

RETAIL DETAILS

Retail Details features news briefs from the Malls & Mainstreets beat, compiled by Susan DeMaggio. For inclusion, send information to: Retail Details, c/o The Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. Or fax (810) 644-1314.

Easter merchandise arrives

If it's your turn to host Easter Sunday dinner, add some spring charm to your table with bunnies, eggs, and all sorts of fun, friendly designs from LaBelle Providence on West Maple in Birmingham. Co-owner Leslie Benzer said the Vietri line of sculptured bunnies, hand-painted accessories and cake boxes is irresistible, along with a line of bunny-designs on pillows and rugs and throws from Tracey Porter.

Pictured below, lavender-scented eggs to add a welcoming touch to a hall table or cupboard.

**High-tech merchandise arrives**

Paulson's Audio & Visual, in the Haledale Village, 12 Mile and Haledale, has the new Digital Video Disc by Panasonic in stock. It looks like a audio CD but it has far greater audio/visual capacity. A single side of a standard DVD holds more than two hours for video, plus six audio channels.

Valentine contest winner

Westland Center congratulates Mary Martin for a winning "a trip to Grand Traverse Resort." Her essay "Why my Valentine means so much to me" described how after 42 years of marriage, the couple still shares a Friday Night Date each week.

Bridal trunk show
The Fitting Room, 426 Main St. in downtown Rochester presents an informal modeling of the Bianchi Bridal Collection for spring. Reservations suggested for the March 20-22 presentation. (610) 652-0740.

Fash Bash date set

Hudson's and the Founders Society of the Detroit Art Institute present the 28th annual Fash Bash, Wednesday, July 30 beginning at 6 p.m. at the Fox and State Theatres in Detroit. Tickets go on sale in June by calling (313) 833-1148.

The event benefits the DIA and includes cocktail parties, a live auction, musical fall fashion extravaganza, plus an afterglow.

Of special interest events

Universal Mall (12 Mile/Dequindre, Warren) hosts the Radio Control Club of Detroit and its annual spring display of radio control airplanes in center court, March 22-23. Also on March 23, the Ukrainian Women's League Show and Sale in the Montgomery Wards wing.

Business/fashion seminar

Jacobson's at Great Oaks Mall, Rochester Hills hosts an evening for those who want more information on income taxes, investments and business dressing, Tuesday, March 18 from 6-8 p.m. Seating is limited for the complimentary event which includes hors d'oeuvres and discussion plus prize drawings. Call (810) 651-6000, ext. 215.

Spelling Bee at Westland

Calling all good spellers from grades 1-6! Register to participate in a mail/Radio AHS contest, March 22 from 11 a.m. to 1 p.m. in the Westland Center East Court. Prizes include computers. For more details call (313) 626-1111.

Wine design award

Jon Greenberg & Associates of Southfield took a SADI award for the design of the NASCAR Thunder store at Gwinnett Mall in Atlanta. The awards are presented annually to recognize 14 categories by Retail Store Image and Shopping Center World magazines.

Designer swimsuits on parade

Neiman Marcus presents designer swimsuits March 17-23, featuring the latest looks from Missoni, Moschino, Versace, Dolce & Gabbana. To promote sales, customers who spend \$100 or more will receive a complimentary Clarins sun products sample. Shoppers will see suits in primarily black and white, brown, and lime green colorations with piping and tortoise trims. The most current cuts feature asymmetrical one shoulder suits and color block prints.

Spring promotion

Beginning Thursday, March 20, shoppers who spend \$150 or more at Laurel Park Place in Livonia will receive a hand painted flower pot. Offer valid while supplies last. Also at Laurel Park Place, shoppers can enjoy the music of local pianists each Friday from 5:30-8:30 p.m. and Saturday from noon to 5 p.m.

Bunny breakfasts available

The Community House in Birmingham hosts 6th annual family event, Saturday, March

22 at 9 a.m. \$9 per person. Visit the Easter Bunny, have your face painted, receive a goodie bag. Tickets at Chamber of Commerce Office, 124 W. Maple; Community House 380 S. Bates; or by phone (810) 644-1700.

