Malls stress security during holidays

By Joanne Maliszewski
staff writer

A SIGN of the times.

That's what shopping mall officials are calling crimes — abductions, assaults and robberies — and the growing fear of crime at the large, regional malls.

"For whatever reason, people have the feeling they are so safe at a mall as though it's so different than any other place," said Pat Hobar, public relations director for Center Cos., managers of the large Eastland, Northland, Southland and Westland regional shopping centers.

"Risks are everywhere today. I don't think they are greater or less (at shopping malls) than being in the center of a city," Hobar continued.

Twelve Oaks general manager William Clogg agrees.

"There is no difference to a shopping center atmosphere than there is anywhere else," Clogg said. "We feel very secure here. I'm not saying that something can't happen though. That is our world."

Gary Conat, Southfield Police Department's public information officer, puts it yet another way: "Whenever you have a huge amount of people, vehicles and merchandise put together, there is a lot of opportunity for things to happen."

IN LIGHT of the well-publicized abductions and assault at Eastland Center in Harper Woods, suburban mall managers are not unfamiliar with shoppers' fears and concerns.

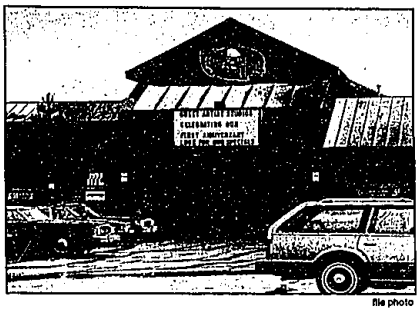
But they maintain that crime and the fear of crime in and around the malls is a reflection of what's happening in American society rather than inadequacies with mall security.

"It's indicative of a social problem that we have. I don't think it's indicative of a center problem," said Ronald Sesvold, vice president of public affairs for Ramco-Gershenson, which manages Tel-Twelve mall on Telegraph and 12 Mile in Southfield.

Sesvold described malls as "little cities within a city" and as such often suffer the ills of a city, including crime.

Most malls, particularly the larger ones, have security of some type. Northland in Southfield, for example, has its own security police, who have the authority to arrest and carry weapons.

In addition, Southfield police patrol during weekend peak shopping hours. Individual stores also have their own security guards.



file photo

Shoppers at Tally Hall in Farmington Hills haven't experienced the same dangers as those at the regional shopping centers.

NORTHLAND AND Eastland's *security forces patrol parking lots* — the scene of two reported abductions at Eastland — as well as provide undercover patrols and roof-top surveillance, Hobar said.

Yet even with that amount of security, crimes have occurred. And the only explanation mall managers offer is that, regardless of the size of a security force, problems will still occur.

"No matter how many police you have, you run into the problem, for example, of an incident occurring on one side of the parking lot, while an unmarked police car is on the other side," Hobar said.

Though crimes have occurred at shopping malls, Conat believes that much of shoppers' fears and the rumors that circulate about certain malls are "exaggerated."

"Crimes against persons — the crimes most people would fear — are certainly exaggerated by rumor and perhaps hysteria and hype," Conat said.

CONAT JUSTIFIES his belief with statistics. At Northland in 1984 and 1985, for example, the greatest number of crimes reported were those against property — larcenies and stolen autos.

In a comparison of the first six months of 1984 and 1985 (statistics are not yet available for 1986), no murders were committed in either year. From January to July 1984, one rape, 21 robberies, seven aggravated assaults, nine breaking and enterings, 334 larcenies and 265 *stolen autos were reported at Northland.*

In the same six-month period in 1985, 11 robberies, six aggravated assaults, five breaking and enterings, 237 larcenies, 258 stolen autos were reported. No rapes were reported, Conat said.

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JERRY ZOLYNSKY/staff photographer

A security officer at Northland watches a wall full of monitors as part of the effort to provide safe shopping at the Southfield mall.

