

MALLS & MAINSTREETS

MONDAY, MARCH 8, 1993

SHOPPING CENTERED

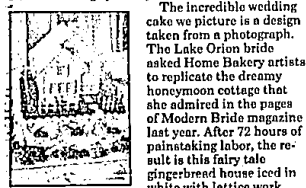


LINDA BACHRACH

Knead a treat? Buy fresh-baked goods

Does your mouth water every time you pass your neighborhood bakery? My dad owned a bakery down in Louisiana so I cultivated a serious sweet tooth at a very young age. Not only did I acquire an appreciation for fresh-baked breads, cakes and pastries, but I gained admiration for the dedicated professionals who work the graveyard shift to put these goodies on our tables.

Laura Kuczajda and her sisters Lynn Kuczajda and Lois Hennessy personify the commitment it takes to run a first-class bakery. They've owned The Home Bakery at 300 Main St. in Rochester since 1986. "Our hearts are here," says Laura who oversees the business and all of the paperwork, while Lynn and Lois decorate the award-winning specialty cakes.



The incredible wedding cake we picture is a design taken from a photograph. The Lake Orion bride asked Home Bakery artists to replicate the dreamy honeymoon cottage that she admires in the pages of Modern Bride magazine last year. After 72 hours of painstaking labor, the result is this fairy tale gingerbread house iced in white with lattice work.

Complete with delicate climbing roses. It's a show-piece.

On the same weekend, talented decorator Julio Allen created a lavender and white confection for Becky Salminen's Addison Oaks wedding. The idea for this cake also came from a magazine photo. Imagine, if you can, a tiered cake fitted with a beaded Venetian lace shawl simulated in royal icing lacwork. Both these cakes demonstrate the extraordinary skill of the Home Bakery staff.

Creative cakes

The day I visited, the gleaming metal cake racks were stacked with weekend party creations. Included were a logo cake for Comerica, a three-dimensional kitty and a whimsical scene straight from 101 Dalmatians. Window shoppers are treated to an ever-changing array of custom cakes. Featured now is Allen's confectionery sculpture that took "Best of Show" at the Michigan State Fair. You won't believe that this hand-painted, hand-formed work of art is completely edible.

Tasson and Carol Bozadzis understand the art of baking fine French pastries. They spent a year in Paris where Tasson studied at the famed Le Cordon Bleu culinary institute. He showcases his expertise at their West Bloomfield storefront, Tasson Epicerie Cuisine in The Boardwalk shopping center.

Among his elaborate presentations are a Marroccian, a classic French genoise cake laced with chestnut cream, and Gateau Russe, a French cake replete with buttercream, praline and caramelized walnuts.

I am continually on a search for "crusty on the outside, soft on the inside" French bread, the kind that envelops a good New Orleans oyster po-boy. My quest ended this week at Le Petit Prince, in Birmingham, an authentic patisserie.

"I stop in for the quiche, the ham and cheese croissants and the delicious lemon tarts," said Dolores Titus of Farmington Hills, a fresh baguette tucked under her arm.

Bread lovers alert

Just opened in downtown Plymouth is The Breadwinner, a bread lover's paradise. No less than 18 daily bread varieties line the shelves, from savory bread flavored with parmesan and garlic. Breading, to Val's veggie, made from zucchini, carrots and cabbage. Weekend specials offer more unusual loaves.



Who would expect gourmet pastries in a mall? The Somerset Collection boasts three restaurants and the specialty cafe of Unique Restaurant Corp. pastry chef, Andrew Nicholas McGrath. The basket we picture offers a sampling of his breads and sweets, among them miniature scones, herb brioche, croissants, rich chocolate buns and chocolate buns.

delicious gooey cinnamon rolls. Mall employees frequent Le Cuisinier Jardin Carryout, and, like Keith Cauchi who chose the 7-layer bar, they can't pass up dessert. Save room for apple pie with caramel sauce

Shop around for retail career



There are all kinds of jobs at a mall and many can lead to well-paying careers in retail. This first-of-a-series report on mall workers, looks at the entry-level sales positions. Next week: How to become a buyer.

