

Pitching in

Helping ease hunger pain

By Joanne Maliszewski
staff writer

HUNGER. IT'S not limited to the world's developing nations.

Hunger is here. It's in Detroit, the rest of Wayne County and Macomb County.

Believe it or not, Oakland County — one of the nation's wealthiest counties — has not remained untouched by hunger problems.

"People forget there is a whole segment of the community that can't avail themselves of what others have," said Alvin Kushner, Jewish Community Council in Detroit executive director.

To help remind people that hunger is as much of a problem today as it was centuries ago, the member nations of the United Nations Food and Agriculture Organization (FAO) created World Food Day.

That was five years ago — and efforts are still going strong.

World Food Day — Oct. 16 — is set aside as a special day to acknowledge world and domestic hunger. But it's only the start of a year-long process of educating and then solving hunger problems.

The success of World Food Day has, in large part, been attributed to grassroots organizations, which have joined forces and created programs to raise money and collect food for the hungry.

ONE DETROIT area effort involved more than 40 restaurants in the "Seven Percent Solution," sponsored by the Detroit Committee for World Food Day, the Jewish Community Council of Metropolitan Detroit, WJBK-TV2, the Detroit Free Press and WJLB-FM.

Based on a Baltimore program, the "Seven Percent Solution" asked participating restaurants to donate 7 percent of their receipts on World Food Day to local emergency food providers, such as the Southeast Michigan Food Coalition (SEMFCO). "This is the first year we have come up with the Seven Percent Solution as a means of raising funds," said Miriam Schey of the Jewish Community Council staff. "This program gives people a way to feel they can make a difference. And yes, one person can make a difference."



Susan Tyler (left), Southeastern Michigan Food Coalition program associate; Alvin Kushner, Jewish Community Council executive director; Bob Jacobs, whose family owns Buddy's Pizzeria in Farmington Hills; and Miriam Schey, Jewish Community Council community affairs associate at an Oct. 16, press conference at Buddy's.

Participating restaurants included Buddy's Rendezvous Pizzeria and the Orchard Lake Family Restaurant in Farmington Hills. Ram's Horn restaurants in Farmington, Livonia, Redford, Southfield and Troy participated. The Phenicia Restaurant in Birmingham also got involved as did Buddy's Rendezvous Pizzeria in Livonia.

It's still early to tell how much money was generated. Yet the special program and World Food Day publicity has done much to increase the public's awareness of world and domestic hunger.

"Remember the importance is not in the dollars but in the consciousness-level raised," Schey said.

PATRICIA LISS, Jewish Community Council public relations associate, agreed. "It makes no sense to just raise money. We need to raise the public's awareness of World Food Day and that, for 365 days, millions of people around the world are hungry," she said. "Our point is to keep the ball rolling. We need to send the message loud and clear that there are those who eat nothing every day."

Thanks to generous residents throughout metropolitan Detroit, hungry people receive turkeys, canned goods and fruit baskets dur-

ing holidays. But more is needed, Kushner said.

"Hunger is a 365-day problem. People have to be reminded of this need," he said.

