

Opinion

Robert Sklar editor/477-5450

33203 Grand River Ave./Farmington, MI 48024

Philip Power chairman of the board
Richard Agnlan president
Dick Itham general manager
Steve Barnaby managing editor
Fred Wright circulation director

20A(F)

O&E Thursday, August 21, 1986

Take part Help pick our top citizen

IT HAS aptly been described as flowers to the living. That's because the Citizen of the Year Award, presented by the Farmington/Farmington Hills Chamber of Commerce, is a great way to say thanks to someone who has demonstrated the spirit of good will.

The 1986 recipient will be honored Thursday, Oct. 23, at the chamber's 16th annual awards banquet.

The Citizen of the Year Award annually honors a community booster who has rung up extended and resourceful public service, particularly in the past year.

The distinctive award helps to recognize community-minded people toiling in glamorous jobs as well as little-known people who go out of their way to help others.

It also helps to alert people thinking about civic involvement that their efforts indeed could earn the spotlight. Although we often won't admit it, most of us thrive when appreciated. We tend to be more enterprising and productive after a pat on the back.

IN PREVIOUS years, nominees for Citizen of the Year often came from the ranks of the many service groups that provide year-round community enrichment.

But nominees aren't limited to members of such organizations. Typically, nominees have widely differing backgrounds and interests. They've represented a variety of lifestyles.

In sizing up potential Citizens of the Year, remember that past award winners are excluded from consideration. Government officials may be nominated for their volunteer achievements only. They're in the limelight enough as public servants.

Don't hesitate to renominate past nominees who weren't winners but who

are still deeply active in the community.

Past Citizens of the Year comprise a "Who's Who" listing of some of the community's most dedicated fans.

Do your part in the search for the next Citizen of the Year. Think about what your friends, neighbors and acquaintances are doing — or have done recently. One of them just might deserve the Citizen of the Year designation for 1986.

TOO MANY times, community volunteers who merit public recognition because of industrious service don't receive it. The Citizen of the Year Award is designed to help furnish such recognition. Consider it your civic duty to nominate someone.

Nominees can be anyone who has contributed meritorious service to the community either as a volunteer or in connection with their business. Residency is not a prerequisite. Call the chamber office for a nominating form: 474-3440. Forms must be returned by Oct. 1.

Your nominating letter should contain a description of the nominee's most recent local achievements. Supporting letters from colleagues, peers and others who can elaborate on the value of a nominee's service or character are encouraged.

Tell the judges what contributions you feel the nominee has made to improve or uplift some aspect of the community. Be specific in explaining why you believe these contributions are significant and should earn special plaudits.

Openly applauding people of selfless dedication and who work behind the scenes to bolster the lots of others is what the Citizen of the Year Award is really about.

Who measures up in your eyes?
— Bob Sklar

Marketing a modern community college

WHEN I WANT to get a rise out of someone, I call him/her "good ol' solid reliable" — as in "good ol' solid reliable Steve."

People bristle at being called "good ol' solid reliable," even though the words are positive. The phrase connotes dullness.

People look at community colleges as "good ol' solid reliable" institutions. So the two-year schools are doing something about it.

Schoolcraft last year embarked on a plan to market itself like a business. Oakland is mailing county residents a spiffy four-color brochure this month that's designed to demand attention and lure you into keeping it on the coffee-table.

A GUIDING light in all of this is Catherine B. Ahles, director of college relations for Macomb Community College. Folks in Redford Township may remember her as good ol' Cathy Bonadonna when she was a blonde kid.

"We had always had the traditional educational approach to advancing the college in that we would get an English teacher who was pretty good with people, or get a newspaper journalist from the local newspaper and let them do it," she says in the current newsletter of the Michigan Community College Association.

Macomb got a lot of attention this month with its bold ballot plan to upgrade its own facilities and build space for four-year colleges to run extension programs. Much sophisticated educational and marketing thinking went into it.

IN MARKETING jargon, Ahles said, her "shop" has four key positions:

- Enrollment enhancement programs.
- Public policy and public opinion management.
- Internal client support.
- Institutional policy and positioning.



Tim Richard

The modern community college must market itself — to voters, to folks who never thought of going there but could benefit, to enrolled students, to its own staff.

It's more than advertising. It's "putting together a program based on market needs that have been identified to us" and then presenting it to the entire marketplace, Ahles tells us.

AN ODD institution, the community college.

It started life as the junior college, where high school graduates with limited means could get the first two years of a four-year degree.

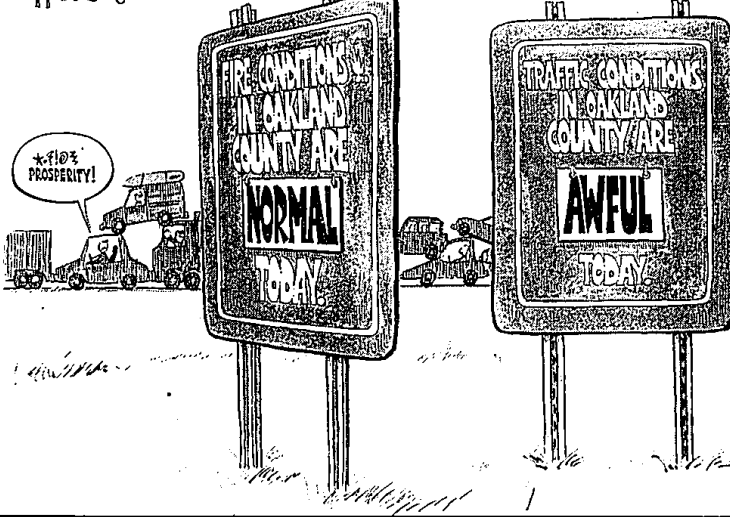
In the 1960s when Michigan embarked on its program of serving every corner of the state with a community college, they became a haven for Vietnam-era draft dodgers.

