

# At the top

## Yessian Music hits it big with top song and expansion



STAFF PHOTO BY NIGEL LESTER

Saying hello: Brian Yessian of Yessian Music in Farmington Hills poses with Charlotte Church's CD, featuring the top hit "Just Wave Hello." Yessian handled much of the production work on the song.

BY RICHARD PEARL  
STAFF WRITER  
rpearl@ecce.homes.com.net

When Brian Yessian gets out to Hollywood this summer, he plans to do a lot more than "Just Wave Hello."

Yessian, whose Farmington Hills-based Yessian Music handled a lot of the production work on the current international pop hit song of that name, plans to open a west-coast branch in nearby Santa Monica, Calif., by June.

"In fact, we'll be out there (in mid-January) to scout potential sites," said the 23-year-old son of company founder Danny Yessian.

Brian says he'll have something extra to offer potential clients in highly competitive southern California. The services of "Just Say Hello" composer Danny Beckerman, who has been on Yessian's staff since last summer. Beckerman will be head composer there, Yessian said.

The reason for an office out west?

"We hope to diversify into film and recording labels," said Yessian, 23, whose father, a former handloader, founded the full-service music and audio production facility in 1971.

Brian said Yessian's competitors, the major New York and Chicago audio production firms, already have facilities in Califor-

nia and "We want to have a presence out there."

It should help Yessian in television commercials by making the Hills studio's services available to companies filming in California.

"When they need to do winter shoots and complete work on them," Yessian will be there, Brian said.

Since 1994, when Yessian Music added two new studios at 33117 Hamilton Court, Suite 175, the company's business has "tripled in growth," Brian said. Yessian now has a staff of 15, including engineers, five composers, sales representatives and support staff.

Among its most recent productions: The new "GM.com" commercial, which debuted Friday, Jan. 14. "We finished the music yesterday and it went on the air today," Brian said.

Yessian Music does "almost all" the Dodge and AirTouch Cellular commercials, Brian said. Other major clients include Chevrolet and Mazda.

But perhaps most exciting to Brian Yessian is "Just Wave Hello" and his company's involvement.

Originally written two years ago for Ford Motor Co. by Beckerman to celebrate the new Millennium as seen through Ford's eyes, it put the composer and the studio together when Ford brought Beckerman to Detroit from Australia after giving his

**"We finished the music yesterday and it went on the air today."**

Brian Yessian  
—Yessian Music

work the go-ahead.

It was at Yessian Music that Beckerman recorded more demos, refining the music.

After Charlotte Church, the 13-year-old opera prodigy, agreed not only to sing the song, but appear in the video, Beckerman recorded her in London, employing also the London Symphony Orchestra and a choir of 80 adults and 20 children from Australia.

Then Beckerman came back to Detroit to finish the mix at Yessian.

Since its worldwide airing as the Ford Millennium spot, "Just Wave Hello" has been released as the first track on Church's latest album. Most recently, it was a top-five single on the United Kingdom chart and in the Top 40 on the U.S. Billboard chart.

Yessian Music specializes in all facets of audio recording and musical production, including post-production music, commercial jingles, sound design and voice-overs.

In addition to national TV and radio commercials, the company also does documentaries, films, corporate videos and multimedia productions.

## Student suspended

BY STACY JENKINS  
STAFF WRITER  
sjenkins@ecce.homes.com.net

A 17-year-old Walled Lake Western student was suspended for 10 days, while district and police officials investigate an alleged assault on another boy during wrestling practice on Jan. 3.

### WALLED LAKE

The boy allegedly pushed a 16-year-old team mate into a drinking fountain in the hallway while they were running laps during practice, then pushed him into a wall, causing the victim to pass out. The boy also received a head injury that required stitches.

"Basically, it was a fight between two boys," said Lois Lange, district spokeswoman.

Lange said the district's police liaison officer, Det. Terry Long, is writing an incident report to turn over to the Oakland County Prosecutor's Office next week for possible criminal charges. Long declined to comment, but confirmed he is writing the report for prosecutors to review.

The school was closed for Christmas break during the incident, said Lange. The 17-year-old remains suspended while the district investigates the incident, but Lange said that is not the extent of the punishment. The boy may face expulsion once school authorities complete their investigation.

