

SUBURBAN LIFE

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THURSDAY, JANUARY 7, 1993

Social Eyes



DENISE LUCAS

'Between' party is part of season

Denise Lucas' column Social Eyes alternates with Gretchen Hitch's column The Scene. To leave a message for Lucas, on a touch-tone phone, call 953-2047, Ext. 1868. You can mail information to Lucas at The Eccentric, 805 E. Maple, Birmingham 48009, or call her at 442-2339.

Barry Friedman called it a "poor man's party" for those who could not afford to go away for the holidays.

Barbara and barrister Peter Schnelderman called it their "between" party — "between Christmas and New Year's, between 6-10 p.m. and between jeans and beads."

But between you and me, the night was bewitching beyond belief. Reading between the lines, most of the guests waited till after this holiday hoopla to see or ski.

Beautiful Jackie Thomas was bedazzling in a very French-like white silk satin button-down blouse with peek-a-boo lace lingerie and black pants.

Chuck Mascari and Karen DeSandra beamed with excitement at the announcement of their betrothal. Todd Matthew seemed bewildered after weeks of studying for pre-med mid-term exams. Raleigh and Susan Wilburn are filled with joy at the upcoming birth of their little bambino, due in February.

See SOCIAL EYES, 3C

Change of heart New hospital program is a team effort

Heart patients can improve their lives through Beaumont Hospital's two-week prevention-type program, starting this month.

BY ETHEL SIMMONS
STAFF WRITER



West Bloomfield resident Dr. Barry Franklin, who writes the "Fitness" column for The Observer & Eccentric, is excited about the new Change of Heart program at Beaumont Hospital.

Franklin, a physiologist, directs the Cardiac Rehabilitation and Exercise Laboratories at Beaumont in Royal Oak. He will be one of a team of experts in various fields who are combining their efforts for Change of Heart. The two-week prevention-type program begins this month at the Beaumont Rehabilitation and Health Center at 746 Purdy in Birmingham.

"It's one of the first programs in Michigan designed to incorporate lifestyle change," said Franklin at the center's second-floor Cardiac Rehabilitation area.

Franklin explained that Change of Heart is "designed for people with significant heart disease or at high risk for development of heart disease." Besides Franklin, the team of experts includes Seymour Gordon, medical director and cardiologist; Paul Pearsall, who will head the behavioral medicine component of the program; Melissa Knudson, a registered dietitian; Kim Bonzheim, an exercise physiologist who will work



DAN DEAN/STAFF PHOTOGRAPHER

Taking care: Barry Franklin checks the blood pressure of Birmingham resident John DeMarsh at Beaumont's Rehabilitation and Health Center in Birmingham. Adela Muzzall of Bloomfield Hills exercises in background.

Upp, whose background is in exercise physiology and health promotion.

Describing Pearsall, Franklin said, "We've recruited who we think is the best psychologist in the country." Pearsall, who lives in Franklin, is the author of best-selling self-help books.

Pearsall's a catalyst

Pearsall will concern himself with group dynamics. "He will tell them how to cement all this into their lifestyle. I look to him to be a catalyst to this program," Franklin said.

Knudson, a Birmingham resident

who will teach the nutrition component of the program, pointed out, "There's no way in two weeks these people can change their diet. Pearsall gives them the mindset," to make permanent changes in eating habits.

See HEART, 2C

Partners help pick narrators for today's auto show circuit

BY ETHEL SIMMONS
STAFF WRITER

Eleven years ago model Harriet Fuller and fashion personality Margery Krevsky teamed up to form their own talent and casting agency.

Today, the two women, both Bloomfield Hills residents, continue to provide models and narrators for fashion productions, auto shows, and photographic and

voice-over work, through their business, Productions-Plus in the Bingham Center in Bingham Farms.

One of the jobs that keeps them busiest is working on the auto shows, which occur year-round throughout the United States. The partners are involved in selecting and training the people who travel the auto show circuit.

"About a year or two ago, we had our first auto show account, which was Nissan," Krevsky said. "Auto shows are in 63 cities throughout the United States, not just here and in New York. Every state has at least one auto show."

The Detroit International Auto Show, which kicks off on Saturday (Jan. 9), is one of the shows in which they are involved. "It's probably one of the largest in the country," said Fuller, pointing out, "it goes nationwide — it's televised nationally."

"Detroit is the world center on that night for the opening," Krevsky said. The show lasts 10 days, which is the usual run for auto shows in most big cities, she said. "In other cities, such as Cincinnati and Toledo," the show runs four days.

Talking about how auto shows have changed through the years, Fuller explained, "It's (moved beyond) pretty models standing next to cars. It's gone full scale.

Now, it's female narrators." Recalling her early days as a model with the shows, she said with a laugh, "We used to be the Vanna White, pointing in a low-cut strapless gown."

Productions-Plus represents Infiniti, Nissan and Pontiac in supplying talent for the auto shows. As an example, "Pontiac Motor Co. will have 20 talents," Krevsky said. Narrators are trained at the beginning of the season. The auto company tells the agency how much coverage it wants on the floor, and the partners help select the group of narrators.

The agency holds auditions for actors, actresses, models and would-be narrators every Tuesday throughout the year. In May or June, the partners create a day-long audition for the auto show client. "Every car has an image," Krevsky said. "Talent has an image also. Harriet goes over their images — 'Is this person right for this show?'"

Talent chosen by the auto company must go through a rigorous training to educate them about the car they are going to represent. They even have to pass a written test.

Fuller helps select the wardrobe worn by the narrators, going to New York to work with designers and visit stores. Narrators must dress to look the part of the car buyers they want to attract.

"I try to have the woman that's going with the husband to see if that car relates to that lifestyle," Fuller said. "More than 60 percent are female buyers now. Women didn't like to go to the auto show years ago. Now, they're bringing the children also."

The auto companies supply scripts, but Fuller and Krevsky help speakers improve their delivery. Krevsky said, "Some scripts are four to seven pages long, and have to be delivered with energy and understanding. They do the script every 15 to 30 minutes for an eight-hour day."

Pay for narrators ranges from \$180 to \$500-\$550 per day for a product specialist, Krevsky estimated.



Explains systems: Gail Dida of Bloomfield Hills is the Delco specialist.



STAFF PHOTOS BY STEPHEN CAMPBELL

Turntable talent: Datida Pullins of Southfield is a narrator for Pontiac.

See AUTO, 2C

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