

Somerset Collection out to woo World Cup fans

BY LARRY PALADINO
STAFF WRITER

Determined to put its best foot forward, the Somerset Collection is going all out in an effort to see that visitors to the upcoming World Cup soccer games get a kick out of the upscale shopping center in Troy.

While there has been some skepticism about how much of an economic impact the World Cup will have at the nine venues it visits in June — including the Pontiac Silverdome — Somerset isn't about to be left second guessing

when all is said and done.

"The thing I'm afraid of is that people are not going to take this seriously," said Tom Miles, general manager of the Somerset Collection. "And on the 29th of June, the day after it's over, they're going to say this World Cup soccer thing was great — next time it comes we'll be ready."

"It's a once-in-a-lifetime thing and it's not to be taken lightly. It's not just another marketing ploy. It's not like a 12-hour sale. If I see it again here my hair will be either white, or gone."

The 35-year-old Miles, an avid soccer fan, as well as a player and coach, is spearheading Somerset's efforts to woo out-of-town visitors, to its stores. Especially targeted are the Swiss and Swedes, since teams from those countries will be headquartered nearby.

Four other teams from the 24-nation field — Romania, Russia, Brazil and the United States — will participate in the Detroit-area games, part of a 52-game schedule.

"The owners of the mall always have seen this as a great opportunity for us," Miles said. "Typically, the people who go are our customers. (They) fit our profile: age-wise, income-wise and lifestyle-wise."

Miles said the Swiss and

Swedes "will have a layover here of two or three days. They'll have time to kill around the city. The Somerset Collection definitely is one of the sightseeing spots. If you're interested in commerce — retail shopping at all — you'll go to a local shopping center. If you're from out of town, there's nothing quite like this. There's nothing like this in Romania and Russia and I'd say in Switzerland or Sweden, either."

Miles said many going to or from the games will be passing within a half mile of Somerset if they're traveling down I-75. Also, a number of the hotels sure to be loaded with World Cup followers will be in Troy's I-75/Big Beaver area and other suburbs nearby.

Plans are afoot for special Miles said the Swiss and Swedish and Swiss events at the

Somerset Collection. On June 18, Miles said, a group from Wiaconin will perform Swedish folk dances, but there will be primarily an American flavor to the festivities, with a theme spotlighting American cars, Budweiser beer and jazz. Items Miles has been told are of considerable interest to Swedes.

On June 26, the Somerset Collection and J. Crew, the leisure wear store, will be hosts of a Swiss-themed event which also includes ethnic dancers, as well as Alpenhorns and a fashion show, plus a soccer skills demonstration. Miles said the Swiss ambassador to the United States also will be there.

Food and beverages will be served at both events.

The shopping center also will televise games in its rotunda, catering especially to those who couldn't get tickets to the games.

"I've been told that a lot of peo-

ple will be coming who don't have tickets," Miles said. "They just come on the chance of getting tickets or for the party afterwards. It's just like going to a Michigan State football game. People come out just because they want to be part of the excitement and energy. We want to be the best host we can be."

Miles volunteered to help out at last year's U.S. Cup soccer tournament at the Silverdome and through that, he said, made several connections that put him in the loop for the World Cup visit. And he was elected to the board of directors of the Detroit Convention and Visitors Bureau, which is coordinating many of the World Cup-related activities.

Miles said he hasn't heard of any specific number of Swiss who might be attending, but has been told 1,200 Swedes have booked arrangements through travel agencies.

FARMINGTON SCHOOLS INVITATION TO BID

Farmington Public Schools will accept sealed bids for district-wide paving repair until 1:30 P.M., Thursday, May 28, 1994 at the Lewis School Administration Center, 32540 Shawansee, Farmington, Michigan 48334, addressed to Beverly Busman at which time they will be publicly opened and read for presentation to the Board of Education at their next regularly scheduled meeting. The Board of Education reserves the right to accept or reject any or all bids or to waive any information thereon, or for reasons of establishing uniformity, to award the contract to other than the low bidder.

A bid bond for 5% of the bid amount is required by a carrier licensed by the State of Michigan and with an excellent or superior rating from A.M. Best Company must accompany your bid proposal. No certified checks accepted. Bid specifications and documents may be obtained after May 18, 1994 from the purchasing department, 32540 Shawansee, Farmington, Michigan 48334, (313) 425-3344. Please call to verify availability.

