

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.

Climb from page A1

good role model.

Elleen 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, Elleen is cancer-free.

"So far, so good," she said.
"You're always waiting for that magical fifth year, but so far weerything 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 Denail 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

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 these the proparaisations. Cur-

care, education and community outreach. All funds raised will go to those two organizations; Curtins is paying fer '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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Commerce from page A1

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 leptop computer with him for on-site demonstrations.

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As of Wednesday, at least one merchant agreed to take the plungs because of the new set of The medical Market Place proposal was presented to the DDA board Tuesday merning by Ron Baker, choir of the Marketing Communications Counsel. 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 menths and then offer it to a second 10 merchants for the second six menths. But the authority has only made a one-year commitment and will revisit

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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 encourag-

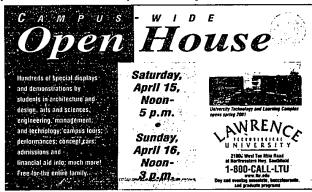
up for the original plan, unveiled in early January. In zuid-March, Baker said he was prepared to withdraw MCC from the project because of poor enrollment, but Downey and Farmington City Manager Frank Lauhoff requested a modification to the proposal to see if it could stay afloat.

Lauhoff noted the intention of Baker to revisit the merchants for computer demonstrations.

"I don't think Marketing Comunications 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,

she said initial reaction about the modified plan is encouraging.

Deb Watson (of Deb's Crafts) was there (Tuesday) morning, was the computed the intention of promise and the proposal of the proposa



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