

AP BUSINESS BRIEFS

Southwest to launch Internet ticketing

Southwest Airlines will follow Alaska Airlines' lead and begin selling tickets on the Internet.

Seats bought on the Internet will not be accompanied by printed tickets.

Ticketless passengers typically are given a confirmation number over the phone, then present that number along with personal identification when checking in for a flight.

The service, which begins Tuesday, requires payment by credit card and also requires a computer browser program capable of supporting encryption programs for credit card security.

If you would like to know more about the offer or the airline, Southwest's Internet home page can be reached at <http://www.flyyew.com>.

Bonds designed to protect investors

The Treasury Department said it will offer a new bond that protects investors from inflation, a move officials expect to lower federal borrowing costs while providing an attractive retirement savings.

Yields on the new bonds, which the Treasury said Thursday it hopes to offer before year end, will be linked to one of the government's yardsticks for measuring inflation. The yield will fluctuate with inflation, protecting the bond's value from being eroded when inflation rises.

By contrast, large increases in inflation can bring substantial losses in value to current Treasury securities and other bonds, which pay a fixed-rate over time.

Travel still strong despite gas hike

Despite the hike in gas prices, more people will take more trips and cover more miles this summer, two travel groups predict.

More than 30 million Americans are expected to travel at least 100 miles this summer, an increase of 1 percent over last year, said Graeme Clarke of the American Automobile Association.

The vacationers will take a record 232 million trips, an increase of 2 percent over last summer, William S. Norman, president of the Travel Industry Association of America, said Thursday.

The increase in gas prices will have only a minimal effect.

For instance, a 2,681-mile trip across country from Los Angeles to Washington, D.C., will cost only about \$12 more for gas this year than it did in 1995.

The cost of lodging and meals is holding steady, AAA officials said.

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Farmington; Jewish Family Service, West Bloomfield; Oakland Family Services, Southfield; and Roper City and County School, Bloomfield Hills.

"The best thought-through ideas are the ones that tend to be funded," Noland said. "We don't allocate a certain amount of funds for certain locales or communities."

The \$225,000 grant made last year to the Cranbrook Institute of Science in Bloomfield Hills is just one example. The grant came from a program called The New Directions Initiative, a partnership of 10 foundations and individual donors led by Community Foundation.

Formed last year, the program was designed to spearhead new collaborative programs that improve life in southeast Michigan. Offering more than \$1 million in funding, Community Foundation received about 100 grant proposals, six of which were accepted.

Among the six — the collaborative program proposed by the Cranbrook Institute of Science and Detroit Science to enhance science education for young children in Detroit.

Working with the Detroit Public Schools, Metropolitan Church of God, Detroit Congregational Health Connection and other groups, the two science institutions will develop a curriculum designed to open up the world of science to young students ages five to eight.

"Over a two-year period, we expect to reach over 200 schools," said Dr. Dan Appleman, director of Cranbrook's science center. Mini-exhibits will be in a school for one week for the children to study, he said. Then the schools and churches will hold hands-on workshops to supplement, through experience, what the students learned through the exhibits. These lessons are then reinforced at home through the "Magic School Bus" book and television series, which is aired on public television Channel 66.

"We're trying to reach them very, very early and get them turned on to how fun and exciting science can be in school and in the world," Appleman said. "Who knows how many kids might have been turned off to school, that they see this, and it excites them about learning, and not just about science."

But as important as Appleman and the

involved organizations see this program, it never would have come to fruition without the grant from Community Foundation.

"Back in the old days, there used to be some public funding of science programs in Michigan," Appleman said. "We don't feel the public owes us a living, but these programs are important."

"We pretty much rely on these grants to do the programs that are important, but don't generate any revenue."

Jewish Vocational Services faces a similar conundrum.

