ETHEL SIMMONS
644-1100 ext. 243

Farmington Observer

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SOCIAL EYES

DENISE LUCAS

1,400 guests attend dinner

To enlighten Social Eyes with information on upcoming events involving Greater West Bloomfield/Lakes, Farmington and Southfield area residents, call 442-2339 or mail information to Denise Lucas at The Eccentric, 805 E. Maple, Birmingham 48009.

With a black tie attendance exceeding 1,400, the Michigan Cancer Foundation's 10th annual dinner broke all attendance records and rocked the Palace of Auburn Hills on Saturday night, honoring Detroit's most-loved philanthropists, David and Doreen Hermelin.

This remarkable couple not only empties their pockets to help their many favorite charities, but they opened their sprawling mansion last Thursday eve with incomparable down-home Hermelin hospitality. The gala's 300-guest patron soiree combined an elaborate spread of victuals, a masterful magician, a marvelous musical duo of Elizabeth and Taylor, and tables set up throughout the Hermelin homestead that kept guests moving and shaking out-and-about the patriarch's palace.

The sort-of-casual Thursday night gathering entertained local Michigan Cancer Circle of Fellows members Albert and Mitsie Scaglione, Frank and Betty Ellins, Armand and Eleanor Breitmeyer Gebert (all of Farmington Hills), Southfield businessman Richard and Shelly Golden, Bob and Betty Jean Awrey (who will soon be leaving Farm-

See SOCIAL EYES, 3C

The secrets of self defense

No kung fu fighting or Bruce Lee-like moves dominate Shihan Carbone's martial arts class. The instructor with a sixth-degree black belt emphasizes self-defense approach, which includes extensive training on how to disarm someone with a weapon.

BY LARRY O'CONNOR
STAFF WRITER

In these times of a kinder, gentler nation, at least one form of martial arts has taken heed.

Hyukyu No Te karate is an ancient form of self-defense taught by sixth-degree black belt Shihan Carbone of Carbone's Academy of Martial Art in Farmington Hills.

The martial art is not entirely a furious regimen of blocking and kicking.

Rather, its methods employ purely defensive tactics, designed to disarm and disengage an attacker and, most of all, to enable one to escape unharmed.

"There's a way of defending yourself in changing their attitude as opposed to changing their body," said student Dave Lipski of Southfield, who is a second-degree black belt.

Well put, but Carbone would rather demonstrate.

He summons over one of his instructors and has the teenager hold an unloaded pellet gun to his head.

On the floor

With the speed of Houdini, Carbone has his would-be attacker lying on the

See MARTIAL, 2C

SHARON LEMUN/STAFF PHOTOGRAPHER

Learning a lesson: *Head instructor Shihan Carbone goes through baton drills with Leslie Light of Farmington Hills, demonstrating the proper technique in martial arts self defense.*

WOMAN'S WORLD

But it's not just for feminists

BY LARRY O'CONNOR
STAFF WRITER

Detroit Metropolitan Woman doesn't blare the trumpet for feminist issues. The monthly magazine doesn't cater exclusively to career-minded women. Nor is it strictly a journal on how to be a good mother.

What's left to write about?

Plenty, according to Alice Sieloff, who is publisher and founder of the Southfield-based publication and sees Detroit Metropolitan Woman as something of an all-encompassing lifestyles magazine.

"Too many people start magazines and fail because they use it as an ego booster or a political tool," said Sieloff. "That's not the purpose of this magazine. The purpose of this magazine is to help a woman make her life better in metropolitan Detroit."

A mixed stew of articles on fashion, careers, health and fitness, home design and education — all generated locally — are intended to accomplish those objectives.

Paula Blanchard writes a singles column and there's an additional F-Y-I section with an advice columnist, recipes and information about women's service organizations. There's even a column for men.

If Detroit Metropolitan Women is to be judged, though, it may be by its cover.

Since its debut last July, the front of the magazine has featured a painting or drawing rendered by a local artist. The April cover features a glowing watercolor painting of water lillies done by Carol LaChiusa.

Karley Crisler, an artist from Birmingham, had her work featured in debut issue and is doing the art work for the first anniversary issue cover in July.

The publication's commitment to the arts is intended to reflect an overall aesthetic of Detroit's flourishing creative community.

"I always use Arizona Highways as an example. Someone can send you their Arizona Highways and it makes you want to go to the city, makes you want to go to the state," Sieloff said. "Michigan, and Detroit especially, has such a bad rap in the outside media . . . I really felt in a marketplace as rich in the arts as Detroit is we needed a publication to represent us properly."

On the practical side, the magazine gets a cover at no cost while the exposure generates a gallery where artists can sell the pieces, including one that recently went for $30,000.

Such business savvy is required. The publishing industry as a whole is certainly not as radiant as the artwork featured on the cover. Starting a new magazine could be a tenuous prospect at best.

Sieloff said she "mortgaged everything I owned" and took on 30 stockholders. Circulation is 30,000 with 8,000 paid.

She hopes to boost the paid figure up to 30,000 in a year, pulling out a pile of recently-returned reader response cards for subscription renewals to fuel her optimism.

"It's been hard," she said. "We not only started during a recession, there was a war on. When you start in those conditions, you run a lean, mean machine.

Sieloff's worked in a wide variety of positions in the publishing field, including 15 years at the Detroit News where she was a marketing services director.

At Crain Communications, where Sieloff worked as corporate marketing manager, she met Patricia Peart who is now the editor of Detroit Metropolitan Woman. Peart also writes a weekly parenting column for the Detroit Free Press.

Peart said the editorial direction hasn't changed much from the inception.

"I think what we're really doing is trying to is focus in now," said Peart, who was founder of a parenting publication Kidding Around Magazine. "We started out very broad. I think we're getting a response of what the people truly are interested in."

Sieloff said she also gets a pulse of what they're interested in from numerous appearances at luncheons of women's organizations to promote the magazine.

"Women are disappointed in feminism. I see that in all of the organizations," she said. "Women want to know how to get a good ol' boys network started."

At the helm: *Alice Sieloff, publisher, left, and Patricia Peart, editor, have designed Detroit Metropolitan Woman to be an all-encompassing lifestyles magazine.*

JERRY ZOLYNSKY/STAFF PHOTOGRAPHER

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