

WE WANT YOU TO KNOW PHYLLIS HOWARD



Phyllis Howard is a Registered Nurse and the Administrator of Regent Street of West Bloomfield. Dedicated to providing the highest standard of assisted living services and programs to older adults, Phyllis takes her responsibilities very seriously. Her standards are high and she expects the same dedication and caring concern from all of her staff...and she gets it. Whether it is working with her residents, their families or her staff, Phyllis is always aware of how very important it is to remember that each person deserves to be treated with respect, dignity and kindness. This philosophy is one of the reasons that Regent Street is so special.

We want you to know Phyllis Howard and Phyllis wants to know you. See for yourself how assisted living should and can be.



Call now for more information or come see for yourself.

Regent Street Inc. of West Bloomfield
4460 Orchard Lake Road
248-683-1010

Don't forget that census form

BY JONI HUBBARD
STAFF WRITER
JHUBBARD@ECCENTRIC.COM

You may have already gotten your census form, but the U.S. Census Bureau still needs volunteers to help canvass the community.

Testing will continue through June at Farmington Hills City Hall for enumerators, or paid census workers who track down residents who haven't returned their forms.

Assistant Manager of Recruiting Maryann Huskon said applicants should be at least 18 years old, and men who are eligible must be registered for the draft.

Beyond that, there aren't really any limits.

"They could be up to 100 years old," she said. "We do have some people who are over 80."

Count on an hour-and-a-half to two hours for the application process, which includes a 30-minute government test. Applicants should have either a passport or two forms of identification, a driver's license and Social Security card or birth certificate.

After a day or two of paid training, enumerators will be sent out into the field.

"We put them in a pool, and we send them into the community where they live," Huskon said.

The importance of getting an accurate count is why the Census Bureau does more than just mail out forms, according to media specialist Kim Hunter. Speaking to a group of reporters at a recent workshop, Hunter

Local officials are particularly concerned about an accurate count because so many federal and state funding programs are based on population.

said the bureau has a three-part, quality control process.

Working with post office lists and municipal, county and state information, lists of addresses are compiled and checked by field workers. Then forms are mailed out, with an April 19 return deadline. Finally, field workers visit homes from which no response is received.

"They'll come to your door up to six times," Hunter said. "If there's no answer, they'll ask your neighbors."

Trust and privacy are the biggest concerns people have with the census, but Hunter stressed all data is "sacrosanct." No information is shared, even among other government agencies like the Department of Immigration or the Federal Bureau of Investigation.

"It can't be shared. There is a \$5,000 fine and 15-year penalty for revealing data," he said, adding special measures are taken at the Census Bureau to ensure the names on the forms go into one computer, the personal data into another, and that the forms are then shredded.

The information is vital to the Detroit area, because of concerns the city's population may fall under the one million mark. In

addition to the dollars attached to each citizen counted, the metropolitan area could lose political count when new congressional districts are drawn, Hunter explained.

Local officials are particularly concerned about an accurate count because so many federal and state funding programs are based on population.

According to Community Development Director Rick Lampi, who is coordinating the local census effort, the 1990 census was worth about \$250 per person counted, per year.

If the Hills hits his estimated population level of about 83,000, that could translate into more than \$20 million funneled back into the community.

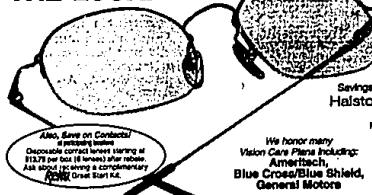
Because he worked with the 1990 census, Lampi was tapped to coordinate promotions encouraging people to fill out their census forms. So far, the message has been delivered at city council meetings, on cable television, through articles in the city's newsletter and signs posted throughout the community.

No potential "billboard" goes unchecked.

"Any mail that goes through our stamping machine, there's a

Please see CENSUS, A6

THE LOOK.



40% off
most eyeglasses
frames and lenses

Savings from \$40 - \$125. Includes designer styles such as Halston, Hunt Club, and many others!

Cannot be combined with any other offer. Vision care plan, or Vision Right package. See optician for details. Offer expires April 28, 2000.

THE FASHION.

JCPenney
Optical Center

Now! Twelve Oaks Mall 305-6554
Dearborn: Fairlane Town Center 441-1580
Harper Woods: Eastland Mall 527-3531
Southfield: Northland Shopping Center 552-5555
Portage: Summit Place Mall 582-2000
Sterling Heights: Lakeside Mall 247-9220
Troy: Southland Mall 237-4773
Troy: Oakland Mall 585-1124
Westland: Westland Mall 425-4535
Ann Arbor: Briarwood Mall 761-7788

EYE EXAMS • OVERNIGHT SERVICE AVAILABLE

How's Your Bank Treating You?

Come to the bank that puts people first.



First ... with real people to answer your phone calls.
First ... with helpful employees who are always accessible to you.
First ... with friendly people to provide you with personal service.
First ... with the kind of banking that matters most to you.

**PEOPLES
STATE BANK**

We Put People First

37386 12 Mile Road
Farmington Hills, MI 48331
248.848.9030

31300 Orchard Lake Road
Farmington Hills, MI 48334
248.626.6190

1.888.876.4545

www.psbnetbank.com

Member FDIC

SUPER SALE

April 7
Fri 12-8 pm

April 8
Sat 10-8 pm

April 9
Mon 10-8 pm

April 10
Tue 11-5 pm

40% off

DON'T MISS THIS SALE!
4 DAYS ONLY
Everything's On Sale!

Giro Gila

\$44.99

RGL-3

\$17.92

Car Eye Tomo XC

\$18.92

AMERICAN CYCLE & FITNESS

NOVI/WALLED LAKE
39900 14 Mile Rd.
(248) 960-1371

ROYAL OAK
1109 S.
Washington
(248) 542-7182

Grosse Pointe: 20343 Mack Ave • (248) 542-2142

Sterling Heights: 2169 Metro Parkway • (810) 979-5750