## Tax help offered to senior citizens

This year's Tax Counseling for the Elderly Program begins Feb. 1 and will continue through April 14.

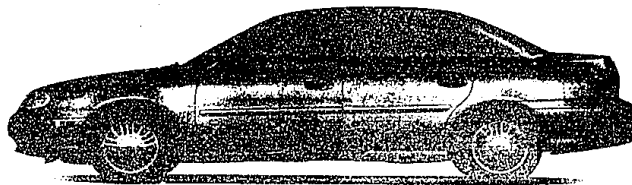
The purpose of the program is to provide free tax preparation service to taxpayers 60 years of age and older, of low or moderate income, who live in the Farmington/Farmington Hills area. Both federal and state tax returns are prepared.

Facilities are made available by the downtown Farmington library branch and the William Costick Activities Center, Farmington Hills.

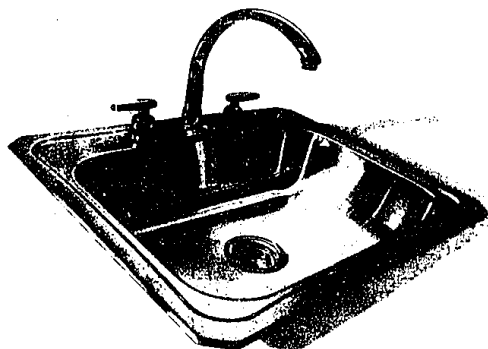
Counseling will be available on the following dates:

**Farmington Hills Senior Center** - 10:30 a.m. and 2:30 p.m. every Tuesday starting Feb. 1 through April 11.

**Farmington City Library** - noon and 3 p.m. every Friday starting Feb. 4 through April 14.



Everything but.



As low as  
**\*209 a Month\***  
36-Month Lease  
\*1,400 Down Payment  
\*209 1st Month Payment  
\*225 Security Deposit  
\*1,834 Due at Lease Signing  
(Tax, title, license and registration are extra.)

GM\* Employees  
**\*199 a Month\***  
36-Month Lease  
\*725 Down Payment  
\*199 1st Month Payment  
\*225 Security Deposit  
\*1,149 Due at Lease Signing  
(Tax, title, license and registration are extra.)

Chances are — if you want it, Malibu's got it. It's the lowest-priced car with standard V6, automatic, air conditioning and ABS.\* Chevy Malibu. Standards you can depend on.



SEE YOUR CHEVROLET® DEALER.

\*Example based on survey. Each dealer sets its own price. Your payments may vary. Malibu payments are for 2000 Malibu with MSRP of \$17,215; 36 monthly payments total \$7,524. Option to purchase at lease end for an amount to be determined at lease signing. GMAC must approve lease. Available only to residents of MI, MN, WI and select counties in IL, IN, IA, KY, MO, NE, NY, ND, OH, PA, SD and WV. You must take retail delivery from participating dealer stock by 4/30/00. Mileage charge of \$20/mile over 36,000 miles. Lessee pays for maintenance, repair and excess wear. If lease terminates early, lessee is liable for all unpaid monthly payments. Payments may be higher in some states. Not available with customer cash offers.

†Available only to qualifying GM Employees and eligible family members who are residents of MI, MN, WI and select counties in IL, IN, IA, KY, MO, NE, NY, ND, OH, PA, SD and WV. Malibu payments are for 2000 Chevrolet Malibu with MSRP of \$17,215; 36 monthly payments total \$7,164. Option to purchase at lease end for an amount to be determined at lease signing. GMAC must approve lease. You must take retail delivery from participating dealer stock by 4/30/00. Mileage charge of \$20/mile over 36,000 miles. Lessee pays for maintenance, repair and excess wear. If lease terminates early, lessee is liable for all unpaid monthly payments. Payments may be higher in some states. Not available with customer cash offers. All current GM-S program rules and restrictions apply.

\*\*Based on MSRP comparisons. Level of equipment varies. Malibu is a registered trademark and Chevy is a trademark of the GM Corp. ©2000 GM Corp. Buckle up, America! 1-800-950-2438 or www.chevrolet.com/malibu