

Work world means changes

By EMORY DANIELS

"The transition from youth to adulthood used to be a pretty clean-cut, simple process."

"But, today, that has changed entirely. The problems of those in the 16-21 age period are so different that it will necessitate the architecting of new life patterns."

That was the challenge placed before business leaders and educators at a consortium last week by Willard Wirtz, former U.S. secretary of labor who now is board chairman of the National Manpower Institute.

Wirtz was speaking at Madonna College to a gathering of business persons, educators and public officials called by the Work/Education Council of Southeastern Michigan, Inc., Livonia. John Graves is executive director of the council.

Graves of Plymouth is a former member of the Plymouth-Canton Board of Education and has been employed in recent years with Livonia Public Schools.

WIRTZ APPEARED, with a panel of other notables, to make an appeal for collaboration between the public and private sectors to build job opportunities for young people, and to remake school curriculums to become more relevant to work needs.

The problem of work being unavailable for youth cannot be corrected at the federal level, stressed Wirtz, because it relates to activities in the fields of labor and education.

"In Washington, we do have the department of labor and HEW and although they are only four blocks away, there is very little collaboration between the two. So the problem won't be solved there, and similar problems exist between state and county levels."

"That's why there must be collaboration at the local level between the public and private sectors. We must develop a new collaboration process at the local level, among public officials, schools, employers, young people and the community at-large to work out

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—Bill Tarnacki, Ford Motor Co.

what this transition process should be.

"In doing so, we must remember that young people today are looking for jobs rather than work—they don't want just dead-end work."

Wirtz added that in the late 1960s and early 70s, people got turned off about government and institutions because of the Vietnam War and Watergate. "People are so unconfident about government that it will be very hard to get them back to be involved in a representative government."

"I believe the answer lies in participation. I argue for decentralization of authority to the local level where people can participate."

BILL TARNACKI, president of the work-education council and personnel and organization coordinator for Ford Motor Co., described the role of his organization in the endeavor to "architect a new life style."

"Work-education councils can be a bridge for education and business and make the collaboration process possible. The council serves as a catalyst to bring together diverse persons to work towards a common goal—distinct and isolated, yet interdependent institutions."

"Business, especially, wants youth to have values and skills that will make our economy grow. With the help of business, curriculums can be changed so students can see that the new skills they are acquiring are relevant in the business world."

"The role change from student to worker can be a cultural shock. It's essential that preparation for employment be more systematically pursued."

"Employers, through involvement

with a work-education council, have the opportunity to communicate directly to the educational systems on what kind of training should be given in the schools. By doing this, business can save money now spent in training or for employee orientation and from reduced job turnover."

DR. GEORGE GARVER, superintendent of Livonia Public Schools, supported Wirtz's position that the transition from youth to adulthood is a much more difficult process today.

Garver said that in 1900 only three per cent of those who entered first grade actually graduated from high school. In 1950, only half of the first graders eventually graduated. Today, though, 87 per cent who enter first grade will graduate from high school and so young people are not entering the job market gradually but are being dumped in large numbers each June.

Young people also are maturing physically faster today. In 1870, the average age for the onset of puberty was 16½. Garver said, and today it is 11½. "But I am not at all sure that young people are maturing socially at the same pace as they are becoming physically mature."

"Today we also are asking youngsters, at a very early age, what they will do with their lives. We had the advantage of waiting until adulthood to make these choices, and we often changed our minds."

"There is a real need to find ways to get substitute experiences for those traditions which were a part of our society, such as getting part-time work."

"And as we address the needs of

youngsters we cannot do so in isolation but we must deal with the youngster as a human being who must relate to educators, business and industry, and the community."

Garver also urged that the problem of architecting a new life style not be dumped on the public schools. "Historically, in our society, when we were faced with serious issues we'd bundle them up and hand them over to educational institutions. And a number of mistakes were made."

"No single institution should be that powerful, and the schools are not equipped to handle that wide a range of issues. As a result, schools today are faced with a credibility problem because in the past we failed at what we couldn't possibly succeed."

EDWARD McNAMARA, Livonia mayor, reported that the Comprehensive Employment Training Act (CETA) program should not be depended upon as a vehicle to create jobs for youth.

"It's a good program and has served many good purposes, but it isn't achieving the purpose originally intended. As a primary sponsor, Livonia has about 70 CETA employees or 10 per cent of our payroll of some 700 city workers. For Detroit it's 25 per cent."

But once a CETA employee is added to the payroll, McNamara observed, he becomes a valuable employee and soon is a permanent worker. "So we don't really have an open market for jobs in our community."