Among its many services, JVS provides assistance in resettling refugees, counseling and aiding displaced workers and integrating people with severe disabilities into the community and workplace. Many of its programs with senior citizens and the disabled are financed through Medicaid and other government resources. In fact, government funding represented 75 percent of JVS' \$10.5 million budget in 1995. If the United States Congress cuts even 25 percent of its Medicaid/Medicare budget, JVS faces some difficult questions, said JVS executive director Barbara Nuremberg.

"(Congress) is talking about changing the definition of who is eligible for Medicaid-covered services," she said. "Even if it reduces funding to just 50 percent, you're talking about significant amounts of money purchasing significant amounts of services."

And when funding gets tight, "you tend to deal with populations in crisis."

With help from Community Foundation, JVS has been able to fund one of its non-critical, but "proactive" programs, Jewish Occupational Interns, JOIN, as it is called, is a summer internship program for college students. With 16 interns this summer, the program consists of working four days a week in community agencies as a paid intern in a professionally-oriented job. Among the positions JOIN interns are working in this summer are volunteer coordinator at Jewish Family Service, administrative assistant at Jewish Federation of Metro Detroit and public relations for Sinai Hospital.

One purpose of the program is to test out potential careers, Nuremberg said. The other is to help the students become more familiar with the organized Jewish

Community Foundation grants helped these groups in 1995

The following is a sampling of grants made in 1995 Oakland County-based organizations. The grants made come from a variety of funds and endowments managed by Community Foundation.

• Children's Lutheran Foundation - Southfield	\$5,000
Endowment support	\$5,000
General operating support	\$7,319
• Community House Association - Birmingham	\$5,000
General operating support	\$5,000
• Community Living Center, Inc. - Farmington	\$5,000
Technical assistance	\$5,000
Support board training	\$5,000
• Cranbrook Ed. Community - Bloomfield Hills	\$225,000
Cooperative program with Detroit Science Center	\$225,000
• Detroit Zoological Society - Royal Oak	\$33,786
General operating support	\$33,786
• Elan Academy - Birmingham	\$5,000
Adopt-a-Student program	\$5,000
General operating support	\$8,062
• Hospice of Southeastern Michigan - Southfield	\$17,350
General operating support	\$17,350
• Jewish Family Service - West Bloomfield	\$62,800
General operating support	\$62,800
• Jewish Vocational Service - West Bloomfield	\$18,175
Endowment for JOIN Program	\$18,175
• Lighthouse of Oakland County - Pontiac	\$1,295
Technical assistance	\$1,295
Fund raising training course	\$1,295
Technical assistance	\$995
Defendant training course	\$995
General operating support	\$50,172
• Oakland Family Services - Southfield	\$15,000
Support for the Fathers and Children Together Program	\$15,000
• Roper City/County School - Bloomfield Hills	\$10,587
General operating support	\$10,587
• Spaulding for Children - Southfield	\$52,381
General operating support	\$52,381

community."

"This program is important to ensure continuity in the community and to encourage volunteerism and wise career choices," Nuremberg said. "JOIN was in danger of being discontinued because we didn't have the funding necessary to keep it going."

It had been discontinued once before. But becoming involved in Community

Foundation's Van Dusen Endowment Challenge Program, JVS saved the program this time.

The concept behind the Van Dusen Challenge is a simple one — an organization is accepted into the program and challenged to raise a specific amount of endowment funds. When it completes its fund raising campaign and meets its goals, Community Foundation gives the organization matching funds. The goal of the program is to raise endowment funds to be managed by the foundation, teach organizations the tools of raising funds and increase community awareness of the importance of endowment giving.

JVS received about \$18,000 in grant money for its JOIN program. As a result, JVS is embarking on a \$3 million endowment campaign to address financial threats to its critical programs.

"Along with the government, United Way monies have been shrinking and other philanthropic funds have just been keeping pace with inflation," Nuremberg said. "The Van Dusen was really a beginning for us to demonstrate to people in the community that we could do fund raising, but not in the traditional sense."

Also through the Van Dusen program, Spaulding For Children received a \$62,000 to support general operations.