Hudson's hosts a spring sale and bunny visit at Market Place Restaurants beginning at 9 a.m. \$8 per person; March 22 at Westland and Southland; March 23 at Oakland Mall in Troy, Lakeside in Sterling Heights and Somerset Collection North, Troy, March 29 at Fairlane Town Center, Dearborn, Northland in Southfield and Eastland in Harper Woods.

Antique shop relocates

Trey Corners Antiques has moved to the heart of downtown Birmingham in the Merrillwood Building. Owners Dede and Jim Taylor have been in the business for 32 years dealing in period furniture and accessories, American country furniture, oriental rugs, Staffordshire, jewelry, majolica, candlesticks, primitives and Victorian silverplates. Inquiries are welcome at (810) 594-8330.

Golf promotions

Select Hudson's stores are offering shoppers a chance to have their golf swings analyzed with British PGA Golf Pro Trevor Parkinson's specialized video analysis system "A STRIKER" in the Men's Player's Shop. Participants receive a complimentary video tape of their swing with personalized advice and instruction.

On March 17 from 4-7 p.m. at Fairlane, Dearborn; March 20 from 4-7 p.m. at Lakeside, Sterling Heights; on March 21 from 4-7 p.m. at Northland in Southfield; on March 23 from 1-4 p.m. at Somerset, Troy; on March 23 from 4-7 p.m. at Westland; and March 29 from 1-4 p.m. at Twelve Oaks in Novi.

During the promotion shoppers can also register to win a trip for two to Greenleaf Golf & Tennis Resort in Orlando, Fla.

Learn the rules of golf etiquette from top amateur golfer Janina Parrot Jacobs who will offer advice on business networking on the links, March 23 from 1-2 p.m. at Somerset, Troy; March 29 from 1-2 p.m. at Twelve Oaks, Novi.

Mall hosts job fair

The Westland Center is looking for sponsors and businesses that would like to rent a table at the annual Chamber of Commerce Jobs Fair, Saturday, April 12. The deadline to register for booth space is April 8—sponsors act quickly, your deadline is March 17.

The mall's marquee will highlight the event, and advertising by direct mail, newspapers, and radio is planned to attract job hunters. The \$200 Supporting Sponsor level is intended for those who cannot staff a table, but would like visibility at the fair. The \$275 Premium Deal offers \$50 off a table and a listing on all ad materials. For more information, (313) 328-7222.

From bagger to boardroom



Kroger chief named:
Bruce Lucia has been promoted to President of the Michigan Marketing Area. He has served as interim president, and prior to that, as vice-president of merchandising for the Columbus, Ohio market. Lucia began his Kroger career at 17, working as a weekend bagger in Atlanta. He holds a BBA in international business from the University of Georgia. Kroger is the country's largest supermarket chain with more than 1,300 stores.

LOOKING AHEAD

Coming up next week in Malls & Mainstreets:

- A spring fashion show
- Behind The Label with designer Tahari
- Easter baskets with style

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The voice of public education

A moment without politics
has lessons for all

Michigan politicians didn't exactly remove their partisan hats during President Bill Clinton's speech to a joint session of the state Legislature this month. But many took off their boxing gloves—if only for the moment.

As president of the Michigan Education Association, I was privileged to be seated ringside for this historic event. I watched as Republicans and Democrats applauded the president's plans to increase support for early childhood learning programs, safer schools, more technology, national testing and charter schools.

I heard politicians challenge one another to heed the president's call and "leave politics at the schoolhouse door."

Sadly, I also watched the partisan sparring begin again—even before the president left town.

But the lessons to be learned from that fleeting moment when we all stood together must not be lost. If only for the president—and if only briefly—many Michigan politicians demonstrated that they can call a truce.

Indeed, our children are counting on us to stop beating up on each other and start knocking-out problems.

The president's visit could be a turning point for Michigan in the fight to improve public education.

President Clinton issued a powerful call for us to "forge a new partnership for a new time." MEA agrees that it's time for public school employees, parents, politicians, and business and community leaders to work together. We all have a stake in and a responsibility for the future of public education. And we all have ideas for how to improve public education.

The president gave us some fertile common ground.

MEA applauds the president's plan to convene a conference on early learning and parenting. Public school employees have long understood—and new research has proven—that children who have a healthy and stimulating first four years outperform children who don't.

Together we must find—and support—ways to help parents make the most of their children's first years.