Another problem, said the mayor, is that the city is extremely dependent upon CETA dollars. "We have been told CETA money may be in jeopardy for the coming year. But that money represents service performed for our residents, such as the Emergency Medical Service, which is totally run by CETA workers."

A final problem the mayor mentioned affecting the job market is the move to raise the mandatory retirement age from 65 to 70.

JOSEPH FORBES of the AFL-CIO

commented that to a large degree labor and business were in almost complete agreement on what makes a good employee and what training is needed.

He added that organized labor believes wholeheartedly in the need for collaboration among business, industry, labor, education and community.

Chris Ziegler, of the career education department of Madonna College, commented that education must be refocused. "The problems we are talking about are shared problems and are not to be addressed only by educators, or only by industry. Collaboration requires a sharing also in the decision-making process."

"Work experience should be a part of every student's education—be it paid or non-paid, or even just visits to explore the world of work."

"The business community, more often than not, are more knowledgeable than educators on the content of career education."

Jeff Jackson, who runs a work-education council in Highland Park, cautioned that the councils serve only as a catalyst and can't operate in a program role.

Joe Thuma, a UAW leader for 25 years who is now retired and working with the University of Michigan on manpower studies, commented that voting and paying taxes is not enough for citizens. "We must put together a mechanism to make our democracy work. And it's my hope that work councils can provide leadership in that regard."

During a question-and-answer period, Wirtz stressed the responsibility for career education should not be dumped onto the public schools.

"Until 10 or 15 years ago, most of the counseling that was done occurred in the family, and it was done quite well," he said. "We then handed guidance and counseling over to the schools when the families copped out, and the schools just aren't equipped to deal with it. The schools alone cannot do what's needed to be done to meet this problem head-on."

Investments help women in business

By JEANNE WHITTAKER
Suburban Life Editor

Josephine "Jo" Starkweather is the kind of person who reveals a lot about herself through body language.

The other day her hands, face and speech all said she is miffed with the public relations person who put together the publicity release about a career seminar she conducted.

"I didn't like the way they directed it toward 'businesswomen,'" said the trim, white-haired grandmother, who is a successful sales expert with Investors Diversified Services.

Mrs. Starkweather is in the midst of a nationwide campaign to recruit as many as 400 women to augment the sales force of the \$9 billion-a-year corporation based in Minneapolis.

She was upset about the publicity, she said, because most women do not think of themselves in terms of professional titles such as "businesswomen."

"Women lack confidence in themselves," said Mrs. Starkweather.

"They don't answer ads in newspapers. What the ad should have promoted was the fact that we are here to offer information about something that is exciting and rewarding."

"If I could just get them out to listen," she said emphatically. "There are so many talented women with mediocre jobs. They won't come to our door because that word 'businesswomen' will scare them off."

SETTING ASIDE her annoyance, she directed her thoughts to why women should be interested in investigating careers in investment and insurance sales.

"Women are now more aware of their own economic potential," she said, "but the career possibilities in selling financial services haven't been brought home to them."

"We think that good income, flexible hours and the diversity of services make this a real career opportunity for women who have had some business experience."

"They can have both career and family, help people with financial problems and grow professionally all at the same time."

Mrs. Starkweather's strongest selling points come from her experience in the male-dominated investment field. It was a job, she said, which she literally fell into almost 20 years ago when her husband died leaving her, at 46, the sole breadwinner for five children.

Unlike most women, she wasn't afraid to answer a newspaper ad. Within her first month as a representative, her income soared from zero to \$1,000. Since then, she has been a divisional manager in Kalamazoo, supervised 30 sales representatives in Lansing, become a career consultant working out of the Minneapolis headquarters, and been appointed to Gov. Milliken's 12-member advisory commission on regulation of financial institutions.

Though her children are now educated and grown she still maintains, she said, the same desire to get ahead and meet each challenge as it comes along. Due to retire within the year, she is considering a return to Michigan to help promote passage of Governor Milliken's New Development Corp.

"I LIKE TO WORK," she said. "I like the challenge of it."

One of her favorite challenges has been helping people organize their financial affairs. A good income is useless unless a person knows how to use it, she said.

"If you live with this high inflation, you could wind up broke at the age of 65," she said. "What's the use of having a good career if you're going to be broke when you need it?"

"I've seen highly educated people with \$30,000 incomes who can't find \$100 to get a program started."

Women, she believes, are particularly suited for her business, because they relate to family needs from personal experience.

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