

MALLS & MAINSTREETS

Somerset from page 6A

sales figures did the talking. Michigan sales from catalogs and Chicago stores impressed them. It was easy after that. The Detroit market is misunderstood. We've been overlooked."

The Frankel/Forbes/Cohen plan for Somerset also included an architectural renovation that extended the charm and classic beauty of the nearby Cranbrook educational community to the interior of the mall. The stone and wood used in the renovation was copied from Cranbrook.

"At the Somerset Collection we've found our niche and we won't deviate from that niche. We won't try to be all things to all people. We're focused," he said.

Forbes admitted the need for more restaurants, a card shop and a music store within Som-

erset Collection. He took a bow over the addition of J. Crew and Crate and Barrel to the Somerset Collection, agreeing that these stores provided the center with "a broader customer base without sacrificing the high taste level."

Forbes, 30, graduated from the University of Michigan with a degree in communications. He studied retail every chance he could, he explained.

"I read rental contracts, trade publications and interviewed the staff of my father, Sidney Forbes. He started in the business at 26 with his partner. Their first project was the Universal Mall in Warren."

Sydell Schubot of Schubot Jewelers stood to thank Forbes for "bringing quality and high style to our area." Her comment met with a burst of applause.

Openings from page 6A

■ Buon Giorno Gift Baskets opened at Laurel Park Place. Owner Jo Vitale's specialty is individualized baskets for special occasions. Coming soon: The Art Works and Caeque, a ladies boutique.

■ Lakeside Mall in Sterling Heights has announced seven new retail operations: NuVision Optical, Company 5, Glamour Shots Photography, Prestige Jewelry, Bachelors, Networks (unisex clothing) and Bain's Deli.

■ Nawrot Pendleton at 470 Forest in downtown Plymouth

has expanded its selection of men's merchandise and women's petite clothing. The shop also added Pendleton Indian blankets and Pendleton accessories to its merchandise lineup. The store sports a new front entrance and larger fitting rooms.

■ Illusions specializing in repair jewelry, recently opened in the Novi Town Center, on Novi Road, south of the 696 Freeway. The Illusions Collection contains copies of the world's most famous pieces, priced between \$40-\$100.

Good news!

U-M economists predict job boom in county

BY PAT MURPHY
STAFF WRITER

Predictions that 38,000 new jobs would be generated in the county over the next two years drew quick and optimistic responses from local officials who attended the Eighth Annual Economic Outlook Luncheon Friday at the Shotwell-Gustafson Pavilion at Oakland University.

"That's the kind of news I like to hear," said county commissioner Donald W. Jensen, R-Birmingham. "The growth rate, (about 3.3 percent) means we should be able to sustain those jobs over the next two years and beyond."

"The news is very good," said Jeffrey A. Kaczmarek, Oakland's manager of economic development. "But it reinforces what

we've been seeing at the grass roots level.

"We might never see the phenomenal growth of the 1980s again, but the recession of 1991 is over," said Kaczmarek, who lives in Troy. "We're going to see steady growth that will help us develop a diversified economy." Birmingham businessman Peter J. Christiano, the former Southfield city official, said the projections bode well for individual communities as well as the county as a whole. "It's always good to here there will be more jobs."

Generating the optimism was a report from two economists from the University of Michigan who were hired to analyze Oakland's business outlook. "People are happy about the re-

port for 1993-94, in part, because the same U-M study was wrong about last year. It was pessimistic. It understated the number of new jobs Oakland would add in 1992.

Instead of adding 6,000 private, nonfarm jobs in 1992, Oakland's workforce grew by 17,000 jobs. The new study says 19,000 jobs will be added in each of 1993 and 1994.

Recent developments have allayed fears that Oakland's robust economy was going to go flat, said George Fulton, who along with fellow economist Donald Grimes evaluated the county's business climate.

Foremost among those developments is the addition of an esti-

mated 20,000 jobs (over two years) in the service industry, he said. More than half of that gain is due to a resurgence in business and professional services.

Oakland is expected to lose about 2,000 auto manufacturing jobs as General Motors plants are closed. "The (manufacturing) job losses would be even larger except for the continuing expansion of the Chrysler Technology Center," Fulton said.

Oakland was clearly the state's most productive area in terms of new jobs and sustained economic growth in the 1980s and so far into this decade, according to the study. It's also clear the county will be Michigan's economic front-runner into the 1990s.

OU offers workshop for graduate business exam

Preparation workshops for the Graduate Management Admissions Test will be offered beginning April 24 on Saturdays and on Monday and Wednesday evenings by the Oakland University Division of Continuing Education. The next GMAT exam is

June 19. The Saturday series will occur April 24 through May 22 from 9 a.m. to 12:30 p.m., except for May 15, which will be 9 a.m. to 4 p.m. Tuition is \$155. The Monday and Wednesday

series will occur 6-9:30 p.m. May 10 through 26.

Single-session refresher workshops, offered exclusively for enrollees, include: a math refresher workshop (\$60), 1:30-5:30 p.m. April 24; a power reading work-

shop (\$40), 1:30-4:30 p.m. May 22; extra timed testing sessions (\$50), 8:30 a.m. to 4:30 p.m. June 5; and a writing workshop (\$40), 9 a.m. to noon, June 12.

For additional data, call 370-3120.

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