"The increasing costs and stagnant funding resources has put a lot of pressure on us and other agencies to look for ways to have that funding supplemented," said Spaulding director McKenzie. "What's been wonderful about the Community Foundation program is that we'll be receiving grants in perpetuity to fill in that gap so we can continue to help these children."

Community Foundation's Noland said she is seeing many non-profit organizations faced with the same task as JVS.

"I think that with the whole shift in funding — including the public shifts — and the increasing needs those shifts create, we see that agencies are finding they need to change the way they do business," Noland said. "Arts, education, across the board, everyone's learning how to do business differently."

"What you need is a strong third sector." Like Community Foundation and endowment giving, she added.

Sharing from page D1

ings are also available for rent.

Silviana Hailo began Realty Funding Mortgage Co. from her Bloomfield Hills condominium last May. She now leases two connecting offices in IBC's Troy location to be close to her business affiliates on the Big Beaver corridor.

"I wanted to target the Oakland County area. Location is prime to me, especially in this business," said Hailo. "I think a setup like this is perfect for a small shop like ours. I'm working with a mix of professionals in different companies and different industries. I learn a lot from them and they learn a lot from me."

Lee Sponseller, business development manager of Computing

Devices International, a division of Ceridian Corp., lease an office down the hall from Hailo. He represents a large company that has been in business for some 30 years.

"I want to look for a one-man office in Troy that was closer to my clients and closer to my home," said the Rochester resident. "I like the location. I like the surroundings and the office decor. And the price was reasonable."

The shared office suite arrangement also appeals to companies in the process of decentralizing, downsizing or testing new markets and to home business owners, all of whom can lease space or services for a short term or even a single

day.

"There has been a clear demand from day one," said Cobb, who became a real estate broker to negotiate leases for IBC.

"The risk I took wasn't so much on technology. The risk was associated with having to lease 70,000 square feet of office space in seven locations."

Like many of the large companies it services, IBC has decentralized its own corporate functions. The 22 employees in the Ann Arbor, Canton, Detroit, Livonia, Novi, Sterling Heights and Troy locations communicate in seconds through high-speed digital lines. The networking also allows for a balancing of the workload throughout the IBC

system.

"It's an exciting business because things are changing every day and we evaluate and adapt to those changes," said Cobb. "We don't want to be just

shared office space. We want to offer a full range of service and equipment."

That's the next phase ... refining our services locally."

Plastic miniblinds can poison children

The window industry is promising that by next month, miniblinds linked to lead poisoning in children will no longer be available in the United States.

The industry is responding to pressure from the federal Consumer Product Safety Commission, which said Monday that aging plastic miniblinds can deteriorate and turn to poisonous lead dust, which children can swallow.

"With no new regulations and no red tape, we'll still be protecting children," said commission Chairman Ann Brown. "It's good common sense government and heaven knows we need that."

Every year, 25 million nonglossy, vinyl miniblinds are imported to the United States

from China, Taiwan, Mexico and Indonesia. Lead is added during production to stabilize the plastic in the blinds.

The miniblinds in question are the cheapest available, at \$5 to \$10 per window covering.

Over time, the plastic deteriorates from exposure to sunlight, heat or cold temperatures to form lead dust on the blind's surface, the commission determined. Children may ingest the lead if they touch the dust and then put their hands into their mouths, similar to lead paint.

Through scientific testing, the commission found that children ingesting lead dust from less than one square inch of a blind each day for 15 to 30 days could end up with dangerously elevated

lead levels in blood.

Inhalation or swallowing even tiny amounts of lead can cause brain damage, lifelong learning disabilities and behavioral problems for children under 6. The commission recommends consumers replace their plastic miniblinds if children under age 6 are likely to come into contact with them.

In response to pressure from the commission, manufacturers voluntarily agreed to stop importing blinds that are made with lead. Products labeled "non-leaded" or "new formulation" should be on shelves by the end of this month and should completely replace the leaded blinds by September. They are expected to cost 10 to 15 percent more.

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