Tips for safer shopping offered

Be alert, shoppers told

By Joanne Maliszewski
staff writer

The holiday season doesn't always bring out the best in everyone.

Holiday wishes and good will toward everyone is no longer the rule of the day.

That's something shopping mall managers are asking holiday shoppers to keep in mind.

"Whatever time people shop, where and when they shop, lifestyles today are such that one has to exercise a great deal of caution," said Pat Hobar, public relations director for Center Cos., managers of the regional Northland, Eastland, Southland and Westland malls.

The caution people are learning to exercise in other facets of their lives — in light of increasing crime rates throughout much of the United States — should be extended to those hours spent in shopping malls.

"You truly have to be alert today," Hobar said.

While mall managers maintain they are doing everything they can to ensure that malls are safe, crime-free environments, they believe shoppers must also protect themselves.

THE SAME basic safety precautions followed everyday should be followed while shopping in a mall.

"The advice I have is to use good common sense and judgment shopping as you would use around your own home," said Ronald Sesvold, public affairs vice president for Ramco-Gershenson, which manages Tel-Twelve mall in Southfield.

Some of the tips offered by mall officials and police include:

- Don't shop alone at night; take a friend or family member with you.
- Have your keys ready to open the car door rather than fumbling through pockets or purse while leaving yourself off-guard in the parking lot.
- Put packages in the car trunk rather than front or rear seat. Trying to squeeze packages into the rear seat of the car often means bending over unprotected.
- If you have a lot of packages, several trips to the car is wiser than being weighed down with many while trying to open the car door.
- Exercise caution in the parking lot. Be aware of where you are walking and who is near. If you encounter people you believe to be suspicious, immediately contact mall security.
- If you notice someone near your car in the parking lot, go back to the mall and report it to security.
- When carrying a purse, avoid slinging it over your shoulder or carrying it at arm's length. Purses should be clutched under your arm.
- Avoid carrying large sums of cash.

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 Anderson, Michigan Bell division manager for the design and administration of switching systems, was named general manager for the company's entire switching system organization.

John Anderson

In his new position, the Farmington Hills resident will be responsible for the department that oversees call-processing operations for the company's three million customers.

An Ohio native, Anderson joined Michigan Bell in 1971 as a management assistant in the company's traffic department after receiving a master's degree in business administration from Michigan State University.

In 1979, after holding a number of positions in the traffic department, Anderson was named district manager for switching systems in Dearborn and Allen Park. He was promoted to division manager of outstate switching systems in 1982.

Anderson is a member of the Engineering Society of Detroit. He has served on the state board of directors for United Way of Michigan.

● PRESENTS PAPER

Angelo Mancuso, a Farmington Hills osteopathic physician, presented a scientific paper at the 91st annual convention and scientific seminar of the American Osteopathic Association.

The convention was held Nov. 2-5 in Las Vegas.

Mancuso's paper, "Update and Review of Bowenoid Populosis," was presented before the American Osteopathic College of Dermatology.

Mancuso received his bachelor of science degree, with a major in physical therapy, from the State University of New York at Stony Brook. He received his doctor of osteopathy degree in 1983 from the Philadelphia College of Osteopathic Medicine.

Among his professional activities, Mancuso has memberships in the AOA, the American Osteopathic College of Dermatology and the American Medical Association.

The selection of papers at the seminar dealt with the most recent and exciting developments in patient care. The seminar drew 3,000 physicians to the clinical sessions. Participants received Continuing Medical Education credits. Osteopathic physicians are required to earn 150 CME credit hours every three years to maintain AOA membership.

● HE'S PROMOTED

Hermann Scholl, a member of the Board of Management of Robert Bosch GmbH, will be named chairman, president and chief executive officer of Robert Bosch Corp., Broadview, Ill. He will replace Rudolf Stahl, also a member of the Board of Management, who retires Dec. 31.

Scholl will continue his responsibilities with respect to automotive electronic products for Robert Bosch GmbH.

