



STAFF PHOTOS BY SHARON LEMIKUX

**Too time:** Ilona Schwager, daughter of George Wohltend, owner of George's Soccer Supply in Southfield, hands a "large" official Detroit World Cup T-shirt to Mark Wysocki of Novi.



Capitalizing on the cup: Several soccer supply shops and retail outlets are already seeing early returns through the sale of World Cup clothing and souvenirs.

## World Cup kicks up community interest

BY LARRY O'CONNOR  
STAFF WRITER

Better make some room: The world is coming for a visit next summer.

This area is hosting the 1994 World Cup — perhaps the largest sporting event on the globe. The Pontiac Silverdome is the site for four international soccer matches June 18, 22, 24 and 28.

And there's more to getting ready for event than just pumping up a soccer ball.

Visitors from around the world will pour into the area, spending money at restaurants, hotels and stores.

Another 30 billion people are expected to watch on television worldwide. This will be the first time a World Cup match will be played indoors.

"We've said World Cup does

several things for Michigan," said World Cup Michigan Host Committee chief executive officer Roger Faulkner, a Bloomfield Hills resident who works with Merrill Lynch. "It's an incredible opportunity to change Michigan's image worldwide . . . to show people worldwide this is a wonderful community."

Faulkner is enthused. He was the driving force in getting FIFA (the international soccer governing body) to pick Detroit as one of nine sites across the United States.

His work is far from done, though. The Derby, England native is busy lining up corporate sponsors and working out details as the host committee chief.

Beyond that, Faulkner sees this area becoming engulfed in World Cup hoopla.

**"If we have all these wonderful people visiting our community, we thought we better put something together."**

Katy Bloodgood

He would like to see large screen TV hook-up where people who don't have tickets can congregate in a festive atmosphere.

He'd like to see airports, restaurants and other public places awash with bunting and posters.

"All of the kind of stuff that makes the moment someone arrives at the airport to the moment they leave you want to have the ambience for World Cup," said Faulkner.

The World Cup atmosphere is comparable to the Super Bowl atmosphere, except on a much grander scale.

Faulkner has gone before corporate and community groups to trumpet the magnitude of the event. Many are heading the call.

The Greater Rochester Area is planning a Governor's reception at Meadow Brook Hall the evening before the first match June 18.

The reception is one of several events in the works, chamber director Katy Bloodgood said.

"If we have all these wonderful people visiting our community, we thought we better put something together," Bloodgood said.

The chamber has formed a World Cup committee headed by Frank Cardman and is developing ideas. One being considered is a major breakfast in downtown

Rochester the morning of the first match.

The Birmingham-Bloomfield Chamber of Commerce also is drawing up plans. Members are looking into such things as putting up bunting and posters downtown.

The chamber expects downtown Birmingham to be a hub of activity. All three hotels — the Townsend Hotel, Barclay Inn and Village Inn — likely will be filled with World Cup officials and visitors. Eateries and stores are expected to swell with tourists.

Involvement isn't limited to business and community groups.

The Detroit World Cup Committee is looking for 6,000 volunteers, who can assist as VIP hosts, drivers or as interpreters. (Those interested can call 1-313-456-1594).

Faulkner said the World Cup isn't just for the 80,000 or more people who have tickets to the matches.

"You want the public to feel some ownership."

Soccer equipment outlets are already in World Cup overdrive.

George's Soccer Supply in Southfield and Troy; and the Soccer Locker in Farmington are well-stocked with World Cup '94 memorabilia such as T-shirts, hats and soccer balls.

"It's getting big," said Ralph Schwager, who is a manager at George's Soccer Supply in Southfield.

"The T-shirts and sweatshirts are selling real good. The little trinket stuff — lapel pins, key chains and bumper stickers — is also selling well."

Sal Malek, who owns Soccer Locker, said the World Cup means more than selling T-shirts.