SUSAN C. LIGHTNER, Secretary
Board of Education

Published May 12 and 14, 1994

NOTICE OF PUBLIC HEARING PROPOSED SPECIAL ASSESSMENT DISTRICT

CITY OF FARMINGTON HILLS
OAKLAND COUNTY
31555 ELEVEN MILE ROAD
FARMINGTON HILLS, MICHIGAN 48336

NOTICE IS HEREBY GIVEN THAT SANITARY SEWER IMPROVEMENTS Special Assessment Roll No. C-240 in the amount of \$478,000.00, for the construction of Sanitary Sewer Improvements in said City to be located as follows:

STREET	FROM	TO
Mayfield Street	Colfax Avenue	Cadillac Avenue
Whitlock Street	Colfax Avenue	Colfax Avenue
Colfax Avenue	Mayfield Street	Whitlock Street

has been filed in the office of the City Clerk for public examination, along with the costs of said project which are proposed as follows:

TOTAL COST OF PROJECT:	\$ 478,000.00
PERCENT OF COST ASSESSED TO DISTRICT:	100%
TOTAL COST TO DISTRICT:	\$ 478,000.00
AVERAGE COST PER BASE UNIT TO BE ASSESSED:	\$ 4,471.35

NOTICE IS FURTHER GIVEN THAT the City Council will meet in the City Hall Council Chamber, 31555 Eleven Mile Road, Farmington Hills, Michigan, on the 23rd day of May, 1994, at 7:30 o'clock P.M., Eastern Daylight Time, to review said Special Assessment Roll and to hear any objections thereto. Appearance and protest of the special assessment at the hearing is required in order to appeal the amount of the special assessment to the Michigan Tax Tribunal. An owner of or party in interest in property to be assessed, or his or her agent, may appear in person to protest the special assessment, or may protest the special assessment by letter filed with the City Clerk at or prior to the time of the hearing, in which case appearance in person is not required. If the special assessment is protested as provided above, the owner or any party having an interest in the real property may file a written appeal of the special assessment with the Michigan Tax Tribunal or other court of competent jurisdiction within 30 days after the confirmation of the special assessment roll.

THIS NOTICE IS GIVEN BY ORDER OF THE CITY COUNCIL.

PHONE: 473-9544

KATHRYN A. DORNAN,
City Clerk

Mailed: May 12, 1994
Published: May 12 & 14, 1994

PIVNIK FOUNDATION

The annual report of the Pivnik Family Foundation for the year 1993, is now available. The report is for the next 180 days. Inspection may be made during regular office hours, and, by appointment only. Contact Mr. Pivnik at (313) 631-0670.

Published May 12, 1994

NOTICE OF PUBLIC HEARING PROPOSED SPECIAL ASSESSMENT DISTRICT

CITY OF FARMINGTON HILLS
OAKLAND COUNTY
31555 ELEVEN MILE ROAD
FARMINGTON HILLS, MICHIGAN 48336

NOTICE IS HEREBY GIVEN THAT ROAD IMPROVEMENTS Special Assessment Roll No. C-238 in the amount of \$1,009,038.80, for the construction of Road Improvements in said City to be located as follows:

STREET	FROM	TO
Valley	Millbrook	Northwestern Highway
Old Colony	Thirteen Mile Rd.	Northwestern Highway
Wellington	Middlebelt	Northwestern Highway
Wellington	Northwestern Hwy.	Thirteen Mile Road
Salem	South Sub Line	Cul-de-sac
Millbrook	Middlebelt	Wellington
Eastbrook	Wellington	Cul-de-sac
Beech Hill	Eastbrook	Cul-de-sac
Westbrook	Wellington	Cul-de-sac
Utley	Middlebelt	Westbrook
Spring	Middlebelt	Wellington
Chenwood Court	Middlebelt	Cul-de-sac
Westwood Court	Millbrook	Cul-de-sac
Village	Wellington	Salem

has been filed in the office of the City Clerk for public examination, along with the costs of said project which are proposed as follows:

TOTAL COST OF PROJECT:	\$ 1,009,038.80
PERCENT OF COST ASSESSED TO DISTRICT:	88.77%
TOTAL COST TO DISTRICT:	\$ 814,992.83
AVERAGE COST PER BASE UNIT TO BE ASSESSED:	\$ 3,846.46

NOTICE IS FURTHER GIVEN THAT the City Council will meet in the City Hall Council Chamber, 31555 Eleven Mile Road, Farmington Hills, Michigan, on the 18th day of May, 1994, at 7:30 o'clock P.M., Eastern Daylight Time, to review said Special Assessment Roll and to hear any objections thereto. Appearance and protest of the special assessment at the hearing is required in order to appeal the amount of the special assessment to the Michigan Tax Tribunal. An owner of or party in interest in property to be assessed, or his or her agent, may appear in person to protest the special assessment, or may protest the special assessment by letter filed with the City Clerk at or prior to the time of the hearing, in which case appearance in person is not required. If the special assessment is protested as provided above, the owner or any party having an interest in the real property may file a written appeal of the special assessment with the Michigan Tax Tribunal or other court of competent jurisdiction within 30 days after the confirmation of the special assessment roll.

