

Local businessmen keep winds blowing

By Tom Panzenhagen
staff writer

When the Detroit Chamber Winds takes to the stage at Christ Church Cranbrook Sunday, restaurateur Bob Bernardi will be there with them. Bernardi won't perform in the "Christmas Music for Brass" concert, but his sponsorship of the DCW will have helped make the concert possible.

Bernardi's restaurant in Applegate Square, Southfield, is co-sponsoring the Christmas concert with WQRS radio in a unique relationship that's kept the non-profit DCW in business for three years.

"We consider ourselves a success because our budget comes out to zero," said DCW trustee Lois Beznos.

Small businesses such as Bernardi's and Seldman and Seldman, a Troy CPA firm that's co-sponsoring the Feb. 22 "Winds and Strings" concert, are largely responsible for balancing DCW's budget.

"We approached a couple of large corporations (for sponsorship), but the feeling was that we're too new," Beznos said. "They told us that they already give so much support to the (Detroit) symphony, that they can't help us too."

Enter the smaller businesses.

"WE HAD THE IDEA to approach people we thought might be interested (in sponsoring the group) because they like the music," Beznos said. "We went to whoever we thought might be a successful supporter . . . and then we try to support them."

Bernardi said he's happy with that arrangement.

"People involved with classical music seem to be loyal to their sponsors. We think the music is of interest to our customers, and it attracts people to Bernardi's," he said.

"I appreciate what they (the DCW) do, and I enjoy bringing the music to the community," Bernardi said.

Sponsors, in exchange for \$500 donations, are mentioned in programs and named in 20 WQRS radio advertisements promoting the concerts.

Jack Porter of Seldman and Seldman said his firm's sponsorship of DCW is "mutually beneficial because of the promotional aspects. And I feel better doing this than placing an ad in the phone book," he said.

Porter added, "It also gives me a great sense of pride to take a client to a concert and make them aware that we are a sponsor of the arts."

Beznos said the DCW is looking for sponsors for future concerts as well as backers for a re-



Southfield restaurateur, Bob Bernardi is co-sponsoring the Detroit ChamberWinds Christmas concert at 7:30 p.m. Sunday at Christ Church Cranbrook.

ording and a concert appearance in New York City. Anyone interested in discussing the matter may call the group's office at 544-3508.

MOST DCW MUSICIANS are members of the Detroit Symphony Orchestra and the Michigan Opera Theatre. They are paid \$100 — "less than half of what they normally are paid" — per concert, and give their rehearsal time free, Beznos said.

They are: Mark Abbott, Donald Baker, Douglas Cornelsen, Charles Edmonson, Debra Payroin, Kevin Good, Pamela Hill, Maxim Janowsky, Bryan Kennedy, Victoria King, Thomas Klaber, Laurence Liberson, Christine Marsh, Maury Okun, Ramon Parcells, Carol Perkins, H. Robert Reynolds, Atsuko Sato, Gordon Simmons, John Snow, Sam Tundo and Corbin Wagner. Not all of the musicians perform in every concert.

Remaining concerts in the 1984-85 season are: Sunday, Feb. 22; and March 22, all at Christ Church Cranbrook, and May 10 at Wallace F. Smith Performing Arts Theatre.

Ensemble to perform

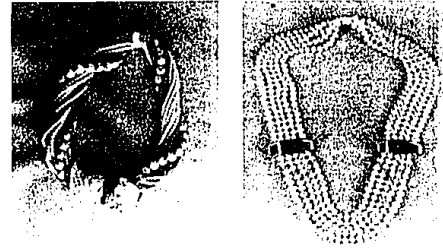
Bel Canto Ensemble, based in Southfield, is giving a series of sacred music concerts in metropolitan area churches during the holiday season.

The next one will be at 4 p.m. Sunday at Shrine of the Little Flower Catholic Church, 2123 Roseland, Royal Oak.

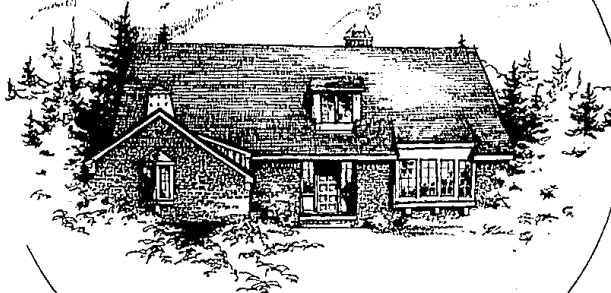
At 3 p.m. Dec. 30, the Ensemble will give a concert at Faith Lutheran Church, 14554 East Jefferson, Detroit. Concerts are scheduled for 3 p.m. Sunday, Jan. 6 at St. Peter Catholic Church of Harper Woods and at 7:30 p.m. Sunday, Jan. 6 at St. Cyprian Catholic Church, Riverview.

Exhibiting jewelry

Sharon Meyer, Troy High School graduate, owner of the Royal Oak based wholesale firm, Amalgamations, will have a special exhibit of her jewelry Saturday and Sunday at Charles Warren Jewelers, Somerset Mall. She will be there both days. Pictured at far right is a necklace of contemporary ivory, jasper and red moss agate. At immediate right is Meyer's creation of fine sistrill blwa pearls with 14K custom-made bars.



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Open Sunday 2-5, 2760 Broadway, Birm. (N. of Maple, West off Cranbrook). 4 bedrooms, 2 full and 2 half baths, fireplace living room, ceramic tile in foyer and kitchen with eating space, family room, library and paneled basement with wet bar, built-ins and ½ bath. \$212,000. (H-52754).



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