MALLS&MAINSTREETS

Planners like special store

By Susan DeMaggio

"Benjamin Franklin was one of the first people to use a book to get his values in line," explained Robert Brownell, manager of the Franklin Quest ators in Twelve Oaks Mall. "He listed 13 virtues, and he managed to do 12 of them. The 13th was humility, and every time he got to feeling good about the first 12 he'd accomplished, the humility want right out the window."

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The Franklin Planner was created in 1983 by a Sait Lake City-based company hoping to simplify the busy executive's achedule with an all-purpose organizer. Today, it's common to see these black or burgundy notebooks poppen at PTA meetings, after club tennis matches, and during shoping mall lunches — almost everyone has one.

ning mall lunches — almost everyone has one.
"The Frenklin Planner will help you become the kind of person you want to be — whether it's a better parent, a citizen more active in the community, a successful executive," and frenk Foley, a sales associate. "Most of our customers come from the corporate world, but you'll see Franklin Planners in all walks of life."

A Franklin Quest store opened

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A Franklin Quest store opened in the Novi mail six months ago to meet the growing demand on the "west side of the city" according to Foley. There are also shops in Dearborn and Troy.

The planner is based on Franklin's Darklin's IS virtues, and the company adopted Franklin's portrait as its logo. They renamed the virtues "governing values" and by using the planner, personal values are identified and developed, time is managed, and curekal the user is on the road to success. The company has grown to 26 outlets throughout the country from an original store opened in 1986. Their competition is the day planner and the ordinary calendar, but Franklin Planners have an edge.

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"We sell a system," explained Frank Foley, sales associate.

"We're not just product based, we are education based. We care about helping people set goals and we show them how to work towards achievement."

Foley described the Franklin Planner as a comprehensive time

management diary that includes a personal finance section, extra-sive reference material, a five-year planning calendar, and pages for dates, addresses and phone numbers.

Some contain road maps and dictionaries of, the 7,000 most misspelled words. Add-on modules are available to help those interasted in project planning, sales forms, exercise logs and menu planners.

Andria Sitar of West Bloomfeld keeps a hectic schoedule as manager of a personnel department. She has relied on ber Franklin Planner to manage time and note appointments for the past three years.

"My planner allows me to track things on a daily basis," she said. "Therv's also room for personal data so both business and home contacts can be kept in one spot. The best part of the planner for me, is that the history of vents can be kept and possible the said. "It was also much for your work." In retail. He bought a Franklin planner this year after noticing how much his griffriend works in retail. He bought a Franklin planner this year after noticing how much his griffriend willed on hers.

"I carry it with me all the time now," he said. "It's all you need right in your hand, plus your watch. Years ago I had one and it was stolen from my car. "The company replaced the inserts for free and gave me 10-percent off a new binder. Now that's customer service."

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The store offers seminars and sells cassette tapes and books to help new customers use the planner most efficiently.

"The seminars are offered twice a month in the Detroit area and you register through the stores," he said. "The \$155 fee includes a full day seminar and of course a Franklin Planner. Twenty-thousand people a month take the course throughout the country."

That's quite a following and Foley lokes that some people see devoted Franklin planner users as members of a cult.

"One dece carry a let of information in the planner and it becomes vital to the smooth operation of a day," he said. "Once you discover what it can do for you, you become we weement about having one."

Light side from page 1D

wouldn't take "nol" for an answer. wouldn't take "no!" for an answer.
"We had the Macsow circus in
town and we wanted to promote
the circus and the mall by having
a few of those Russian bears on
display." he said. "Well, we had
no place to keep the bear until
showtime, so we lured him into a
rear corridor used for leading.

"The door had no lock, so we stationed a security guard out-side. Along comes this devoted UPS delivery guy who inelated on

using the corridor to make a de-livery. We told him no because there was a bear inside and he just wouldn't believe it. I wish you could have seen his fere when he opened that door and came nose to nose with our furry friend."

Summit Place Mall

"A word of wisdom to other pro-motions directors," advised Rita

Bowles of Summit Place in Ponti-ac. "Never book guests more pop-ular than Santa. I remember a few years back when our Santa Arriv-al featured appearances by the Toenage Mutant Ninja Turtles. Well, all the kids were fighting for a chance to hug the turtles and no one was ever at Santa's workshop. It was awdu!"

Somerset, Laurel Park

For two feathered friends with

an attitude, the tres upscale Somerset Collection and the stately Laurel Park Place must resemble Palm Springs.

"We were hoping the double doors would eliminate birds flying into the mall," explained Tom Miles, manager of the Someract Collection. "But every once in awhile we still find one flying around and nesting in our palm trees. We've got to catch this one before he disturbs the diners in the open air Cafe Jardin."

"We need a fishnet," mall inousekeeper Ribonda Sunn yelled to her associates as they crept up on the starling drinking water from the starling drinking water from the mall's pool. Spying their approach, the bird hopped into the poolside greenery and vanlahed.

The management staff at Laurel Park Place in Livonia recently-called a pair of wildlife enthusiasta to relocate a mother duck and her 10 ducklings equawking near a high automobile traffic area on the shopping contor's property.

When the bables hatched, many of the mall's employees, in-cluding Joe Shevala of Y Not Yo-gurt fed the feathered family.

"Croissants and water seemed to be the favorite snack," joked Shevala.

Linda and Stave Gray of Gar-den City, volunteers with the Howell Nature Center, moved the family to a more rustic residence at Hines Park.



Everything is ducky: Steve and Cindy Gray of Garden City rescue a mother duck and her 10 ducklings from a dangerous nest near the parking lot at Laurel Park Place.

MeadowBrook

from page 1D

The mall recently added After Thoughts (an accessory boutique,) FoetLocker (athletic shoes and apparel,) August Max (big style for larger sizes), and Anton's has freed some floor space for the Barrie Pace line of center were for women

Westcott, Shafir and Diner Saurus have plans to expand the mail's involvement with the com-

munity and create more of a family atmosphere within the center. ly atmosphere within the center. Guests appearances by Garfield and the Bernstein Bears are

pending.

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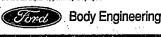
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