SUBURBAN BUSINESS **LEADERS**

Southfield resident Paul Zimmerman has been promoted to vice president/erative director at IMP, a wholly-owned subsidiary of D'Arcy Masius Benton & Bowles/Bloomfield Hills.

In his new position, Zimmerman is responsible for events marketing, heading up creative for the Issuza account as well as investigating additional client opportunities.

Gerald T. Hansen, head-master of Detroit Country Day School in Beverly Hills as been elected to membership in The Headmasters Association, a 100 year-old national organi-zation of heads of independent schools. Membership in The Headmasters Association is limited to 100 heads of schools.

Schools.

Karen L. Healy of Birmingham has been appointed director of media relations and communications for GM's Automotive Components Group Worldwide.

Healy will be responsible for implementation of the ACG Worldwide public affairs vision as well as communication and public relations projects.

sion as well as communication and public relations projects.
Henry Ford Health System has named Dr. Mark L. Rosenblum of West Bloomield as chairman of the Henry Ford Medical Group's (HFMG) Department of Neurosurgery and director of the Midwest Neuro-Oncology Center at Henry Ford.
Dr. Rosenblum comes to HFHS from the University of California where he served as professor of Neurological Surgey, He also was a principal investigator of the university's Brain Tumor Research Center and a receiptent of many national research grants.



Zimmerman



Gerald T.





Dr. Mark L.

Opting out of the toy tangle

A mother dissatisfied with choices at traditional toy stores has taken a position with a non-traditional children's product outlet, helping to expand the company beyond its catalog

By GERALD FRAWLEY

BY GERALD FRAWLEY
STATY WATER

Kids, especially small ones, can be
difficult to buy for.

Sure, there are Dr. Seuss books,
Playschool toys, Sesame Street thems
and a few other trusted names parents have come to rely on, but how far
can that get you?

One birthday and two holidays?

Maybe.

In a world where toys are based on
Saturday morning cartoon shows and
vice versa, where can a parent find
wholesome, honest things to entertein their children?

That's what Ann G. Abrams of
Bloomfield Hills wondered, and sevcral years ago she discovered a small
company out of California called Musice For Little People that promised
just that.

"I have two children of my own."

sic For Little People that promised just that.

"I have two children of my own, and it's difficult to find things for them," she said. She added that while the usual merchandise found in traditional retail outlets have their place, she doesn't believe they are the end all for children.

all for children.
She was impressed when she was first introduced to the Music For Little People line through a catalog.



Tired of tays: When it comes to expanding children's horizons, some people find toys can only go so far. After discovering alternatives for her own children, a Bloomfield Hills mother has struck; out on her own to bring them to others.

Here was a small mail order company that sold products not meant just to keep kids busy and out of mom's hair, but to teach and expand their hori-

but to teach and expand their nort-zons.

When she discovered Music For Little People was launching a new ef-fort late last year — direct marketing via Family Entertalnment Consult-ants putting on home shows — she signed up and now sells the comap-ny's products in her spare time.

Local origins

Music For Little People was founded in 1985 in Redway, Calif., as a home based mail-order business solling musical instruments and audio recordings for children.

Founders Leib Ostrow and Linda Dillon-Ostrow, originally from south-east Michigan, launched the company in response to a shortage of quality music for their own children.

The company has quickly grown to more than 60 full-time and up to 60 part-time employees with sales up-wards of \$10 million in 1992. That does not include its burgeoning force of independent consultants who sell the company's products at customer's homes.

Music For Little People has diver-sified with two record labels, Music

See TANGLE, PREVIOUS PAGE

Optometrist organizes club for consumers to buy frames

By R. J. King
Spricki. Wattras

The recent surge of frame discounts and two-for-one promotions by national eyeware chains
left. Dr. Roy. Wilson, founder of
Eyes. & Optics in Farmington
Hills, on an uneven playing field.

Because national chains have
sizable advertising budgets and
buy in large volumes, they can afford to lower frame prices to rockbottom levels in hopes of attracting price-conscious consumers.

An independent like Wilson
finds it difficult to competa
gapainst such marketing efforts.
But if there were a way frame
prices could be dropped without
resorting to cutbacks in service,
an independent optometrist
would have the best of both
worlds — low prices and steady
revenues.

So taking a page from warehouse outlets, Wilson began
lowering frame prices via a
buyer's club. For an individual
membership fee of \$25 per year, a
customer can select among frames
which are on average 50 percent
below retail prices.

"The amount of advertising by
the chains is staggering, while at

der what kind of service people are getting," said Wilson, a Livonin resident.

But a spokesperson for The Eyeglass Factory, which is based in Redford Township and operates more than 20 outlets in metro Detroit, said because many customers already arrive with prescriptions for lenses in hand, the only advice they need is on frames.

"On average, our doctors spend between five and 10 minutes with customers in need of an exam," said the epokesperson, who asked not to be named, "We feel that is enough time for people to get the right prescriptions."

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"On average, our doctors spend between five and 10 minutes with customers in need of an exam," said the spokesperson, who asked not to be named, "We feel that is enough time for people to get the right prescriptions."

Wilson has found a grounds well of support for his buyers club. Up and running since October, the club already has more than 100 members. To promote the club, Wilson, a 1983 graduate of the College of Optometry at Ferris State University, has advertised, printed flyers and modified his display units.

Families of three or more can join the club for an annual fee of \$55. Like individual memberships, there is no limit on the number of frames purchased in a given year within a family.

one of the most popular frames of late, said Wilson, is a pair once of late, said Wilson, is a pair once known as granny glasses, where leases are small circles set in wire frames so thin they all but disappear. The look has recently shown up on the fashion runways of Paris and Milan.

"The designer frames really became big in the 1980s, and they've just grown from there," said Wilson. "However, there is a move away from big, plastic glasses, and now people want designs which are smaller, more elegant."

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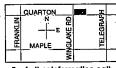
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Key labor aide to refocus skills

BY MARY ROBINIQUE
STAFF WAITER

As chief of staff to the U.S. secretary of labor, Livonia native
John Schall managed day-to-day operations for the department of 18,600 government employees.
But as a political appointee of the Bush administration, Schall is looking for a new job.
Although still in Washington,
Schall is packing up his D.C. condowith one eye on Michigan politics.

"I'm trying to figure out what to id," said, Schall. "Beginning in the Bush administration.

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"I'm trying to figure out what to do," said Schall. "Beginning in the Bush administration," he Monday, I'll be a consultant to said. "And it will continue to be

See LABOR, PREVIOUS PAGE