

MALLS & MAINSTREETS

Retail from Previous Page

ping Centers at the Hyatt Regency in Dearborn.

"And in an effort to woo you to your malls and mainstreets shopping center centers, developers, managers, marketing directors, leasing agents and individual retailers are constantly evaluating and readjusting their whole industry."

"Everything is evolving. The biggest challenge is to be more professional and be able to see what's coming next," said Cynthia Kratchman, vice president for commercial leasing at Blizack Associates in Farmington Hills. "If you're a step behind, you're too late."

Kratchman, the elected ICSA Michigan state director, drew a thumbnail sketch of the ever-changing retail picture to kick off the idea exchange.

"Hey big spender, where did you go?" the Bloomfield Township resident quoted from the headline of a Barron's magazine piece.

Her view is that the baby boomer segment of the population — and that unique point in history when it meshed with the time women began entering the work force — produced a unique surge

in spending. "So retailers kept expanding. We'll never have that again," she said.

Kratchman said now that expansion is no longer the issue, retailers should focus on what and quality for their families. And the shopping center industry is following that lead in many ways already she said, offering these examples:

■ You want to shop in a safe environment — that's why more money is being spent on security.

■ Women are firmly established in the market place — that's why store hours are expanded and merchandise is placed more conveniently.

■ Customers crave a sense of community — that's why there are now more and more toys and toys-based activities such as charitable benefits and special events.

■ People are working harder and have less time for fun as businesses reduce overhead — so entertainment has been worked into the shopping experience.

"Entertainment" we're really talking about, Kratchman said. "Entertainment is the new traffic generator."

Visionary theaters, fantastical

restaurants, virtual reality events and creative children's venues that are both entertaining and educational are all in the works. In states where gambling is legal, she reported that gaming in malls is on the horizon. "And retailers themselves are becoming entertainers," Kratchman said. "Disney stores are one example. The new Speedo stores have a pool on the floor and swimmers hanging from the ceiling," she described.

One of the roundtables that shopping center conventioners could attend had to do with the role of entertainment in the retail environment. It was led by Joseph Vilsack, president of The Phoenix Partnership Ltd., Pittsburgh, a firm specializing in repositioning or refining shopping centers.

Shopping changed in 1989-90, he seconded Kratchman. Consumers became victims of the time crunch and transferred their interests to family and home.

"The amusement/entertainment issue didn't belong until the consumers made their shift," he said.

Vilsack sees entertainment, not as an end in itself, but as one piece in an extension of a shopping center's services to the fam-

ily. He envisions it, for example, combined with a theater, child care, a children's shoe store and toy store.

He wants you to picture this: Driving your car up to the shopping center. A "family valet" opens your trunk and takes out the stroller. Later, all your purchases are relayed to the "family valet" who loads them in your car.

Then, picture this: Child care and a restaurant reserved for adults, complete with a monitor of the child care facility.

Unfortunately for Joe John Engler, now father of triplet girls, missed this part of the convention. He was featured luncheon speaker, stressing his administration's efforts to improve doing business in Michigan. He later met with several big chain retailers including Zany Brains, which includes 12,000 square feet to educational children's concepts.

Other popular roundtables, so you can spot the trends, were "The Future of Big Box Tenants," led by Joan Primo of The Strategic Edge in Southfield, and "Dealing with Restaurant Tenants," led by Bradley Rosenberg of LaKritz-Weber & Co., Southfield.

RETAIL DETAILS

Retail Details features the latest news alerts from mall and Main Street shopping centers. Mail submissions to: Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to: (810) 644-1314.

CLARIFICATION
In a recent Mall & Mainstreets story about the Bloomfield Plaza at Maple and Telegraph, the salon Blue was omitted from the line-up of plaza tenants according to a long-time customer. Blue is located two doors down from Kroger's and owned by Scott Fortuna.

RECEIVES ACCREDITATION
Edward Eickhoff, has earned professional accreditation as a Certified Leasing Specialist (CLS) from the International Council of Shopping Centers. He joined the Ramco-Gerzonson Company of Southfield in 1986. Eickhoff oversees a department of five leasing agents as well as the company's shopping center portfolio of 29 properties. He is also responsible for lease negotiations. He is a resident of Bloomfield Hills and a graduate of Oakland University.



6000-BYE SHIFRIN-WILLEN
Oak Park-based Shifrin-Wilens Jewelers has gone out of business closing 21 Michigan stores and four in Indiana. President Bill Sherman could not be reached for comment.

PLYMOUTH POUNDS THE PAVEMENT
Downtown Plymouth is in the midst of a extensive public improvement project in the business district. STREETScape will be finished by the early part of 1996. The \$2.5 million project includes roads and pavement improvements to Penniman, Harvey, Ann Arbor Trail, Forest and Fralick.



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SEEKING MEN
FLEXIBLE, FRIENDLY & FUN
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

CLASSIC
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

ONE SPECIAL PERSON
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

DOWN-TO-EARTH
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

FULL-TIME
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

SEEKING KIND HEART
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

SMILE, BLINK, BEAUTIFUL
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

LOVES BOATING
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

BEHIND SHEET
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

BEHIND COMPANION
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

BEHIND SENSITIVE SPECIAL
I am a single, attractive, successful woman looking for a man who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a man who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a man who is successful, fun, and has a good sense of humor.

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FREE MESSAGE RETRIEVAL

DOMESTIC CUCKY ADAM!
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

IN-DINK COODS
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

UP FOR ADOPTION
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

COLLEGE WANTED
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

GEORGINA FRIEND
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

EUROPEAN LADY
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

YOUNG & RELEASER
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

PUSSY-LOVED
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

ATTRACTIVE BRUNETTE
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

FLAT TOP BOAT
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

CHRISTIAN RELATIONSHIP
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

CROWDING MY FRIENDS
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

PRINCE AND BEAUTY
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

PLUM AND FRIENDLY
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

DAVID CHRISTIAN BOOBY
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

HOPKINSVILLE ROMANTIC
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

ENFORCED WHITE MALE
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

PERMAL COMPANION WANTED
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

With school and work, I don't have time to be going out every night looking for Mister Right.

Now that I'm working on my future, I thought I'd find someone to have a future with. To tell you the truth, I've never been much for bars anyway. And placing a personal ad was the only logical choice. It's free. It's easy. And most importantly, it works. Hey, you learn something new every day.

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GOOD CATCH
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

WELL-EDUCATED
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

TWOSTEP PARTNER
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

EMOJI LIFE
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

JUST MOVING BACK
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

LOVE/AFFECTION WANTED
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

SUCRINE & ADVANCED DRESSED
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

SEARCH FOR HUSBAND
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

ROMANTIC OUT
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

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STYLISH LOOKING FOR MR RIGHT
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

ATTRACTIVE, INTELLIGENT
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

THE MYTH
I am a single, attractive, successful man looking for a woman who is successful, fun, and has a good sense of humor. I am 32 years old, 5'6", and weigh 120 lbs. I have a great job and a nice car. I am looking for a woman who is 30-40 years old, 5'8"-6'2", and has a good sense of humor. I am looking for a woman who is successful, fun, and has a good sense of humor.

SEARCH & AFFECTIONATE
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