In the early '70s they became vocational-technical schools, and later they became the "re-entry" vehicle for older women seeking the economic mainstream.

In the last year I've had the great good fun of covering the latest phase — the community college as a vehicle for economic development. Schoolcraft runs a business aid center, training employees for airlines and restaurants. Oakland opened a bunch of Computer Integrated Manufacturing labs.

"Best investment we ever made," said retired OCC president Robert F. Roelofs. Institutions like OCC, Schoolcraft and Macomb deserve a more elegant appellation than "good ol' solid reliable." They need marketing. Thanks to some good leadership they're getting it.

©HACINSE



Living in the slow lanes

HE MAKES A living planning other people's financial futures. But as the sun nears the yardarm, he can't plan a way to get from there to there.

"I'm serious," says the man. "If I can't get out of here by 4:30, I don't leave until after 6. I can get a lot more done here than sitting in a traffic jam."

If you could place all the cars whose drivers are thinking about traffic jams and place them end to end, you'd have Telegraph Road (or 12 Mile, or any of your favorite mobile parking lots) at about 5 p.m.

A newcomer to this commuting madness — me, for instance — naively believes that cunning and skill will locate a Northwest Passage undiscovered by the timid snails mired in complacency and exhaust fumes.

Not so. The only way to sit out the Telegraph Tango is to come to work at 5 a.m. and never leave. Never. This is a workable solution, although somewhat impractical.

A more satisfying solution, albeit short-term, is to scream at the ever-setting sun as you inch homeward, "Something must be done!"

There is, indeed, a great appeal for somebody to bail us out. Get Gov. Blanchard to widen Haggerty. Ask the state to make Telegraph a uniform eight lanes wide. Find a federal grant somewhere.

Or maybe it is time for Oakland County communities to pay the piper for this ballyhooed business boom that spawns snarled traffic and snarling drivers.

MANY COMMUNITIES have wel-



Rich Perlberg

comed this growth as either a source for revenue status. Some areas so vigorously play "Let's Make a Deal" that it is only a matter of time before the first-born male child is offered to Megaworld Industries Inc., in exchange for a branch office.

In defense of tax breaks, so the argument goes, 50 percent of something is better than 100 percent of nothing. But do tax breaks really influence the final decision for relocating industries? And can services be financed with only half a loaf, especially in cities such as Rochester Hills (7.5 mills) and Farmington Hills (9.8 mills) where tax levies lag behind older city neighbors?

If cities can't provide services, will businesses readily locate in a community where employees qualify for the Demolition Derby just trying to get out of the parking lot?

Farmington Hills, by the way, doesn't give tax breaks to new industries. Neither does Troy. Both cities figure they are not enough without resorting to bribes.

Both communities, in fact, are driving in new directions to pay the freight of added commuters.

Farmington Hills is committed to a three-year, \$14.3-million road im-

provement program. City residents will cover \$9 million of the cost either as part of a three-year, one-mill increase or, if a Sept. 22 vote is successful, through a bond sale.

The folks in Farmington Hills are also looking for reasonable help from Oakland County and from communities such as Novi, Farmington and West Bloomfield which share the troubled roads.

TROY, which estimates a \$71-million citywide road improvement bill, is looking at a traffic impact fee in light of the 1.2-million square feet of development announced for the Livernois-Big Beaver area. Since the developers hope to profit from their tolls, Troy officials think it fair that they pay some of the cost for the additional 3,000-3,500 peak-hour trips to be generated.

Similarly, special assessments will be the vehicle to expand roadways for future development in the Long Lake and Crooks roads area. Developers aren't balking.

Ken Strobel, a vice president for Belknap of Michigan which owns more than half the acreage in the project area, says his firm is willing "to do our fair share in seeing these improvements are done in a comprehensive, planned fashion, not in a piecemeal fashion as has been done in the rest of the state of Michigan."

It shouldn't be such a novel idea to have communities and businesses pay their own way. But until it catches on, commuters will be stuck in the slow lanes.

We can make summer safer



crackerbarrel debate
Steve Barnaby

youth had been having a good time.

True, many of these deaths are unavoidable — but certainly not all. We, as adults, really should take more responsibility in monitoring and teaching our children.

Seems unnecessary, maybe, until it's your kid who is dead or maimed.

THAT'S WHY WE all should be a little more indignant about the lack of regulation and/or enforcement surrounding the resurgent motor scooter.

If you're in your late 30s, early 40s you'll remember the scooter of your youth — smaller than a motorcycle — kind of like a motorized bike.

Well, they're back — more popular than ever. Now they are just machines — harmless in their own right. But un-

regulated and ignored out on the road, they become death machines.

You've seen 'em — teen or pre-teen buzzing down the road in a decrepit unsafe speed, weaving across intersections and cross streets, dodging the traffic.

Many times these youths are without helmets or any other safety gear. For some strange reason, some people think these machines must be safer than, say, a motorcycle, because they're smaller. But that's dumb. Traveling at 30 miles per hour in an open-air two-wheeled vehicle is dangerous whether that machine be large or small.

Something we tend to forget is that a motorized vehicle at just about any speed, especially in traffic, stops being a toy and becomes a heavy-duty responsibility.

Parents who allow their children to drive these vehicles unsupervised would be smart to think twice. Those in society who make the laws and ordinances of the land really should do more to protect these children.

And the police should enforce the laws and ordinances that already exist.

After all, it might be your child who is saved for another summer.