

# O&E names new circulation director



**LeeAnn Mitchell** has been named director of circulation at the Observer & Eccentric Newspapers. She replaces Ron Shamina who was named publisher/general manager of the Mirror Newspapers in Royal Oak.

A native of Brooklyn, Iowa, Mitchell brings more than 20 years of marketing and circulation experience at newspapers throughout the country.

"I'm prepared and eager to take on the challenges in the O&E market," said Mitchell, adding that customer service is among her top priorities.

Mitchell most recently worked at DFW Community Newspapers in Dallas, Texas, as the circulation director for a daily newspaper and 14 weekly publications.

"Her years of experience in circulation and marketing will be instrumental in helping the O&E meet the changing demands of the market," said Peter Neill, vice president and general manager of the Observer & Eccentric Newspapers.

"LeeAnn's expertise and level of professionalism in circulation and customer service will benefit both readers and advertisers," added Neill.

Mitchell's expertise includes weekly and daily newspapers. At Pioneer Press, a group of 48 weekly newspapers in suburban Chicago, Mitchell worked in a variety of managerial and executive positions including promotion manager, marketing services manager, a general manager, advertising manager and group publisher.

She was promoted to corporate circulation sales direc-

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**Peter Neill**  
O&E VP and general manager

tor where she coordinated sales activities for the Chicago Sun-Times and other Hollinger holdings in the Chicago area.

Mitchell joined the European and Pacific Stars and Stripes, where she was the advertising and marketing director and helped set up the newspaper's first U.S. based sales office in Washington, D.C.

She played an integral part in the consolidation of the two newspapers.

At Montgomery Newspapers in suburban Philadelphia, Mitchell was the marketing and circulation director where among other duties she administered the annual Baby & Toddler Expo which was attended by thousands of parents in a five-state region.

Mitchell began her career in circulation with Gannett's Idaho Statesman. She has worked for the Boulder (CO) Daily Camera, USA Today's Denver market, and the Longmont (CO) Times Call, and the Santa Barbara (CA) News-Press.

A graduate of the University of Arizona, Mitchell holds a bachelor of science degree in public administration.

# Council talks about corralling cart offenders

**BY PAUL B. PACE**  
STAFF WRITER

Europeans know how to come up with ways to make people return shopping carts to proper receptacles.

So why can't folks around here figure it out?

That was the question posed by Farmington Hills City Councilman Jerry Ellis at a recent goals session meeting.

Ellis said he wanted to discuss the possibility of enacting an ordinance whereby people could be fined for not returning their shopping carts to the store, or at

the least a cart corral. "If you notice all the stores, there's carts resting up on people's cars," he said. "I have to park 20 miles from the store to keep it from hitting my car. All I want is for them to return their carts."

He suggested area seniors who volunteer their time to write handicap parking tickets could also give tickets to disrespectful shopping cart users.

Other council members joked with Ellis about how tough it can sometimes be for a single parent to return a cart with several children in tow.

Councilwoman Vicki Barnett said in Europe, many stores have a system that requires customers to make a deposit on a cart. If the cart is not returned to the store, the person forgoes the deposit money, usually around \$1.

City Manager Steve Brock said as far as enforcing such an ordinance, it might make the senior

volunteers uncomfortable to challenge a person with a ticket face-to-face.

"I'm sure these seniors would prefer not to be confrontational," he said.

Councilman Barry Bricker said "It would be a nightmare to enforce."

Ellis agreed, after some good-natured kidding by council members about the issue, that errant carts is a pet-peeve with him.

"All you're trying to do (with the idea) is change people's patterns," he said.

# Friends of Rouge holds five-course benefit dinner

An elegant five-course dinner featuring wild game and hand-rolled cigars will be the highlight of a March 4 fund-raising event to support the educational programs of Friends of the Rouge, a non-profit environmental organization.

The event will also include a silent auction featuring sports memorabilia, wildlife art and

local treasures. Tickets are \$125 each and can be purchased by calling (313)792-9900 or by going to the Friends of the Rouge web site at www.therouge.org and following the instructions at the Current Events icon. The deadline for purchasing tickets is Feb. 26. The dinner will be held at Meriwether's Restaurant in

Southfield and will be prepared by executive chef Matthew Barkach. Meriwether's, a Chuck Muer restaurant, is at 25485 Telegraph Road, just north of 10 Mile Road. Smokers Only of Allen Park and CAO will provide cigars. Non-smoking rooms will be available. The event will raise funds to support the organization's

school and community-based environmental education programs. These include the annual Rouge Rescue/River Day, the school-based Rouge Education Project and the Public Involvement projects (Frog and Toad Survey, Storm Drain Stenciling, Volunteer Benthic Sampling and the Information Outreach program.

