

Northland's manager growing with center

By JACKIE KLEIN

Laura, Kay McCoy, Dorothy Daraday and Ruth Alden are alive and well and managing Northland Shopping Center.

Put them all together they spell Patricia "Pat" Hobar who is happy to say Northland was the first place she could be herself.

Ms. Hobar holds the title of center manager of Northland, a division of Dayton-Hudson Properties, the real estate arm of Dayton-Hudson Corp. Ms. Hobar has a radio-newspaper background.

"I never used my own name on the radio," she said. "I had an all-night program on WWJ and I signed off 'lovingly yours, Laura.' I did a breakfast show as 'Kay McCoy and the Sunshine Express,' an afternoon show as Dorothy Daraday and for a while I was Ruth Alden on the Free Press."

But that was a long-ago, seldom remembered part of her life. Eight years ago, Ms. Hobar was named promotion manager for Northland Center and also handled public relations for the grand openings of Southland and Genesee Valley in Flint.

SHE WAS later appointed promotion manager and assistant center manager of Southland and was promoted to center manager of Westland before she came back to Northland three-and-a-half years ago.

"I didn't try to climb the corporate ladder," she said. "It seems God and a couple of people who had faith in me hand picked me and helped me up."

Ms. Hobar is responsible for the productivity and daily operation of Northland with the accent on leasing of tenant space.

She knows everything about the expansion and enclosure of Northland Mall from the soffits on the roof to the quarry tile on the floor. She calls construction workers by name and her trained eyes ferret out every flaw.

Touring the center in a security scout car, she hears a woman scream. She instructs the security officer, whose name she knows, to circle back and see if there's a problem.

She describes the "screamer" with amazing accuracy and remembers where she turned in. The woman is gone but the security guard radios others to be on the look-out.

MS. HOBAR notices slippery concrete, part of the construction upheaval at Northland, worries that someone may fall and reports the potential danger to the man in charge of buildings and grounds.

"I'm part of a fantastic team," she said, making sure their names are mentioned.

"The assistant manager is Michael Robinson. Victor Gamez is promotion manager. Oscar Threatt is in charge of grounds and buildings. Ted Fredrickson is senior foreman in charge of engineering and layout. Dennis Jeffrey is head of the Northland security department."

"I must introduce you to my secretary, Jeanette Hampton, who makes me look good."

At 9 a.m. on a typical Monday, Ms. Hobar holds a general staff meeting which may last until 12:30. She grabs a quick lunch—a grilled cheese sandwich and tea—and walks or drives around the center on her daily tour.

At 2:30, she has a construction meet-

ing with tenants who are planning to expand their store fronts, comes back to her office at 5:30 and makes business calls, shuffling through messages waiting on her desk. She leaves at 6:30.

She often comes in on Saturdays for personal contacts with tenants and to catch up on her work. She works best when the office is closed and she thinks best on her old typewriter (which is non-electric).

Some days she's booked too closely with a security meeting at 9 a.m., a mechanical maintenance meeting at 10, a grounds meeting at 11, a board of director's meeting of the Northland Merchant's Association at noon and a lease renewal at 3. She keeps a notebook for details so her mind is free for bigger things.

Tenant leases, signed 20 years ago when Northland was created, are up for renewal.

In 1954, we negotiated long-term leases at a different rate. Now we're talking about 1975 inflationary rates and tenants, who are considering expanding their store fronts, come to me and want to talk new terms. They say if they invest in remodeling, it will take years to amortize the costs.

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Escape shatters window

FARMINGTON—A Farmington jeweler avoided a knife-wielding assailant Thursday evening when he jumped through a plate glass window at the front of his store.

Donald Wilson of Farmington, owner of Wilson Jewelers, 33145 Grand River, was injured in his attempt to escape the assailant, who followed him through the window.

Wilson reported that two customers entered his store at 8 p.m. Thursday. One, a woman, asked to look at unusual rings, police said.

He became suspicious when the other customer, a man, wandered about the store. Police surmised he had been trying to determine whether Wilson was alone.

When the woman said she didn't find what she was looking for and left, the man pulled a knife and walked around the counter toward Wilson, police said.

Faced with the choice of rushing the man or jumping through a 7 x 8 foot plate glass window, Wilson jumped.

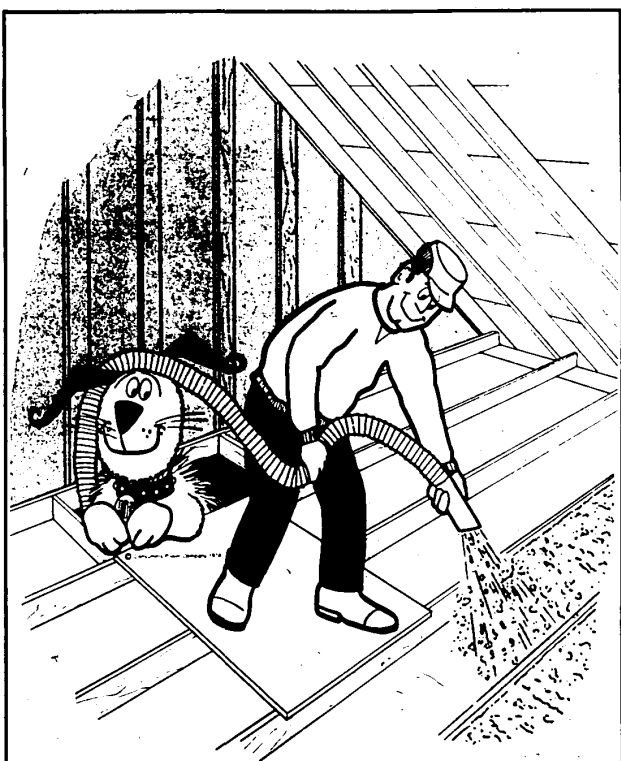
He had cuts on his legs, hands and back, with fractures in his lower back. He was taken to Botsford Hospital where he was released after treatment.

After following Wilson through the window, the suspect escaped in a 1970-72 burgundy Thunderbird, police said.

Three witnesses heard the glass break and saw the suspect threaten Wilson with the knife.

Police are looking for a 5-foot, 11-inch, 185-pound dark-skinned male, with an accent, and a 5-foot, 6-inch black woman weighing 140 pounds. Both suspects are 35-40.

Police are seeking a warrant for felonious assault.



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