He joined Robert Bosch in 1962 as project engineer, Automotive Electronics, Advanced Engineering; was named chief engineer, Fuel Injection and Alternators in 1968; director of engineering, Electric and Electronic Equipment for Engines in 1971; was elected deputy member of the Board of Managment in 1975 and a member of the Board of Management in 1978.

He has been instrumental in the development of electronic gasoline fuel injection and four-wheel anti-lock braking systems. He has published dozens of technical papers on these and related subjects over the past 25 years.

In 1985, he was elected a Fellow in the Society of Automotive Engineers in recognition of outstanding engineering achievements in the application of sophisticated electronic controls to the automobile. In addition to SAE, he is a member of the Association of German Electrical Engineers and the German Association of Communications.

Scholl, who holds a master's degree in electrical and electronics engineering, will have overall responsibility for Robert Bosch Corp., which includes two groups, four divisions and one subsidiary, including the Automotive Group, which handles development, manufacturing and sales through its facilities in Broadview, Ill., Farmington Hills, and Charleston and Anderson, S.C.

Robert Bosch GmbH is a supplier of fuel injection systems, and produces a variety of systems and components for the automotive industry.

● JOINS FIRM

Dominick Cuda, formerly director of new product development for AP Industries, has joined Del-Met Corp. in Walton, N.Y., as vice president of marketing and sales, including American, Canadian and European operations.

The former Farmington Hills resident will have responsibilities that will include identifying new market/product opportunities; providing marketing/sales strategy for the divisions, as well as sales and marketing leadership; coordinating training; and maintaining a solid working relationship with key customers.

Del-Met Corp. is an automotive accessory manufacturer.

Cuda has spent 16 years in field training, field sales, product management and new product development while at AC-Delco Division of GMC and AP Industries.

● PRESENTS AWARD

Pat Harkness of Farmington Hills, president of the board for Travelers Aid Society of Detroit, presented Automobile Club of Michigan president Jack Avignone with a different type of insurance, the first-issued Travelers Aid Emergency card, at AAA Headquarters in Dearborn.

The calendar card entitles each holder to one free emergency assistance call to Travelers Aid at any time. Avignone received the first emergency card because of the continuous support the Automobile Club of Michigan has given to Travelers Aid Society and the services it provides.

Travelers Aid, a United Foundation agency, provides direct emergency assistance to individuals in crisis. TAS of Detroit serves travelers, migrants, business people, the handicapped, military personnel, runaways, stranded persons, victims of domestic violence, the unemployed, the homeless and foreign travelers.

Travelers Aid has offices at Detroit Metropolitan Airport, the Greyhound Bus Terminal and the David Whitney Building in downtown Detroit.

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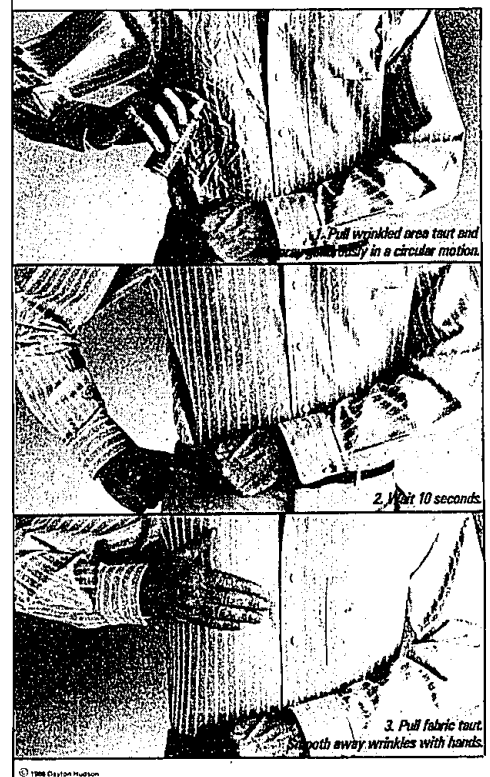

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