

# COMMUNITY LIFE

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## Yessian makes beautiful music

Dan Yessian has been creating original musical scores in Farmington Hills for 25 years.

By MARY RODRIGUE  
STAFF WRITER

Twenty-five years ago, Dan Yessian was a local musician with a dream. Yessian played saxophone and clarinet and had his own quintet. He opened a recording studio in Farmington to get a foothold in the music business. What evolved was quite another thing.

A quarter of a century later, Yessian Music of Farmington Hills is recognized as the largest commercial music house in Michigan, creating original musical jingles, scores and theme songs for thousands of radio and television commercials, TV shows, industrial films and feature shorts. Yessian is president and chief executive officer.

"It's not the route I thought I'd take," he said.

When his company was still a fledgling industry housed in a former bait shop near Ten Mile and Grand River, Yessian met an advertising executive at a wedding reception who asked him to produce a jingle for a bank ad.

Because the local studio market was virtually non-existent at the time, Yessian was able to corner a big share of it.

"Early on, this kind of musical production was never as exposed here as in Los Angeles, New York or Chicago," he said. "There wasn't a talent pool developing strong enough. That's changed."

Realizing that sales wasn't his strong suit, Yessian hired competent sales staff. He also provided an opportunity for aspiring young musicians and singers to showcase their



Work Session: Composer Brian Brill works with engineer Tony Campana on a Chevrolet ad campaign in one of the newly renovated studios of the award-winning Yessian Music of Farmington Hills.

STAFF PHOTO BY MARIAN LEMLEY

talents. Yessian likes to point out that his company came into being just about the time Motown Records left Detroit for the West Coast.

"You can't be too pigeonholed in hiring talent - clients don't want a homogeneous sound," he said.

One singer who has done extensive work with Yessian is Larry Stanton, whose gravelly voice is recognized by many in ads for

"Whirlpool, we're making it easier." Other clients include Little Caesars, Domino's, Amoco, Chevrolet, Disney, Frigidaire and Dodge.

The company's television and film credits include the award-winning children's show "Hot Pudding," cartoons for Hanna-Barbera, PBS' "Crime Watch," the Academy Award

winning cartoon "The Crunch Bird" and the film short "A Tale of Two Cities."

Yessian Music has also donated time and talent to charitable causes like The Rosa Parks Foundation, United Way, and a PBS documentary called "Help Wanted" which

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ELEANOR BLUM

## State cuts to adult education will hurt Farmington program

Lots of controversy has surrounded the proposed cuts in funding for adult education in Michigan. At present, \$195 million is put into adult education, however, there is proposed legislation in Lansing that reduces that funding for 1997.

Farmington adult education would be hurt dramatically, according to Terry Klenczar, director of Farmington Adult and Community Education. Programs that are offered are high school completion, job training classes, GED preparation, English language for adult immigrants, and basic literacy for adults.

Adult education services approximately 400 to 500 students per year. Many students earn a high school diploma which requires more goal setting than a GED. Over the age of 25, 90 percent of returning students are female. Adult ed students who have kids in Head Start can ride the bus with their children every day. On site, baby-sitting is also available for \$2 a day.

I toured the school on Shinwassee and came away impressed with the facility. Sixty-five students will graduate in June.

Michigan's adult ed. funding is second only to California. Gov. John Engler believes that the monies can be more effectively spent. His recommendation is for a new community and workplace literacy initiative receiving \$50 million in funding which will work through local workforce boards to fund programs for adults needing read-

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## WE HAVE A BALL



Photo by Rick Smith

Exercise is important for people of all ages and it can be enjoyable too. Every morning, as part of Peachwood Inn's restorative therapy program, an exercise class is held. This class not only helps to maintain each person's physical abilities but also serves in promoting interaction and socialization. The music is playing, people are moving and most importantly, they are smiling. Exercise is not only good for the participants but they are having fun too.

Peachwood is all about older adult health care. Peachwood is concerned with making certain that everyone reaches their full potential whether we welcome them as permanent residents or help them to return to their homes. Peachwood's concern extends beyond each resident to their families as well. Staff enters into a partnership with the resident and their family to make certain that all services and programs meet their needs.

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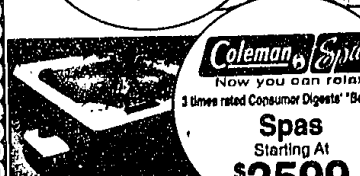
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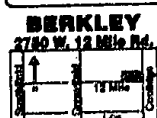
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