



DEL BREGLER/STAFF PHOTOGRAPHER

Michael, Brian and their Dad Dan Yessian are in the jingle business.

Jingle leads to unexpected career

BY PAUL R. PACE
STAFF WRITER

While playing a wedding reception more than 30 years ago, musician Dan Yessian was asked by a guest if he had ever written ad jingles.

"Not having done any, I said, 'Yes,'" Yessian recalled with a smile.

That first ad jingle for a Traverse City bank was the start of an unexpected career in the commercial music business.

However, he discovered landing ad jobs wasn't always going to be as easy as that first one.

"I realized I had to hire people to sell my stuff," Yessian said. "As a musician, I'm more subdued."

While the name Yessian Music may not ring a bell for most people, the Farmington Hills-based company's work in radio and television commercials is something nearly everyone has heard.

Yessian has done "It's all inside" for J.C. Penney, "Think Ford First," for Ford Motor Co. and "Catch the Spirit, Spirit Airlines," for the airline, to name a few of its national spots.

It has also done international work, including the theme music for the Canadian Broadcasting Corp.'s coverage of the Winter Olympics.

The music house has been

a Farmington-area staple since the beginning, when the first studio opened next to a bait shop. Its modern office, with high-tech studio and mixing rooms, off 12-Mile Road, has been home for the past 13 years.

Yessian, president and executive creative director, has his two sons on board in the award-winning music company. Michael, 23, is vice president, studio manager and a composer. Brian, 26, is both played clarinet like their father and studied music in high school and college.

The family lives in Bloomfield Hills.

The two younger Yessians grew up in the business and both said it was always fun to visit dad on the job.

Dan has absolute faith in his sons carrying on the business to bigger and more exciting projects, including making more music for movies and television shows.

Yessian has even gained fame in the Guinness Book of World Records, supplying the music to the most-watched television commercial in the world, Ford Motor Co.'s International Anthem featuring Charlotte Church.

The song, titled *Just Wave Hello*, was broadcast during the New Year 2000.

Yessian Music has broadened its workload by opening

studios in New York and Los Angeles to be closer to the action.

And the family is happy to note they have recently welcomed renowned producer Gerard Smerck as an executive producer. He is known for producing and/or engineering music for such popular artists as Anita Baker, Celine Dion, Aretha Franklin and Shania Twain.

Michael said the house just finished the music for the *Terminator 3* movie trailer.

"We're looking to get into more feature work, like soundtracks," Brian said.

Despite having offices in New York and L.A., Dan said he prefers to keep the main office in Farmington Hills.

"There's a lot of great talent here," he said.

Michael said about 70 percent of the jingles and music they submit for consideration to an ad agency are chosen from among many competitors.

"We have a good success rate," he said.

Yessian has his own composers and sound engineers on staff.

Dan said music is the other half of a good piece of television or movies.

"It's 60 percent of it," he said. "Good scoring brings about the feelings."

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DEL BREGLER/STAFF PHOTOGRAPHER

Partners Ed Rosenbaum, Daryl Rollins, Dawn Reeves and Jim Otah are celebrating 50 years in business.

Accounting firm celebrates golden anniversary

BY PAUL R. PACE
STAFF WRITER

Rosenbaum, Rollins & Associates, P.C., an accounting firm located on Orchard Lake Road in Farmington Hills, is celebrating its 50th anniversary this year.

From its original founder, David Kelman, to its present-day managing partner, Edward Rosenbaum, the firm has remained substantially a family-owned business with an emphasis on providing quality professional services to individuals and businesses located in metro Detroit, said partner Daryl T. Rollins.

The firm spans three generations with David Kelman's name-sake, grandson David, as one on the newest CPAs on staff today.

Over the years, the elder David Kelman took in several new partners, changing the name of his firm as it grew

and gaining a reputation for quality work and excellent standards in the accounting profession.

Rosenbaum is David Kelman's son-in-law.

David Kelman died in 1972, but is still remembered for compassion and kindness to his clients and staff and for his dedication to any and all accounting and tax issues he dealt with on their behalf.

Incorporated in 1973, the firm first included David Kelman's cousin Paul and his son-in-law Edward Rosenbaum as partners.

Paul and Edward were joined by Manuel Levitsky and Rollins.

Rollins said the company focuses on helping small- to medium-size businesses with tax accounting needs and with business prospects.

He said the firm's three areas of specialty involve health care, real estate and

development and wholesale manufacturing.

"We have a client that is also in its third generation," said Rollins. The construction firm now does business in Houston, Texas, but still lets Rosenbaum, Rollins & Associates crunch the numbers.

Rollins said as the federal government continues to change tax laws on a regular basis, it will keep accounting firms like his in business for years to come.

He said the firm deals with about 600 individual clients and 175 companies. It also deals with about 150 trust returns a year at tax time.

"We're different in the sense that we're there for our clients when they need us," Rollins said. "I'll work nights and weekends."

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