

# Zoo attendance, income up

Nearly half the one million visitors to the Detroit Zoo paid an additional \$2.50 to walk through Dinosauria, which featured more than 20 life-sized, prehistoric creatures. The Detroit Zoo is approaching business from a whole new perspective.

Since January, some 489,000 visited Dinosauria, which zoo officials call "super popular." These figures add up to a 40-percent increase in zoo attendance and a gross total of \$1.7 million

from Dinosauria alone. The zoo, on Woodward at I-696 in Royal Oak, plus Detroit's Belle Isle Zoo and Aquarium, which attracted 200,000, drew more than 1.2 million visitors. That makes the Detroit Zoological Parks one of Michigan's top five tourism attractions in 1993.

"The success of Dinosauria means a new way of doing business at the zoo," said Chuck Hammond, executive director of the Detroit Zoological Society, the private fund-raising arm of the

city of Detroit-owned zoo. "It proves that creative, market-driven entrepreneurship can leverage new resources and support. The knowledge we gained this year will serve as a bedrock for future, large-scale projects."

Hammond reported a 20-percent increase in DZS memberships, now totaling 23,000.

"Through Dinosauria, the Detroit Zoological Society netted \$550,000, of which \$200,000 will be used to help establish the zoo's first endowment fund," he said.

# Donate at area bloodmobiles

The following is a list of Red Cross Bloodmobiles in our area for the month of November:

Monday, Nov. 8 — Beverly Hills: Groves High School, 20500 W. 13 Mile Road. 8 a.m. to 2 p.m. Karen Lessenberry, 645-0322.

Tuesday, Nov. 9 — Bloomfield Hills: St. Paul United Methodist Church, 165 E. Square Lake Road. 3-9 p.m. Pastor Pauline Hart, 338-8233.

Tuesday, Nov. 9 — Southfield:

Highland Park Baptist Church, 25600 Lahser Road. 2-8 p.m. Al-muth Dage, 352-2027.

Monday, Nov. 15 — Bloomfield Hills: St. Hugo of the Hills, 2215 Opdyke. 2-8 p.m. Elaine Lamb, 646-5667.

Tuesday, Nov. 16 — Troy: Huntington Bank, 803 W. Big Beaver Road. 9 a.m. to 3 p.m. Sharon Tipton, 244-3510.

Thursday, Nov. 18 — Troy: Clawson Elks Lodge, 1461 E. Big

Beaver Road. 3-9 p.m. Anne Smith, 641-0092.

Monday, Nov. 22 — Troy: St. Elizabeth Ann Seton, 280 Square Lake Road. 3-9 p.m. Judy Manturuk, 879-1910.

Tuesday, Nov. 23 — Troy: Pembroke Elementary School, 955 North Eton. 3-9 p.m. Claudia Jackson, 644-1032.

Tuesday, Nov. 30 — Walled Lake: American Plastic Toy, Inc., 799 Ladd Road. Noon to 6 p.m. Sara Oberg, 334-3375.

# State Bar co-sponsors session

The Legal Administrator Section of the State Bar of Michigan and the Detroit Chapter of the Association of Legal Administrators are co-sponsoring the presentation "Paying Partners in the New Legal Economy."

Ward Bower, a principal of Altman Weil Pensa, Inc. will explore "the New Legal Economics" of the 1990s, its ramifications for

law firms and its probable impact on partner compensation systems. Bower heads consulting assignments in law firm management and organization, strategic and partnership planning, and compensation-related issues.

The program will be held Thursday, Oct. 28, at the Radisson Hotel in the Prudential Town Center, Southfield, with registration from 5-6:30 p.m. The pro-

gram is from 5:30-6:30 p.m. with networking to follow until 8 p.m.

The seminar is free to members of the State Bar of Michigan Legal Administrator Section and the Detroit Chapter of Association of Legal Administrators. Guests are welcome for a charge of \$10. For information or reservations, contact Kim Lipari, Mason, Steinhilber, Jacobs & Perlman, (313) 358-2050.

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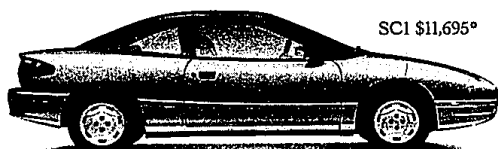
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