"World Cup as a sport is going to help us a lot," said Malek, who is past president of the 35,000-member Michigan Youth Soccer Association. "It's great hoopla for soccer. As a venue, it's going to be a great promoter of the game . . ."

**Kicking in:** Roger Faulkner, who was a driving force in bringing the soccer spectacular to the Silverdome, is seeing to it this area becomes engulfed with World Cup hoopla by next June as chief executive officer of the Michigan World Cup Host Committee.



### POLICE/FIRE CALLS

Listed below are some of the Farmington area police incidents, fire calls and court cases reported during the past week.

#### AUTO THEFT

A \$15,000 green 1992 Chevy Blazer was stolen from the Radisson Suite Hotel on Grand River in Farmington Hills Sept. 29. The driver's door lock of a 1992 blue and gray Chevy sustained \$200 in damage during a theft attempt at Botsford Hospital on Grand River in Farmington Hills Sept. 30.

#### THEFT

Jewelry worth \$350 was stolen from an apartment at the Muirwood Apartments on Verdant Square in Farmington Hills between Aug. 20 and Sept. 8. A garment bag with clothing worth \$1,000 was stolen from a 1984 blue GMC van parked on Springbrook in Farmington Hills Sept. 27-28.

Four 14-inch tires worth \$400 were stolen from a red 1988 Plymouth Sundance at the Muirwood Apartments on Woodridge Circle in Farmington Hills Sept. 29-30. A \$750 knee-length leather jacket was stolen from the Wing Hong restaurant on 14 Mile in Farmington Hills Sept. 25-27. Four tires worth \$200 were stolen from a red 1991 GMC pickup parked at Holiday Farms on Research in Farmington Hills Sept. 28-29. Four wire wheel covers worth \$400 were stolen from a doctor's

office on Orchard Lake in Farmington Hills Sept. 29.

A \$275 leather jacket was stolen from Farmington Cycle World on Eight Mile in Farmington Hills Sept. 29.

An orange BMX 20-inch Schwinn bicycle worth \$291 was stolen from North Farmington High School on 13 Mile Sept. 29.

A \$25,000 diamond ring and \$800 in other jewelry were stolen from a residence at the Muirwood Apartments on Muirwood Square in Farmington Hills Sept. 24.

A Congress resident reported Sept. 28 an \$800 portable telephone stolen from her 1987 Ford Mustang that was parked in the lot of the Farmington Alternative Academy.

On Sept. 28, a Livonia woman reported an incident which occurred Sept. 24, involving the theft of four GM wire wheel covers valued at \$270. They were removed from a 1992 Olds that was parked in the lot of Yankee Consignments in the Farmington Plaza.

#### ASSAULT AND BATTERY

Farmington police have petitioned the juvenile court following a noon-hour fight Sept. 28 in the former Nielsen Plaza on Orchard Lake Road. Three male Farmington High students took part in a fight which drew 100-150 student onlookers. Two high school students were fighting when another student decided he would fight

the winner, according to police reports. All three have been suspended and no medical attention was required.

#### VANDALISM

A vehicle drove over grass at the Founders Sports Park on Eight Mile in Farmington Hills Sept. 26-28, causing \$500 in damage.

Rose bushes at a residence on Onwood in Farmington Hills were pulled up Sept. 29-30, causing \$300 in damage.

A 6-by-6-foot double-pane window at the Hopkins Group was broken Sept. 29-30, causing \$500 in damage.

#### BREAK-IN

The driver's door of a silver 1987 Plymouth Reliant parked on Lincoln in Farmington Hills Sept. 30 was scratched, causing \$200 in damage. Two wheel covers worth \$90, a cigarette lighter worth \$38, and 20 in cassette tapes were stolen.

#### RECKLESS DRIVING

A navy blue compact car driven by an 18-year-old with a passenger cut off a bus going south on Farmington Road in Farmington Hills and swerved into the path of a bike driven by a 10-year-old Hills boy riding on the south side of Tullipwood. The boy said the driver swerved into his path intentionally and was laughing as he did so. There were no injuries.

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