

# MALLS & MAINSTREETS

MONDAY, APRIL 22, 1996

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## Secretary's Day calls for a treat

Office workers take note: National Secretary's Day is Wednesday, April 24 — and furthermore, this whole week, April 22-26, is National Secretaries Week!

Sure an appreciation card signed by the whole department is good. A vibrant spring bouquet is even better. But according to Karen MacDonald, a spokeswoman for the Taubman Companies (which owns Lakeside, Fairlane, Twelve Oaks and Briarwood malls) an "untraditional gift" from one of their many stores is best!

MacDonald suggests these inspired gems:

1. An indoor basketball hoop to mount over the office garbage can. \$4, at Kaybee Toy & Hobby stores. "These bring a welcome sense of humor to the workplace."  
2. A wooden sunflower birdhouse from Hallmark, \$18. "A fitting way to say thank you to a secretary who rules the roost so well and watches over the office like a hawk on a daily basis."

3. A wine and cheese picnic basket from Lechters Housewares, \$25. "Great for weekend afternoons spent far away from the office phones."  
4. An FM scan radio that looks like a computer mouse from The Sharper Image, \$25. "Thisitty-bitty radio is smaller than a bottle of Liquid Paper and clips to clothing to free your hands — perfect for gals who like to walk on their lunch hours."

5. A set of two scented fabric-covered hangers from Crabtree & Evelyn, \$12. "For those wonderful days when you don't need to hang around the office."

6. Half-dozen egg-shaped soaps from Origins, \$18. "It's no yolk. Each of these soaps in the carton box has a different scent, such as vanilla, magnolia and cinnamon — a great way to say thanks for unscrambling all those office messages and walking on eggshells around touchy clients."

7. A mini metal photo album from Things Remembered, \$15. "For all the pictures secretaries share with co-workers at the office."

8. A movie video about office life from Suncoast Motion Picture Company, \$10-\$15. "8-to-5" with Jane Fonda, Lily Tomlin and Dolly Parton is all about getting even with the boss; "Desk Set" with Spencer Tracy and Katherine Hepburn, a romantic comedy about office workers who fear they'll be replaced by computers; or "Working Girl" with Harrison Ford, Melanie Griffith and Sigourney Weaver, about one secretary's experience with life in the corporate jungle."

**The Desk Set**  
MacDonald quotes a Hallmark study that found there are more than 3.4 million secretaries powering the workforce, and about 1 percent of them are men. The observance was proclaimed in 1952 by a male secretary, Charles Sawyer, who was then Secretary of Commerce.

A key purpose of the week as outlined by the National Secretaries Association, (which is now called Professional Secretaries International) is to "bring recognition to secretaries for their vital role in business."

Janice Morrow a secretary in the management office at Livonia Mall pondered her choices for the perfect Secretary's Day gift.

"Well, it's always nice when the boss gives me a mall gift certificate," she said. "That way I can pick out something I need, or treat myself to something fun."

Sandy Glick, secretary to the Executive Newspapers' advertising department agreed, and offered additional suggestions.

"Gift certificates to a restaurant or shop are a great idea and appreciated," she said. "But I also like flowers, perfume, good books, a gift certificate for a massage, manicure, pedicure, facial etc. I know these are personal items, but that's what I know these are personal items, but that's what I want such personal gifts. An office should know its secretary and give gifts that suit that person."

**Dissenting views**  
Diane Kratz, a secretary at the General Motors Tech Center in Warren offered an alternative viewpoint.

"I took an informal poll of our secretaries and found that most of us don't like the idea of Secretary's Day. We don't like the gifts. All employees are important to a company. Why just sing out the secretaries?"

For traditionalists, Gedra Choccolatier has boxed assortments (the classic gold Ballotin boxes have a special Secretary's Week ribbon), The Coach Store has leather organizers, wallets and tote cases, and just about everyone has coffee mugs, pen sets and picture frames.

"And remember: Better call ahead for lunch reservations on Wednesday — so many offices treat their secretaries to an appreciation meal that the lines are long!"

— Susan DeMaggio

## Retail career night: focuses on business



BY SUSAN DeMAGGIO  
STAFF WRITER

There's a lot more to a career in retail than scanning charge cards, saying "Have A Nice Day," and counting the cash drawer at the end of each day.