## OBITUARIES

**James L. Cramer**  
Services for James L. Cramer, 57, of Farmington Hills, were held Feb. 8 at Heeney-Sundquist Funeral Home in Farmington.

Mr. Cramer was born July 21, 1945 in Detroit and died Feb. 5, 2003 in Farmington Hills. He was a computer technician.

He is survived by his wife, Linda; son, James (Jackie Sinelli); daughter, Mindy (Justin Roberts) Cramer; and grandchildren, Bailey, Chris, Jacob and Jaden. Memorial contributions may be made to the American Diabetes Association.

**Gladys T. Machesney**  
Visitation for Gladys Theresa Machesney, 94, of Farmington Hills, will be held 3-8 p.m. Thursday, Feb. 13 at Heeney-Sundquist Funeral Home in Farmington.

Mrs. Machesney was born Jan. 20, 1909 in Woolrich, England and died Feb. 6, 2003 at Botsford Hospital in Farmington Hills.

She is survived by her son, Spencer (Patricia); sister-in-law, Marion Bierworth; six grandchildren; and 13 great-grandchildren. She is preceded in death by her husband, George.

**Freda R. Swanson**  
Services for Freda Ruth Swanson, 81, of Redford were held Feb. 8 at Nardin Park United Methodist Church in Farmington Hills, with the Rev. Benjamin Bohnsack officiating. Mrs. Swanson was born Feb. 11, 1921, in Cartage, S.D., and died Feb. 5, 2003 in Redford. She was a member of Nardin Park United Methodist Church in Farmington Hills.

She is survived by her daughters, Barbara Donahue and Lois Hutchinson; brother, Dale (Sue) Henning; and grandchildren, Matthew, Kelsey and Dale. She is preceded in death by her husband, Herbert, and son, Robert. Memorial tributes may be made to Nardin Park United Methodist Church. Arrangements were made by Heeney-Sundquist Funeral Home, Farmington.

**Rev. Douglas K. Thompson**  
Services for the Rev. Douglas Thompson, 54, of Westland were held Jan. 31 in St. Paul Lutheran Church in Farmington Hills with the Rev. John Meyer officiating. Burial followed at Glen Eden Memorial Park in Livonia.

Rev. Thompson was born May 24, 1948, in Toledo, Ohio, and died Jan. 28, 2003, in Livonia. He earned his BA from Michigan State University in 1972, and his Masters of Divinity at Ft. Wayne Lutheran Seminary, Ft. Wayne, Ind.

Rev. Thompson was ordained June 26, 1977. He was Pastor of St. John Lutheran Church, Burr Oak, Mich.; Pastor of Emmanuel Lutheran Church, Dearborn and then Senior Pastor; Pastor at Salem National Church in Westland; and most recently was Pastor Emeritus of St. Paul Lutheran Church, Farmington Hills.

Other positions include the Lutheran Layman's League and member of Glen Eden Memorial Park, Livonia, Board of Directors.

He is survived by his wife, Madeline; daughter, Heidi Fowler; and grandchildren, Katherine Fowler and John

Fowler. Memorial contributions may be made to "For the Sake of the Church" (a foundation for the continuation of Lutheran Higher Education) c/o St. Paul Lutheran Church, 20805 Middlebelt Road, Farmington Hills, MI 48336 or to the Church. Arrangements were made by Heeney-Sundquist Funeral Home, Farmington.

**Dr. Richard S. Fedorowicz**  
Services for Dr. Richard S. Fedorowicz, of Farmington Hills, were held Feb. 1 at St. Coleman Catholic Church.

Dr. Fedorowicz was born in Detroit and died Jan. 27, 2003 in Farmington Hills. He practiced dentistry in Farmington Hills for over 30 years.

He is survived by his two sisters; and several nieces and nephews. He is preceded in death by his brother, Walter.

Arrangements made by McCabe Funeral Home in Farmington Hills.

**LaVerne E. Tawney**  
Private services were held for LaVerne Everett Tawney, 60, of Westland. Mr. Tawney was born Nov. 6, 1942 in Concord, Mich. and died Jan. 28, 2003 in Westland. He was a self-employed office machine repairman and a U.S. Army veteran.

He is survived by his son, Keith (Patricia); daughter, Maria (Mark) Cunningham; mother, Grace Smyth; brother, Terry (Patricia); sister, Cindy (Gorden) West; and grandchildren, Ryan, Michael, Anna and Catherine. Arrangements made by Thayer-Rock Funeral Home in Farmington.

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