THIS NOTICE IS GIVEN BY ORDER OF THE CITY COUNCIL.

PHONE: 473-9544

KATHRYN A. DORNAN,
City Clerk

Mailed: May 8, 1994
Published: May 12 & 14, 1994

NOTICE OF REGISTRATION OF THE QUALIFIED ELECTORS OF THE CLARENCEVILLE SCHOOL DISTRICT OF OAKLAND AND WAYNE COUNTIES, MICHIGAN

TO THE QUALIFIED ELECTORS

PLEASE TAKE NOTICE, that the Annual Election of Clarenceville School District of Oakland and Wayne Counties, Michigan, will be held in the School District on Monday, June 13, 1994.

TAKE NOTICE THEREFORE, that any qualified elector of the School District who is not already a registered elector of the aforesaid School District may register at the following place on the days and hours indicated:

PLACE: For those persons living within the School District and living within the City of Livonia:
Livonia City Hall
33001 Five Mile Road
Livonia, MI 48152

For those persons living within the School District and within the Township of Redford:

Redford Township Hall
15145 Beech Road
Redford Township, Wayne County
Detroit, MI 48239

For those persons living within the School District and within the City of Farmington Hills:

Farmington Hills City Hall
31555 Eleven Mile Road
Farmington Hills, MI 48024

DAYS AND HOURS:

Each day during the office hours until Monday, May 16, 1994, at 5:00 o'clock P.M. Persons planning to register should determine when the several municipal offices will be open for registration.

LAST DAY OF REGISTRATION:

May 16, 1994, but not after 5:00 o'clock, P.M. Local Time, on said date. Persons registering after that time and date will not be eligible to vote at said Annual Election.

TAKE NOTICE, that those qualified electors who have not heretofore registered with the Clerk of the City or Township in which such elector resides must do so to be eligible to vote in the forthcoming election. Those persons who are duly registered to vote in this School District at said Annual Election need not re-register.

TAKE NOTICE, that there will be elected two (2) members of the Board of Education for terms of four (4) years.

TAKE FURTHER NOTICE, that there will be elected two (2) members of the Board of Trustees of Oakland Community College for terms of six (6) years.

Dated: April 25, 1994

By Order of the Board of Education
s/s LISA M. BURR,
Lisa M. Burr, Secretary
Clarenceville School District of
Oakland and Wayne Counties, MI
Board of Education

Published: May 12 and 14, 1994

We interrupt this newspaper to talk about television.

You probably gave it a lot of thought before you ordered cable television, after all, it is an added household expense.

Or maybe you were so excited when cable came to town, you signed up without a second thought. Either way, now you have it, so why not enjoy it even more by using our free Cable/TV Weekly book? The one that arrives every Monday with your Observer & Eccentric Newspaper*.

Take a look at what's in there. You'll find interesting features and the usual network listings, but those cable numbers are what we really want you to examine. You see,

they match your cable numbers and that makes your cable service more valuable! You'll find all with the numbers the cable company is using in your city! "More for your money" takes on new meaning as you discover that not only are the regular cable channels there, but your local channels are listed for you, too.

Cable/TV Weekly advertisers are local business people who are also helping you save money with specials and sales.

So try it. You'll get the most for your cable money when you use the easy-to-find listings and you'll save money by shopping the Cable/TV Weekly ads—all with our free cable book.

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NEWSPAPERS

CABLE/TV WEEKLY

FOR HOME DELIVERY CALL: 801-8880 IN WAYNE COUNTY or 844-1100 IN OAKLAND COUNTY

CALL MARY BOWMAN, 953-2180 TO PLACE YOUR AD IN CABLE/TV WEEKLY



*Cable/TV Weekly is available with the Plymouth Observer, Canton Observer, Southfield Eccentric, West Bloomfield Eccentric, Farmington Observer, Birmingham Eccentric and Bloomfield Eccentric, plus the Pontiac Newspapers' Northville Record and Novi News.