Sometimes you get to meet the President of the United States, sometimes you get to travel to Japan, and sometimes you can take a store from \$800,000 to \$5 million in just one year.

Those were just a few of the messages retail professionals related to Madonna University merchandising management students last week during a career night co-sponsored by the Livonia Marriott and Laurel Park Place.

"The retail job market in this area has never been better because major players like Parisian, Nordstrom, Neiman Marcus and Home Depot, have discovered Detroit, noting we have lots of people with lots of money to spend here," Kathleen Richards, director of merchandising management at Madonna, told the gathering.

"And retail jobs will increase when the Somerset Collection (North) opens in August adding 150 new jobs. Many experienced retailers will jump over to Somerset, creating many new openings all over town for buyers, department managers and sales associates.

"The retail industry will always need people," she added. "No matter how automated we get, computers can't buy merchandise at market-

place or manage and motivate a sales force."

Guest speakers included Michelle Antinuzzi, a fashion buyer at Gantco; Kristen Konden, an area manager at Jacobson's; Renee Blaszkowski district manager for Ann Taylor; Tina Spencer department manager at Parisian; and Susan Azar, marketing director at Laurel Park Place.

Antinuzzi kicked-off her presentation with a video of Gantco's recent awards banquet/fashion show.

"I'm happy to report that Gantco, which has been in Chapter 11, just posted its second profitable year with 1995 sales up three times over 1994," she said. "We started as a hosiery company in Grand Rapids in 1932 during the Depression, went public in 1987, and now under the founder's son Theodore Gantco, we've got 113 stores in 23 states, and five outlet boutiques."

Antinuzzi discussed her duties as buyer of accessories, gifts and handbags. She explained the nuances of shopping the wholesale marketplaces in New York, Chicago and Los Angeles, negotiating prices with vendors, arranging delivery dates, and all the headaches that come from merchandise that arrives in the wrong size, color or damaged.

She described 50 to 60-hour work weeks and the risky business of markdowns. She said Gantco owed its turn around to a focus on the midty and junior customer — and finding the right clothing at the right price.

See CAREERS, 11A

## April Shower Power



Singing in the rain: Oh sure, the telescopic tote umbrellas are great, but check out these better bumbershoots! The Warner Bros. Studio Stores have cartoon favorites to help you duck the drizzle, \$20; The DIA Museum Shops have blue skies to look upon, \$46; and Sharper Image presents the Gustbuster, \$35.



Sales lessons: The Detroit area is becoming a Midwest shopping capital with most national retailers struggling to gain a foothold here said Kathleen Richard, director of the Merchandising Management program at Madonna University.

## Saks' fashions star at Red Ribbon Ball

The third annual Red Ribbon Ball to benefit Wellness House, an independent, privately run Detroit organization which provides basic necessities to people living with the HIV disease, takes place at the Somerset Collection in Troy, Saturday, April 27 at 7:30 p.m.

Local media celebrity Marilyn Turner is chairing the event. Honorary chairpersons, expected to attend, include Detroit Mayor Dennis Archer and owner and publisher of POZ magazine Sean Strub.

Saks Fifth Avenue will present a full-production runway show, featuring the best of the Spring 1996 Designer Salon, designer sportswear, swimwear and evening wear collections. The show will be the focus of the evening's entertainment, and will include 20 professional models and 80-100 outfits.

Also sponsoring the event are 17 of the area's top restaurants whose renowned chefs will serve guests a strolling supper. Music for listening and dancing will also be a part of the evening's festivities.

Attire for the event is optional black tie. Patron tickets are \$100 and Benefactors, \$150, available through the Wellness House (313) 614-3317.

Tickets of 10 may be purchased and seating at banquet rounds will be

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provided for all benefactors, as well as preferred seating for the fashion show. Cabaret-style seating will be provided for all patrons.

Steering Committee Members include: Rosette and Roger Aljunt, Honorable Trudy Dun Combe Archer, Marie and Tom Brigstock, Maddie and Sidney Forbes, Bettina and Donald Gregg, John Kelly, Annette and John Kolon, Mado and Kim Lie, Cheryl and David Lindsay, Ken Malecki, Millic and Bob Pastor, Diane and Tom Schoenheit, Lorraine and Arthur Schultz, Judie and Roger Sherman, Sally and Allan Skoropa.

