars and engines are built. Right now, many of the teams are preparing for the Trans-Am Championships Oct. 6 in California.

The Roush Racing Store plans monthly promotions, like shop tours, leading visits to the Roush Racing Museum where Roush keeps his antique car and truck

they can follow the driver or the number. It's the idea of going to a race. You're part of it — the excitement, the competition. There's something exhilarating about the roar of the engines."

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Look for Christian Singles Network in Monday's "Taste" section and various in sections of Thursdays Newspaper.

Details from page 8B

items, but requires appointments for appraising them. The year-old business is open Monday, Wednesday, Friday and Saturday from 10 a.m. to 6 p.m., Tuesday and Thursday from 10 a.m. to 5 p.m. and Sunday noon to 5 p.m. For more information, call (313) 458-6313 during business hours.

STUDIO 330 EXPANDS

Doubling its space by taking over the vacant shop next door, an all-new Studio 330 is open in the Bloomfield Plaza at Maple and Telegraph. Co-owners Randy and Rochelle Rosenthal-Forrester of Birmingham, sell unique American crafts and fine European china and crystal. Their computerized bridal registry has been extended to include a wish list for anniversary, birthday and holiday gifts. Gift wrapping is always free.

Manufacturers represented at the store include Nambe, Wilton, Rosenthal, Daum, Schlanser, Lalique and Baccarat. New to the shop is museum crystal by Hoya. Staples at Studio 330 include an

extensive collection of everyday and formal dinnerware, flatware, and glasses. For more information call (810) 851-5533.

GLASS BEAD GALLERY

New at Summit Place in Waterford — The Luna Gallery. Artist/owner Chris Peterson of Clarkston has stocked her store with antique glass bead jewelry and gifts from 15 years of travels to Venice, Italy. Customers will find pillows, bags, masks, sculptures, stick pins, earrings and necklaces. Jewelry designer Emily Storm teaches classes at the store, and the technique behind handmade lamp work glass beads. For more information call The Luna Gallery at (810) 681-4753.

MORE ARBOR DRUGS

By the end of October, five new Arbor Drug Stores will open in Metro Detroit, bringing the number to 173 in southeastern Michigan.

President Eugene Applebaum announced new full-service stores at these locations: 25700 W. Seven Mile in Redford Twp., 1068 W. 14 Mile at Manitou in Clawson; 16600 Livernois at Clarita in Detroit; 15361 17 Mile and Hayes in Clinton Twp., and 7260 Warren at Canton Center in Canton Twp.

Founded in 1963, Arbor Drugs is the nation's 15th largest drug-store chain.

LATEST LINKS

Tomato Target Cards of Rochester Hills has released some new, original pun-loving greetings available at specialty and gift shops around town including Paterson-Carey Plant and The Mole Hole in Ypsilanti, Papa Joe's and The Paperback Exchange in Rochester. Look for the holiday line too. For more information call (810) 656-2270.

SHOP FOR NEW MOMS

Maternal Expressions, Ltd., a family-owned boutique for breastfeeding and natural baby care, opened its second location at 5053 Livernois in Troy. The original is at 26219 Gratiot in Roseville. Owner Diane Barone-Mulonas said the company has "nursing fashions, unique toys, cotton diapers and breastpump rentals and sales." For more information call (810) 828-7699.

RECYCLED FURNITURE

The Recycled Office is open at Orchard Lake Road and 13 Mile in Farmington Hills offering new, remanufactured and previously-owned office furniture and

equipment, fully-warranted and at discount prices.

Owner Jim Tapley hopes to market the store to medium and small-size business owners, home office entrepreneurs and individuals who want to upgrade or change their work environment. Lines carried include Herman Miller, Steelcase, Panasonic, Toshiba and Sharp. The store also offers in-house upholstery service for seating items and accepts trade-ins. Hours are Monday-Saturday 10 a.m. to 7 p.m. Inquiries welcome at (810) 489-5595.

SCHOOL PROGRAM

Farmer Jack begins a School Recycling Program with its grocery bags. Schools earn extra funds for classroom equipment and supplies when students return clean, dry Farmer Jack plastic grocery bags to a special recycling bin provided by Phoenix Recycling, Inc.

Students receive \$1 for every pound of bags shipped to PRI. PRI in turn, uses the returned bags to manufacture high-quality school recycling trash bags that are sold to consumers displaying the Farmer Jack frog and turtle symbols (advocating the environment) in all Farmer Jack supermarkets.

This closed-loop system provides students with the valuable opportunity to see the direct effect of their efforts each time they shop at a Farmer Jack store.

Schools interested in registering for the program can call 1-800-866-3954 between 9 a.m. and 5 p.m.

INTIMATES CATALOG

Annette's Unique Boutique has published a free, informative, catalog filled with the latest products, services and support groups available to women after breast surgery. The boutique is located in the Century Plaza on Rochester Road in Troy between Big Beaver and Wattle.

Included in the catalog are pocketed mastectomy brasieres, for special surgeries, wigs and head coverings, bathing suits, lymphedema sleeves, supports, and pumps, and many other accessories.

The shop also specializes in undergarments for women who need very large sizes. To receive a complimentary catalog visit the store or call (810) 680-1600 or fax an order to (810) 680-2174. The boutique is open Monday-Saturday 10 a.m. to 5 p.m. and until 7 p.m. on Thursdays.

LOOKING AHEAD

A boudoir pottery chair was located for a Livonia reader recently thanks to a Birmingham woman who collects antiques. Now here's the next shopping challenge.

"More than 40 years ago we used to play a card game called 'Authors.' Besides having fun, we learned some of the authors' classic literature from it. I have been unable to find the game anywhere and would appreciate your assistance. Thank you! Joanne McKune of

Farmington Hills."

If any shopper knows where to get "Authors" for Malls & Mainstreets a call at (810) 801-2567. We'll print your responses! You can fax an answer to (810) 644-1314. Or write Where Can I Find...c/o The Observer & Eccentric Newspaper, 805 E. Maple, Birmingham 48009. New shopping challenges are also welcome through these avenues. Thank you!

Seminar combines fashion and finance

First of Michigan Corp. and Nelman Marcus plan a "Dress to Invest" seminar on Wednesday, Oct. 11, at 6 p.m. at Nelman Marcus in the Somerset Collection, Troy. The seminar is designed to provide women with insight into the fashion industry as well as the investment industry.

The event combines a fashion show and investment seminar to focus on becoming a smart dresser and smart investor. Guest speakers include Gail Perry-Mason, vice president of Investments at First of Michigan in Detroit, and Carol Mota, vice president of Investments and branch manager at First of Michigan's office in Jackson.

The event, including complimentary valet parking and hors d'oeuvres, is free. However, seating is limited and reservations are required before Friday. Reservations may be made by calling 1-800-795-4366 or 1-800-363-7890.

"Today women make up 61 percent of the adult population in the United States," said Perry-Mason. "In fact, the number of working women more than doubled between 1960 and 1990, rising from 23.2 million to 59.6 million."

"Women in American society have more education, more opportunity and more money; women also constitute 35 percent of the nation's \$1 trillion owners of stock and stock mutual funds."

Several current industry studies indicate that women are the first to admit they are less knowledgeable, in general, about investing than men, don't feel comfortable making professional decisions and need professional guidance and support. Yet it is estimated that nine of 10 women will at some point in their lives be solely responsible for their own financial well-being.