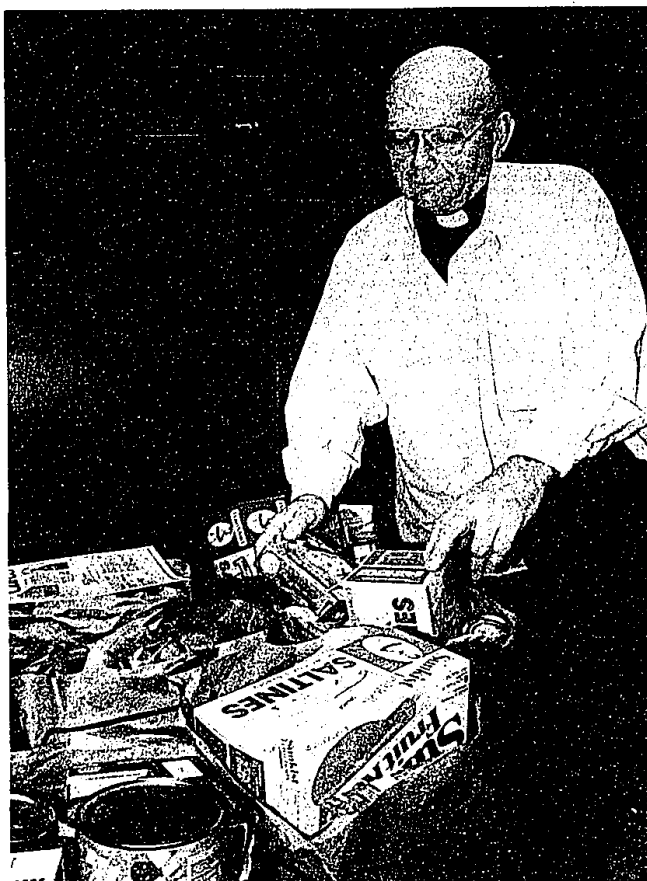
Much of the public is aware of hunger problems in developing nations. But it takes reminding the public that hunger exists in American suburbs and cities.

"People make the mistake that just because the economy is good, that the problem is over. That's not the case. People either never got their jobs back or they are making minimum wages," Schey said.

Money that was collected on World Food Day, as well as throughout the year, is given to organizations such as SEMFCO, which then coordinates distribution and determines where the greatest need is.

IN OAKLAND County, for example, 36 programs, many through churches, are available for the hungry. Services include hot meal sites, food closets, which provide the hungry with rations of food products, and combination services in which food, clothing and shelter are provided, said Susan Tyler, SEMFCO program coordinator.

"Before these programs were available, these (hungry) people used to go to Detroit," Tyler said.



photos by RANDY BORST/staff photographer

The Rev. Maurice "Moo" Decker of St. Christine's Catholic Church is bagging an assortment of food for distribution to the hungry. Every month, about 80 bags of food, worth \$20-\$25 each, are given to people — from

families with newborn babies to the elderly — who come to the Father Kern Center on Fenkell, west of Lahar in Detroit, on the edge of Redford Township. The food is primarily obtained from Gleaners Food Bank in Detroit.

short takes

If you recently opened a shop, captured an award, earned a promotion or are planning a new venture or project — and there's a Farmington-area business angle — we'd like to hear from you so we can share your news item with other Farmington Observer readers. Send items to: Short takes, Farmington Observer, 33203 Grand River, Farmington 48024.

● MOVING UP

John Bailey was named executive vice president of Anthony M. Franco Inc., Detroit.

A member of the company's board of directors, Bailey has 20 years' professional experience in major corporate and agency public relations. He joined Anthony M. Franco Inc., in 1975 as an assistant account executive.

Bailey is considered an expert in consumer product publicity. A major awareness campaign, mounted under his direction for Strobs Brewery's expansion into the national market, was honored by Public Relations News as one of the 10 best case studies in 1978.

The Farmington Hills resident is a member of the Detroit Press Club and secretary of Public Relations Society of American Detroit Councilors Academy. He completed his journalism studies at Wayne State University.

Bailey is also a Farmington Hills Parks and Recreation Commission member, director of the Farmington Soccer Club and a past president of the Farmington Area Jaycees.

Anthony M. Franco Inc., is an independently owned public relations consulting firm.

● NAMED VP

Charles Costella, vice president of Monte Costella & Co., Southfield, was re-elected chairman of the Michigan Mason Contractors Association.

Re-elected vice chairman at the association's annual meeting was Edson Lawrence, president of Lawrence Masonry Corp., East Lansing. Serving as the association's secretary-treasurer is Diane Sinelli-Chuchla.

For information regarding association activities or for information about membership, write the Michigan Mason Contractors Association,

27600 Farmington, Suite 206, Farmington 48018.

● NEW STAFFERS

Phoenix Group Inc., in Farmington Hills, a direct marketing agency, has made two additions to its account staff.