BY SUSAN DEMAGGIO

WANTED: Sales associates. Must be outgoing. Service-oriented. Have professional appearance. Pay commensurate with experience, \$5-\$6.50 an hour to start. Some nights and weekends. Apply within.

Getting a job at the mall can be as easy as stopping by the information desk in the center court.

Most larger retail centers have employment directories that are updated daily with listings on who's hiring and what's available within the mall.

"Some positions offer commission with salary, others just salary, some total commission," said Hope Champagne, director of marketing at the Meadowbrook Village Mall in Rochester Hills. "It pays to have a resume ready to leave around. Most stores keep a file on hand and call applicants when they have an opening."

MacDonald, spokeswoman for Lakeside Mall in Sterling Heights said hirings peak twice a year.

"Our job employment directory is fullest in early July when stores begin

hiring extra help for the back-to-school shopping season and again late September for the upcoming holiday shopping season," she said. "We also work closely with Macomb Community College to recruit students interested in retailing."

Joyce MacKay manages a Karan Charles store. Her sales associates tend to be moonlighters, people who have other jobs but want to supplement their incomes, she said.

"We have a couple of teachers working here, also some homemakers who enjoy working away from home," she said. "Pay is based on experience. Education requirements are minimal. Being a good sales associate depends more on personality than education. We want outgoing, friendly staff members."

At Laurel Park Place in Livonia, mall managers are considering an employment directory, but there is none yet.

"Last week we hired an intern from Madonna University," said Mike Buescher, marketing director of the mall. "This is something new for us,



Hudson's to students: may we help you?

Before you can utter the world-famous sales associate's greeting — "May I help you?" — you must get hired.

Hudson's helps Detroit high schoolers learn the job application process through a program now in its second year.

Combining classroom training with in-store seminars, Hudson's managers give sophomores and juniors experience in applying for a job, going through the interview process, and understanding the various duties of retail positions.

"Our continued partnership with the Detroit Public School system further enhances our Community Giving Program through which we emphasize preparing young people for a lifetime of productive employment," said Dennis Toffolo, president of Hudson's.

Hudson's plans to expand the program to school districts surrounding Lakeside Mall in Sterling Heights.

After completing the program, students receive certificates of participation to include in their portfolios. The program also helps the school district implement Public Act 104 requiring students to graduate with employability training and the chance to study different career opportunities.

but it looks like a win-win situation all around. She'll get a first-hand look at mall operations, and I'll get some much-needed help. We do recruit from the local campuses."

People looking for mall employment at Laurel Park Place should walk store to store and meet the managers, Buescher said.

At the Tel-Twelve Mall in Southfield, food court, janitorial and security personnel are hired through the mall management office, according to Janet VanMaldeghem. The national chain-stores have their own system of recruiting personnel.

"But if you want to work in a particular store, you should go to that store and talk to the manager," she said. "Because most sales associates get merchandise discounts as well as hourly wages, people like to work in a store where they often shop."

Farmers' market idea takes root

BY SUSAN DEMAGGIO

STAFF WRITER

There soon could be more farm in Farmington.

If the Farmington City Council gives the go-ahead, the gazebo in the parking lot of the Village Commons Shopping Center could become the epicenter of a farmer's market in May, drawing hundreds of shoppers to downtown Farmington on Saturdays.

The Farmington Farmer's Market is a goal of the city's downtown development authority director, Judy Downey. Since January, she's been working out details with several local growers to set up produce stands and fresh flower baskets by May 8 around the gazebo at Thomas and Power Streets.

"The market would run through the end of October," she explained. "It would open between 9 a.m. and 2 p.m. with shoppers hopefully moving onto the nearby stores and eateries after browsing at the market."

Downey said downtown Farmington can boast of a retail mix uncommon to most older business districts.

"We have national chain stores like



Petunias and potatoes: DDA director Judy Downey stands near the gazebo she hopes will become the site of a downtown Farmington Farmer's Market this spring. The city council will consider the proposal at a future meeting.

T.J. Maxx and Cargo Express, as well as independent merchants offering unique shops, like Donovan's Irish Country Store and Books Abound," she explained. "We also got 40,000 cars a day passing through our Farmington and Grand River intersection. It's our goal to increase the diversity of our shoppers by attracting people

from other communities to the downtown farmer's market."