## ADDED ATTRACTIONS

Retailers are invited to submit news of upcoming events for Added Attractions. The deadline is the Wednesday before publication on Monday. Send facts to: Malls & Mainstreets, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009.

TUESDAY, APRIL 23

**INTERIOR DESIGNER CHAT**  
Hudson's presents "The Value of Working with an Interior Designer" starring Wanda Allen, ASID. Reservations required for the complimentary event. Northland, Eight Mile/Greenfield, Southfield. (810) 443-8130.

**SPRING CONCERT**  
Livonia Civic Chorus performs 7-7:30 p.m. Center Court, Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 482-1100.

**NOGSKY BUSINESS**  
Wolford representative Carol Fields visits Jacobson's 9:30 a.m. to 2 p.m. for customer service and consultations. 330 West Maple, Downtown Birmingham. (810) 644-9900.

WEDNESDAY, APRIL 24

**PROJECT HEALTH-0-BAMA**  
Low cost health coverings, upper level near JC Penney through April 25, 10 a.m. to 6 p.m. Participants must be 18 years or older. Oakland Mall, 14 Mile/John R. Troy. (810) 798-4366.

**JEWELRY SALE**  
Mail-wide jewelry store discounts through April 28. A free, silver heart-shaped box with jewelry purchases totaling \$100 or more at Customer Service Desk while quantities last. Wonderland Mall, Plymouth/Middlebelt, Livonia. (810) 644-8600.

THURSDAY, APRIL 25

**USED BOOK SALE**  
League of Women Voters annual sale, Montgomery Ward's court, 6-9 p.m.; On April 26 from 9 a.m. to 9 p.m.; On April 27 from 10 a.m. to 9 p.m. Wonderland Mall, Plymouth/Middlebelt, Livonia. (313) 522-4100.

**HOME AND GARDEN SHOW**  
25 vendors and exhibitors with the latest merchandise and services for home throughout the mall through April 25. Universal Mall, 12 Mile/Dequindre, Warren. (810) 751-3811.

FRIDAY, APRIL 26

**DESIGNER VISITS**  
Jacobson's hosts jewelry designer Sharon Meyer 10 a.m. to 4 p.m. Special orders and spring/summer collections. 330 West Maple, Downtown Birmingham. (810) 644-9900.

**VINTAGE SHOWS**  
Carmen Marc Volpert presents the collections of Carmen Marc Volpert April 26, 27 and 29, and the latest from Healer Egan for Judith Ann on April 30 and May 1. Crocker Mall, Orchard Lake/Maple, West Bloomfield. (810) 628-7470.

SATURDAY, APRIL 27

**FAMILY FUN**  
"The Land of Poochontes" a 20-minute original musical revue noon, 2 and 4 p.m. on stage near Crowley's. Complimentary. Also, at Sparty's Palace in the mall, meet Young Country 99.5 FM host Jyl Forsyth 10 a.m. to 1 p.m. She'll pass out bumper stickers T-shirts and tickets to upcoming events. Livonia Mall, Seven Mile/Middlebelt. (810) 478-1160.

**CREDIT COUNSELING**  
Free debt advice 10 a.m. to 5 p.m. in Center Court. Wonderland Mall, Seven Mile/Middlebelt, Livonia. (313) 522-1100.

**MAKUP PUPPET THEATER**  
Charlotia and David Fauman with their large Walk Around Puppets perform "The Monster That Ate Your Garden," 11 a.m. Complimentary. Borders, 30995 Orchard Lake, Farmington Hills. (810) 737-0110.

SUNDAY, APRIL 28

**LAW FAIR**  
Free legal advice for adults, noon to 5 p.m. Kids can visit crash test dummies, see how airbags work, meet crime fighting dog McGruff, police and rescue vehicles on display. Tel-Towers Mall, Telegraph/12 Mile, Southfield. (810) 353-4111.

**POETRY FOR CHILDREN**  
Storyteller Celia Goodman with poetry for ages 3-10 in Polish, Yiddish, Russian, Hebrew, French and German. 1 p.m. Complimentary. Borders, 30995 Orchard Lake, Farmington Hills. (810) 737-0110.