

Auto show chairs plan for 2008

BY TONY BRUSCATO
STAFF WRITER

North American International Auto Show Co-chair Carl Galeana of Northville Township said the Detroit auto show is the culmination of a year-long effort that really begins the day after the previous show ends.

When this year's show is officially over on Monday, Jan. 22, it's really only the beginning for Galeana and senior Co-chair Bob Thibadeau, Jr.

"When this show is over, we'll literally start with our floor plan for next year," Galeana said. "Plus, we travel all over the world to other auto shows ... Shanghai, Beijing, Frankfurt, Paris, Tokyo, New York ... not only to get ideas, but to talk to manufacturers. We like to find out what's working, what they're doing at the other shows that we're not.

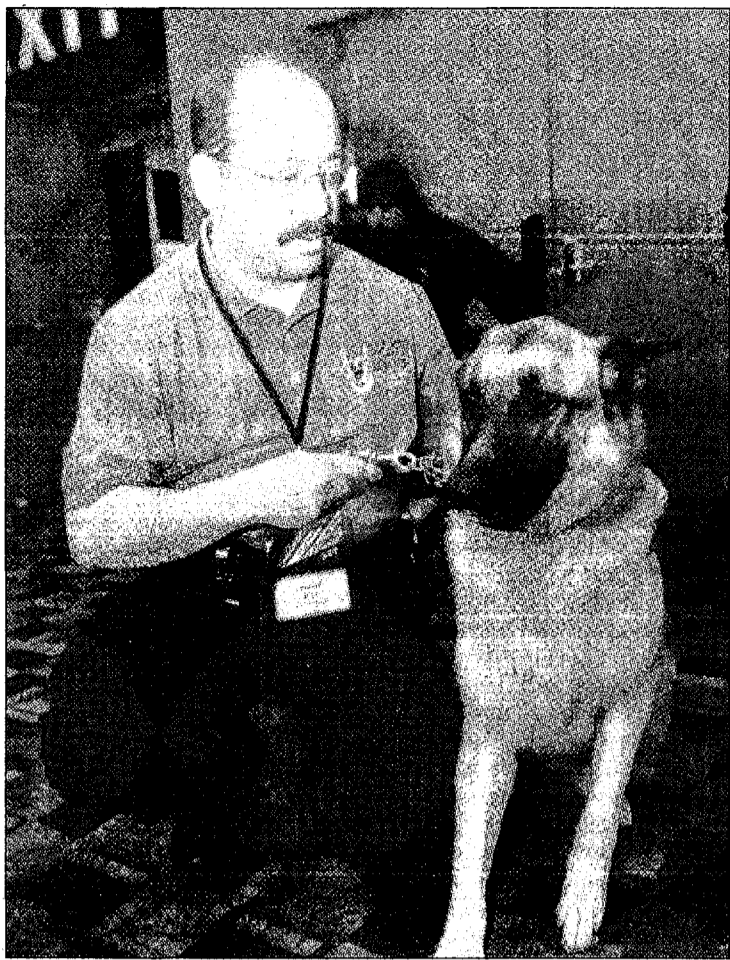
"Sometimes the best time to talk to the automotive manufacturers is at the other auto shows when we're not too busy," Galeana said. "We sit down and ask them what we can do to make their stay better because we want to continue to make this the best show there is."

For the second year, the Detroit auto show will have a Chinese car manufacturer displaying current models and a concept vehicle. Galeana said sooner, rather than later, the Chinese will be making a bigger impact at the Detroit car show.

"Let's face it, the Chinese are coming, and so are the Indians with Tata Motors," Galeana said. "The global share pie is getting smaller, and there's a lot of competition out there. We have to compete in a tight marketplace, and that makes for better competition and better products. We want to showcase everybody in the world."

Galeana admits showcasing more automakers will be difficult, especially if the 750,000-square-foot floor space at Cobo Center isn't expanded and refurbished.