Downey came to Farmington in October from Lapeer where she successfully organized a farmer's market in that city.

Way across town, the city of Rochester is also toying with the idea of a farmer's market downtown, but

where, is the problem.

"There is some talk about locating a market in a portion of the old Higbie Building on Water Street, but nothing is for certain," said Barbara Khellil of the DDA. "There's no doubt about the merits of a market though. It would be a welcome addition to our business district."

MONDAY, MARCH 8

ART SHOW/PUPPETS

South Oakland Art Association's spring show and sale featuring local artists. Through March 14. Mail hours. Baby Yaga puppet shows through March daily at 7 p.m. Weekends 11 a.m., 1 and 3 p.m. No 11 a.m. show on Sundays.
Meadowbrook Village Mall, Adams/Walton.
375-9451.

SAND SPECTACULAR

300 tons of sand used to create a sand sculpture in center court depicting Detroit's Toon Town. Through March 15. Regular mall hours.
Twelve Oaks Mall, 12 Mile/Novi.
348-9438.

BLOOD PRESSURE SCREENING

8-10 a.m. Co-sponsored by St. Mary's Hospital. Repeated on Saturday, March 13, 11 a.m. to 2 p.m. Co-sponsored by American Heart Association.
Wonderland Mall, Plymouth/Middlebelt.
522-4100.

TUESDAY, MARCH 9

ART SHOW

Fine Art Show and Sale through March 14. Variety of media created by local artists. Mail hours.
Winchester Mall, Rochester/Avon.
652-1152.

WEDNESDAY, MARCH 10

DECORATOR VISITS

Free in-home seminars by Joanne Sitkowitz, representing Satco Sheets by Revman. 11 a.m. to 1 p.m. and 6-8 p.m. Hudson's Bedding Department.

ADDED ATTRACTIONS

THURSDAY, MARCH 11

BLOOD DRIVE

1-7 p.m. By appointment or walk-in. Co-sponsored by American Red Cross.
Great Oaks Mall, Waterford/Livernois.
651-6000.

FRIDAY, MARCH 12

NEW SHOWROOM

Watch Hill Antiques, specializing in European country furniture and accessories from candlesticks to birdcages, hosts two open houses in new headquarters. Public invited 10:30 a.m. to 5:30 p.m. Friday and Saturday. Painted armchairs priced \$600-\$9,000.
330 East Lake, Birmingham.
644-7445

SATURDAY, MARCH 13

FRAGRANCE PROMOTION

Marilyn Miglin, creator of Pheromone perfume, greets

customers in Hudson's Cosmetics Department, noon to 1 p.m. Pheromone translates from ancient times to mean "attraction." Egyptologist Frank Yocco will translate visitors' names into hieroglyphics 12-4 p.m.
Oakland Mall, 14 Mile/John R.
597-3200.

EASTER BUNNY ARRIVAL

Through Easter at center court. At 11 a.m., 2, 4 and 7 p.m. Peter and the Rockin' Rabbits perform musical anti-drug message, co-sponsored by Livonia Police Department's D.A.R.E. program, American Council for Drug Education, Garden Vegetable Musical Instruments featured along with rock 'n' Roll Scaenrow, Din Rappin' Bunny. Children's Easter train rides available.
Wonderland Mall, Plymouth/Middlebelt.
522-4100.

SUNDAY, MARCH 14

CLASSICS AND CROISSANTS

Brunch catered by Sebastian's Grill. Noon to 2 p.m. Rotunda stage. \$20 per person. Tickets available at concierge desk. Reservations suggested.
Somerset Collection, Big Beaver/Coolidge.
649-4343.

MONDAY, MARCH 15

HEALTH-O-RAMA

10 a.m. to 6 p.m. Free. Co-sponsored by WXYZ, Blue Cross, United Way, United Health Systems. Repeated on Tuesday, March 16.
Tel-Twelve Mall, 12 Mile/Telegraph.
353-4111.

Linda Bachrach is a Birmingham resident. You can give her column ideas by calling 953-2047, Ext. 1889, from your Touch-Tone phone.