Debra Ober and JoAnne Wischman were hired as account executives.

Ober will be assigned to the Michigan Bell Telephone and Michigan Bell Communications accounts. Wischman will work primarily on new account activity.

● 2ND ANNIVERSARY

Bunnell & Co., a full-service public relations and marketing communications firm in Farmington Hills, recently celebrated its second anniversary.

The agency services clients in four areas of specialty: health care, technology, business and finance and economic development.

● CONSTRUCTION STARTS

Construction is underway on two new buildings at Studio Center, the Midwest's first major communications production complex, it was announced by Allan Rothfeder, managing director of Studio Center Investment Co.

Construction of a 45,000-square-foot building for interrelated production and support service companies, and a 15,000-square-foot stage for Studio Center anchor company Grace & Wild Studios began last week on the seven-acre site in the Farmington Freeway Industrial Park.

"A significant amount of time and effort has been invested to insure that the Communications Park will meet the needs of the production community."

"In planning the technical design of Grace & Wild's stage, we consulted with nationally recognized firms in the industry and Detroit area producers. For Studio Center's multi-tenant building, we are working with two of the most respected firms in Detroit, Ford & Earl Associates for space planning and interior design, and A.J. Elkin for construction of the building," Rothfeder said.

Rothfeder also announced that three more companies have joined the Communications Park and will lease space in the multi-tenant building.

Harvey's Place, a film editorial company with offices in New York and Southfield, will add a second Detroit operation in Studio Center, according to Warren Silverstein, vice

president of the company. Harvey's Place specializes in film editing and off-line videotape editing of national commercial and corporate work.

Moon-Kochis Productions Inc., a film and video production company whose clients include Gulf & Western, ITT, Mobil Oil, TRW and Unihorn, will relocate offices in Warren to the Studio Center complex. Director/producer Ben Moon and cinematographer Mark Kochis have won numerous local, national and international awards for their productions.

"The amount of talent in Studio Center will create even greater synergy for everyone involved in the creative process," Kochis said. "It's only fitting for us to be located next to the companies we work with on a regular basis. Productions will be that much easier and more efficient."

A limousine and courier service, Studio Limo and Courier Service, will also be at Studio Center. The newly formed company will offer a stretch limousine with television, videotape recorder and other amenities to service the production community delivering clients and talent to Studio Center. The courier service will provide pickup and delivery of packages and production material.

In addition to the newly announced resident companies, five other firms will move to the Studio Center multi-tenant building.

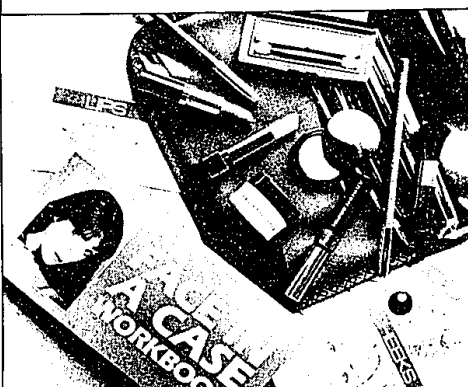
They are Victor Duncan Inc., a film and video production equipment supplier; Ron Rose Productions, an audio production and postproduction company; Geoffrey & Jeffrey, an animation and special effects design company; and Full Circle Communications, producers of interactive videodiscs and computer-aided instruction.

Magic Lantern Productions, a commercial production company, is already on the site. It will move into the multi-tenant building upon its completion next spring. Grace & Wild Studios' second stage and expansion of its video postproduction facility is also scheduled for completion at that time.

"The Communications Park will provide its residents with greater visibility within our industry, and will promote stronger, more mutually beneficial relationships for us all," Rothfeder said.

For leasing information, contact Allan Rothfeder, Managing Partner, Studio Center Investment Co., 120 Franklin Center, 29100 Northwest Highway, Southfield 48034.

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