

Number, please

Area code changes coming

BY VALERIE OLANDER
STAFF WRITER

Maureen Christensen, owner of two American Speedy Printing Centers in Bloomfield Hills and Southfield, is educating her customers on the new (810) telephone area code.

Anyone ordering large quantities of business cards or other artwork with their present phone number is being told that they should consider cutting back on the size of the order or include the new (810) area code with it.

The new (810) area code will replace the old (313) code as of Dec. 1.

However, there's no need to fret if the change comes sooner than expected. Callers are allowed an eight-month transition period in which they can dial either the (313) or (810) area code.

But by Aug. 10, 1994, the (810) area code will be mandatory and must be used or else the call won't go through.

Christensen said most of her customers are shocked when told about the change. She estimates only 20 percent are aware of the new (810) area code.

Due to the number of cellular phones, pagers, fax machines and computer modems, the telephone numbers available in the (313) area code are running out. So Ameritech added the (810) exchange.

The border line for (810) runs along Eight Mile Road, east to Lake St. Clair and west to the

limits of the existing (313) area code. Telephone customers in Oakland, Macomb, Lapeer, Genesee, St. Clair and Sanilac counties and small portions of those in Saginaw, Shiawassee, Livingston, Washtenaw and Wayne counties will receive an (810) area code.

"We have big posters hanging up telling people about (810). It amazes me how many people don't know. One of our big customers in downtown Birmingham had no idea," said Christensen.

She blamed poor advertising for the confusion. The matters Ameritech sent to every homeowner in the current (313) area were likely tossed out as junk mail, she said.

Michael Layne, partner of Marx Layne and Company in Farmington Hills, a marketing and public relations agency, said the customers he deals with are aware of the change and are making modifications. He believes enough warning was given by the telephone company. Ameritech also sponsored business advisory meetings, he said.

"It'll be painful for about a week (dialing a different number)," he said. "But it will give everyone the excuse to update their business cards and brochures. People have been starting to call here."

However, the biggest boom will be in the printing industry since all types of business related materials will need to be changed such as invoices, stationery and inter-

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Michael Layne
Marx Layne and Co.
Farmington Hills

nal records, he said. In addition, the extra cost of printing hasn't angered most in business, Layne added.

"I think a lot of business people realize that our dependency on the phone lines required the change. . . The name of the game is how quickly we can obtain and transfer information," he said. "At Marx Layne we have two lines dedicated to fax machines and another three lines just for modems," he said. "I know our dependency on the phone lines has increased. We've went from six lines to 40 in the last couple of years."

Anyone with questions about the new (810) area code can call Ameritech's toll-free infoline at 1-800-831-8989.

Adoption cycle is speaker's topic

To celebrate national adoption month, Eleanor Rosenberg, a clinical assistant professor in psychiatry and a senior staff member at University Center for the Child and Family, will speak on "The Adoption Cycle" 8 p.m. Nov. 17 at Temple Beth El, 7400 Telegraph Road, Birmingham. Cost is \$10 per person, payable at the door.

Rosenberg is an adoptive parent, as well as having 30 years of experience working with birth

mothers, adoptees and their families. She will discuss the various stages of development of an adopted child, their questions and how to talk to your child about adoption.

Child and Parent Services, which is sponsoring the presentation, is a private, nontraditional, not-for-profit adoption agency founded and actively directed by two adoptive parents who believe in providing every kind of special service that is needed by adopted

children, birth parents and adoptive parents.

C & PS understands that not all pregnancies are planned, according to the agency, and that many young women who choose to carry out their pregnancies are not ready to take on all the responsibilities of parenthood. They also know about the heartache of couples who want but cannot have children. For more information, call Child and Parent Services at 313-646-7790.

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