



Dan Yessian (left) and sound engineer Tony Campagna review plans for an upcoming project in the studio at Dan Yessian Music, Inc.

Staff photos by
Sharon LeMieux.
Staff photographer



Dan Yessian discusses the expansion and future plans for the studios at Dan Yessian Music, Inc. in Farmington Hills.

Hills music biz covers entire scale for owner

By Anne Sullivan
staff writer

TWENTY YEARS ago, Dan Yessian played in a band, the Dan Yessian Quintet.

When he wasn't practicing or playing, he'd spend his time booking jobs for the band. When word got out that he was interested in booking business, other bands came to him for bookings, and he took them on.

It eventually led Yessian to start Dan Yessian Music Inc.

Business was brisk for Yessian then, and it continues to be good today. Although he continues to book band engagements, that is a small portion of his business, which has expanded to all facets of the music industry.

In a very competitive business, Yessian has done well. In the last two decades, the business has grown from one man booking engagements to a full blown music studio with 12 full-time employees.

Yessian studios are not only equipped to handle traditional music (i.e. instruments and human voices); the engineers and musicians work with electronic instruments and a Macintosh computer to produce synthesized and sampled music.

"We can produce notes solo, or in conjunction with other music," said Yessian. "We create synthesized music, and sample music is copied," he continued. "For example, if someone sang 'AAHHHHH' we could copy that note (individually) or make a choir out of it."

THE EXPANSION and diversification of Yessian's business wasn't planned. It started in 1973 when his band was playing at a wedding.

"A guest at the wedding worked at an agency and asked me if we did jingles," said Yessian. "I said yes without thinking, even though we had never done it before."

"We did a 48-second jingle for National Bank & Trust in Traverse City, and for that we got \$1,200. The client liked the

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— Dan Yessian

work, the money was good. I thought if I could do one, there must be more that I could do."

He decided to pursue writing commercial jingles, but admits that it took him several months before he got another jingle job.

Today, Yessian Music produces original

music for radio and television commercials, works on special projects involving Public Broadcasting Stations stations and has done work for children's shows, including Sesame Street, Electric Company and Hanna Barbera productions.

Other credits to Yessian's account list include pieces for Frigidaire, Whirlpool, Chrysler, and spin-offs of the "Heartbeat of America" campaign for Chevrolet.

—Yessian Music provides a variety of services in their studios. They write and produce music, bring in talent and produce voice-overs for commercials, depending on the client's needs.

THE LATEST addition to the studio was the purchase of an AMEK Mozart board, which Yessian expects to have installed at the first of the year. "The board will create better results in production," said Yessian. "The fidelity will be improved. It's a quieter board, so the sound becomes more resilient. It's like the difference between listening to a CD and a record."

In his business, Yessian tries to expand according to the requests and projected needs of this clients, who come from all over the country. Yessian studios will be the first music studios in the Midwest to house a Mozart board, according to Yessian. He is currently remodeling his studios to accommodate the new equipment.

The board is built to order, in England, to meet Yessian's specifications. He hopes to receive delivery by the end of the year, have his studio remodeling complete and have the board in full production for his customers at the first of the year.

Yessian lives in West Bloomfield but grew up in Farmington. When he started his business it was at 10 Mile and Grand River in an old bait shop, which he rented for \$50 month.

"When I was a kid, I'd stop in that bait shop when I was going fishing to buy bait," said Yessian. He has moved from the old bait shop, but has kept his business in Farmington Hills. He is on Hamilton Court, off 12 Mile.

Animal fairs

Kids educated, entertained at same time

A rare opportunity for students 6-12 years to learn about animals and the environment will be presented at the Farmington-Farmington Hills Community Center for three Saturdays in January.

Steve Yauch, a biology teacher and creator of Science Discovery Inc., has presented his program for five years before more than 350,000 people in schools and at Boblo Amusement Park. Yauch uses live animals to entertain and educate students about vertebrate animals, the environment, reptiles and amphibians.

Each session at the community center runs from 10:30 to noon.

The first session, "Back to Bones," Jan. 11, features vertebrate animals, including a parrot, hedgehog, a Vietnamese Fox Belled Pig, frogs and lizards.

"Skin and Scales" is the second session, Jan. 18. Featured here will be fish, snakes, turtles, tortoises, and other reptiles and amphibians.

The third session "Man-made Environment" features different ani-



Steve Yauch, owner of Science Discovery Inc., poses with some of the animals he brings to his science fairs. With Yauch are a white cockatoo, a blue, and gold Macaw, and a Vietnamese potbelled pig.

imals, how they have adapted to changes in the environment made by humans.

Cost is \$12 per session, or \$32 for all three sessions. For more information, call 477-8404.

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police/fire calls

Listed below are some of the Farmington-area police incidents, fire calls and court cases reported during the past week:

● **BREAKING AND ENTERING**
More than \$2,000 in property was stolen Dec. 29 from a Westcott Crescent home in Farmington Hills. The thief(s), who apparently entered through a basement window, took stereo components, a VCR, a computer disc drive and two diamond gold bands. The house alarm wasn't turned on, according to a police report.

● **STOLEN GOLF BAG**
A \$1,000 golf bag was stolen from a Maravian Village in Farmington Hills by a person or persons who apparently entered through a smashed out front door.

● **STOLEN HUBCAPS**

Hubcaps, valued at \$320 were stolen Dec. 28 from a 1988 Ford Taurus parked on Halsted in Farmington Hills, according to a police report.

● **MAN TICKETED**
A 26-year-old Farmington Hills man was arrested Dec. 27 after police found him driving up a community sledding hill in a Jeep.

The man was seen driving over the curb on Farmington Road and up the hill at the corner of Farmington and Shilawasec. The property is owned by the Farmington Public Schools.

The incident, which occurred at about 2:20 a.m., was seen by a Farmington Hills police officer who contacted the Farmington Department of Public Safety. He was stopped after driving through the school board parking lot and onto southbound Raphael Street. The man's driver's li-

cence was suspended on Aug. 12. He was ticketed for reckless driving and driving without a license.

● **CASH TAKEN**
An undetermined amount of cash was taken from a collection box at St. Gabriel Catholic Church, 2430 Farmington Road, sometime Christmas Day. According to a Farmington Department of Public Safety report, \$100 in damage also was done to a window of the church during the incident.

● **DAMAGE REPORTED**
A person driving on eastbound Grand River near Blanchard told police someone threw a rock at his car, causing \$250 in damage Dec. 27.

According to a Farmington Department of Public Safety report, the rock skipped off of the hood and struck the windshield, breaking the lower center area.