

Former deejay has corner party store in Farmington Hills

By HY SHENKMAN
FARMINGTON—At age 34, Don Bosco has a colorful past. He taught school for three years. For five years, he was a deejay, program director, business manager and general manager of WHFI-FM. Two years ago he opened Bosco's Party Store in Farm-

ington, which he says is doing well. It's a complete party center, with plenty of spirits in addition to the food. How many bottles? "If we stand them side by side, they would reach from my front door to the Oakland Community College campus," he admitted.

"WE MAKE gift baskets, party trays and 3 to 4 foot submarine sandwiches."

Seven boys from 16 to 18, all from Farmington high schools, happened to come in as customers and after observing them, Bosco hired them.

"We have a complete pizza operation. We get the operation of a battle ship in a broom closet. It's a small area within reach."

Bosco likes to convey his personality. He is outgoing and likes to use a little humor in his every day encounter with people.

"But you have to know with whom you can do it."

"FOR EXAMPLE, when a young couple brings a six-pack of beer, I'll ask them, 'Should I wrap it up or are you going to drink it here?' I try to greet everyone, tell them to take their time, look around. There is no charge for looking."

"The place is so large that it takes several visits to find out what we have. I don't want the customer to feel pressured."

"I try to make my customers happy, but I run into a habitual complainer. I tell them only the dead have no problems."

"He got the idea while teaching high school at Birmingham Groves. Every day he would write on the blackboard a different inspirational saying."

Then he used to add humor. Finally, he made them up himself. His students liked them so well they used to bring some of their own.

HE FINALLY made a collection of them.

Bosco is a good promoter. His outside sign reads: "The Exorcist Scared the Devil out of me." When streaking was so popular he had "Streakers Special—Salad no dressing."

He calls them attention catchers. "You don't have to sell people, just make them look on the board and smile."

Farmington has been good to him, and he is a firm believer in supporting Farmington.

He has been a counselor for a camp on and off for the last 15 years where he learned a lot about kids.

"The kids do a nice job for me, and as an appreciation I like to do things for them."

"LAST OCTOBER, six of us went to Mackinac Island for a three-day bike trip. I drove them there and we hiked around the island."

He took the young people who work for him on a skiing trip for a week in northern Vermont, 80 miles southeast of Montreal.

"I drove my van, and the cost was about \$150 each. They earned the money working for me."

Once, he rented a GMC motor home and drove it on a three-day trip with them.

He claims to have \$1,000 worth of magic tricks. He performs at the camps. "This is a great generation bridge," he said.

Bosco's interest in his young employees is growing.

THIS YEAR he is sponsoring a baseball team in Farmington and hopes the team does well and gets into the playoffs. Bosco had managed and sponsored for four years a colt baseball team in Franklin (15-16 years old).

There is room for up to 30 people who bowl one night a week. He is looking for boys from the Farmington area. They can contact him at the store and get in on the bowling tournament which will run for five to 8 weeks.

The boys will receive a tournament T-shirt and a head band. Those who beat Bosco in a total pins overall will receive a special prize such as a lighted Pepsi clock and a lighted beer sign.

His average is 175, but in order to equal the players, there is a handicap system. A 12 year old with a 110 average could beat him.

He is a member of the Jaycees, single and lives in Birmingham.



Photos by Craig Newman

