



**Role model:** Curtis Cozier says his mom is a great role model. She began treatment four years ago. She says everything looks good now and she is cancer free.

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good role model.

Eileen Cozier began cancer treatment four years ago. She had watched her sister die of breast cancer, and all four of Curtis' grandparents suffered some form of the disease.

Today, Eileen is cancer-free. "So far, so good," she said. "You're always waiting for that magical fifth year, but so far everything looks good."

According to his mother, Curtis has always been the kind of kid who wasn't afraid to challenge himself. He started rock climbing while studying international business at the University of Colorado, then moved into mountaineering, which involves more exploration.

When he started looking into the Denali expedition, Curtis realized he wanted this climb to be more than something he was doing for his own personal satisfaction. He called his mother and

asked her what organizations she considered worthwhile.

She gave him a few names, then asked why he wanted them. "When he told me, it was very emotional," Eileen recalled, admitting the memory still affects her deeply. "It actually brought tears to my eyes that he cares so much he would be willing to do that. It was a very special time."

For Curtis, calling his mother seemed only natural.

"If she hadn't have gone through what she went through, I probably wouldn't have done this," he said.

One of the organizations his mother suggested, the Karmanos Institute for Breast Cancer Research, latched onto his idea of having people donate for every foot Curtis climbed. They hooked him up with the Komen Race for the Cure, the largest series of 5 kilometer races in the country.

Over 700,000 runners participated in 1999 alone.

The Karmanos Institute is a designated Comprehensive Cancer Center for research, patient care, education and community outreach. All funds raised will go to those two organizations; Curtis is paying for the costs of the climb out of his own pocket.

And that's a fairly steep price to pay, considering he and his wife, Jennifer, are expecting their first child in July.

While he faces the challenge of high winds and temperatures that plunge to more than 40 degrees below zero, Curtis is challenging donors to pledge a penny a foot, for a total donation of \$203.20 when he reaches the summit. Of course, any amount would be appreciated, he said.

"I, and every one of us, can do something, whatever it is," Curtis said.

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ketPlace opportunity will be extended to businesses elsewhere in Farmington and in Farmington Hills.

■ To improve communication and enhance understanding of the concept, MCC chair Ron Baker will take a laptop computer with him for on-site demonstrations.

As of Wednesday, at least one merchant agreed to take the plunge because of the new set of sign-up rules.

The modified MarketPlace proposal was presented to the DDA board Tuesday morning by Ron Baker, chair of the Marketing Communications Council. It was unanimously approved and endorsed by the board. Both Baker and DDA Executive Director Judy Downey are optimistic that the changes will drum up interest where the former plan did not.

"We're going to expand the opportunity, but not the subsidy," Baker said. "We will go for the 10 and build it, and let other people see what it's all about."

"I'm confident that once it's up and running, people will see that it has value."

According to Downey, the DDA will offer it to 10 merchants for the first six months and then offer it to a second 10 merchants for the second six months. But the authority has only made a one-year commitment and will revisit

the issue after the first 12 months.

"It's a very positive marketing approach for the new millennium," Downey said. "There's no question about it."

### Good start

She said initial reaction about the modified plan is encouraging.

"Deb Watson (of Deb's Crafts) was there (Tuesday) morning," Downey said, "and she said that she would sign up. Before it wasn't worth her changing the program she had, but now she figured it would just be like advertising dollars and would be worth her while to accept the assistance of the DDA."

Baker made an e-commerce presentation to the Michigan Downtown Association (of which Downey is president) during a recent Michigan Municipal League legislative conference in Lansing.

When it was shown on the chart that "billions of dollars are being spent over the Internet for purchase of products and services, we don't want the merchants of Farmington to miss out on that," Downey said.

As far as Downey knows, Farmington still would be the first municipality in Michigan to start a program like this, let alone have it linked into the city Web site.

Only three merchants signed

up for the original plan, unveiled in early January. In mid-March, Baker said he was prepared to withdraw MCC from the project because of poor enrollment, but Downey and Farmington City Manager Frank Lauhoff requested a modification to the proposal to see if it could stay afloat.

Lauhoff noted the intention of Baker to re-initiate the merchants for computer demonstrations.

"I don't think Marketing Communications had the opportunity to fully explain all the benefits of the proposal (before)," Lauhoff said. "And I think the board was wise to continue the plan, because it ultimately will be a very valuable resource for downtown businesses."

The fact that businesses outside of downtown also have a chance to sign up for the MarketPlace is something that Lauhoff said would be a plus.

"There are a lot of businesses on the corridor, golf stores, fishing stores, that can benefit from this kind of a plan," Lauhoff said. "The more businesses that are on it, the more customers it will draw, and the more customers it draws the more people will see all these businesses ... or at least have the opportunity to see all these businesses in downtown. So, the more the better. I'm very encouraged by it, and I think it's a great move by the DDA."

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