MEA agrees with the president that children cannot reach their potential if they do not have a safe, clean and orderly place in which to learn. We support his commitment to help fund building and repair projects because many Michigan school buildings are dilapidated and dangerous.

The president and Vice President Al Gore have championed the use of technology in our schools. They know that technology can level the playing field for all children.

Unfortunately, technology today often further separates the haves from the have nots. Some children in Michigan surf the Internet on state-of-the-art computers, while others must draw keyboards on paper and learn by the "let's pretend" method.

MEA is encouraged by President Clinton's pledge to get every classroom and every library in the country hooked up to the Internet by the turn of the century. And we are grateful that Education Secretary Richard Riley awarded Michigan an \$8.6 million grant to help us narrow the gap sooner rather than later.

The president is right that high national standards and meaningful testing can help move education forward. But we must not merely test for the sake of testing. Testing should be connected to a rigorous curriculum that is available to all children.

And we, like the president, recognize that some children likely won't do well on these new tests at first. Those children, the educators and public education as a whole must not be labeled as failures if this happens. It takes time to adjust lessons so that students master the new skills being tested.

The issue of charter schools has been a thorny and highly partisan in Michigan. MEA supports and encourages innovation in any public school, including good charter schools.

But we know that the president, vice president and the secretary of education believe, as the MEA does, that charter schools must not be a ruse for private or religious schools to get public money. Charter schools must be open to all children and fully accountable to the public.

We have many rounds to go in the fight to make public schools in Michigan the best in the world. All of us probably have at least a few good blows left.

But our children can be the winners if all of us—educators, politicians, business and community leaders—throw those punches at problems, not at each other.



Julius A. Maddox
MEA president

'Be True To Your School'

Mall receipts program nets
a half million for supplies

At the end of its second year, a unique venture sponsored by four Detroit-area shopping centers has put more than a half million dollars into much-needed educational materials for Michigan schools, according to just-released results.

The "Be True To Your School" program has raised more than \$500,000 by allowing shoppers to credit all receipts from four Teubman Company shopping centers—Lakeside in Sterling Heights, Twelve Oaks in Novi, Fairlane Town Center in Dearborn and Briarwood in Ann Arbor—to any Michigan public or private school, grades K-12.

The malls then credit a portion of those receipts to the individual schools to select the educational materials they need the most.

The program's second year ran from July 29, 1996, through Jan. 31, 1997, and, for the first time, included Briarwood.

More than 2,500 schools participated this year, with some of them earning nearly \$2,000 for textbooks, videos and reference materials. St. Lawrence Elementary School in Utica topped the list for all four malls.

"Once educational materials began arriving at the schools after our first year, people kept asking when we'd kick off the second year," said Karen MacDonald, manager of communications. "This year, everyone—parents, student, principals, teachers, even grandparents, aunts and uncles—got involved because they saw what a difference their participation made to their schools."

"Be True To Your School" has proven so successful that the malls have already scheduled a third-year kick-off on Aug. 1, 1997. The program will run through Jan. 31, 1998.

Schools receiving the most credits in each of the four shopping center areas this past year were:

- **Briarwood:** St. Francis of Assisi (Ann Arbor), Saline High School, Pioneer High School (Ann Arbor), Pleasant Ridge Elementary (Saline) and Pincinay High School.
- **Fairlane Town Center:** Detroit Catholic Central High School (Redford), Divine Child Elementary School (Dearborn), Divine Child High School (Dearborn), Regina High School (Harper Woods) and Dearborn High School.
- **Lakeside:** St. Lawrence Elementary School (Utica), Chippewa Valley High School (Clinton Township), Eisenhower High School (Shelby Township), St. Mary Elementary (Mt. Clemens) and Ford 11 High School (Sterling Heights).
- **Twelve Oaks:** Brighton High School, South Lyon High School, Walled Lake Western High School, Novi High School and Northville Senior High School.

Each of the participating schools makes its own decision on what to buy with its credits and then orders directly from some of the country's largest and best-respected school/library suppliers, including Dorringer Kinderley, PBS Video and Follett Library.

The shopping centers handle all administrative details, from daily receipt tallies to paying the suppliers.

Schools will be ordering the materials of their choice by April 1, so that most of the equipment will arrive before school ends this June.



Michigan Education Association

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