"It's an absolute necessity," Galeana said. "It's a great building, but it's 1957 great.



JOHN STORMZAND | STAFF PHOTOGRAPHER

Farmington Hills resident and K9 officer Stuart Rich with his dog Nina await the signal to smell out bags at the entrance of the Detroit International Auto Show in Detroit at Cobo Hall.

SECURITY

FROM PAGE A1

Department. A dog handler for nearly 30 years, Rich and "my second wife," Nina, a 2-year-old German shepherd, work 12-hour days during the show and walk about 15 miles a day around Cobo Center searching for anything suspicious.

"We check every package that comes into the show," Rich said. "During the day, we walk around and the dogs will indicate if they hit on something we check out.

"It seems there's something every auto show," Rich said. "People get fatigued and set something down and forget where they put it, or they go to look at something and leave a package behind. In this day and age, we have to check out everything."

Berry said his security team is made up of Detroit police officers, law enforcement personnel from around Wayne County, Michigan State Police and federal partners like the

FBI, Drug Enforcement Agency, the U.S. Marshal's Office and Alcohol, Tobacco and Firearms.

Inspector Ellis Stafford, assistant division commander for the Michigan State Police Special Investigation Division in Livonia, said he has dozens of staff as part of the security team walking the auto show floor.

"They're especially trained in hostile surveillance detection," Stafford said. "Their job is to spot people who are more interested in security than they are in the show."

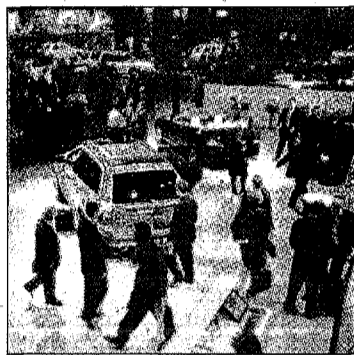
Berry said he's done his job if people who attend the show notice a security presence, and they feel safe while walking Cobo and the streets around it.

"The show is supposed to be about the cars and the people who come here to have a good time and enjoy it," Berry said. "We don't want an overwhelming show of security force because that scares people, too. People who come to the auto show need to have some knowledge that things are going on to provide a safe atmosphere."



PHOTOS BY JOHN STORMZAND | STAFF PHOTOGRAPHER

Fashion models and car models share space at every auto show. Here two models help accent the Ferrari display.



While thousands of visitors pour through Cobo Hall for the 2007 Detroit North American International Auto Show, organizers are already planning next year's show.

We need at least 300,000 more square feet to be on par with some other shows.

"What happens when Tata comes from India, and the other 13-14 real car companies from China want to come here?" Galeana quizzed. "Where are we going to put them?"

Thibadeau said it's obvious

domestic automakers — General Motors, Ford and Chrysler — are having "their issues," but he expects them to come out of it stronger companies, which he believes was indicated when GM won North American Car of the Year honors with the Saturn Aura and Truck of the Year with the Chevrolet Silverado.

"I think with General Motors' showing, it's obvious they have some very good products," Thibadeau said. "I think the other thing is they're going to have to continue to have a huge show to convince consumers they are for real."

With all the talk about the increasing number of alternative fuel concept vehicles introduced at the auto show, Thibadeau said he still believes the internal combustion engine will be around for years to come.

"We are going to see many variations of technology,

whether it be hybrid, electric or diesel, and there are positions for each of these technologies throughout the world that will make sense," Thibadeau said. "But, ultimately, the internal combustion engine will continue to be the driving force for all automobiles for many, many years. There is no silver bullet."

Galeana, who owns Van Dyke Dodge in Warren, Saturn of Lakeside in Macomb Township, as well as dealerships in South Carolina and Florida, said the Detroit show generally sparks an interest in new vehicle sales.

"The show has always been a great harboring of spring, and we get a nice kick-in about the middle of January," Galeana said. "That continues through February, then we get into the spring season. A lot of manufacturers give auto show rebates, and we get a big spin-off in sales."

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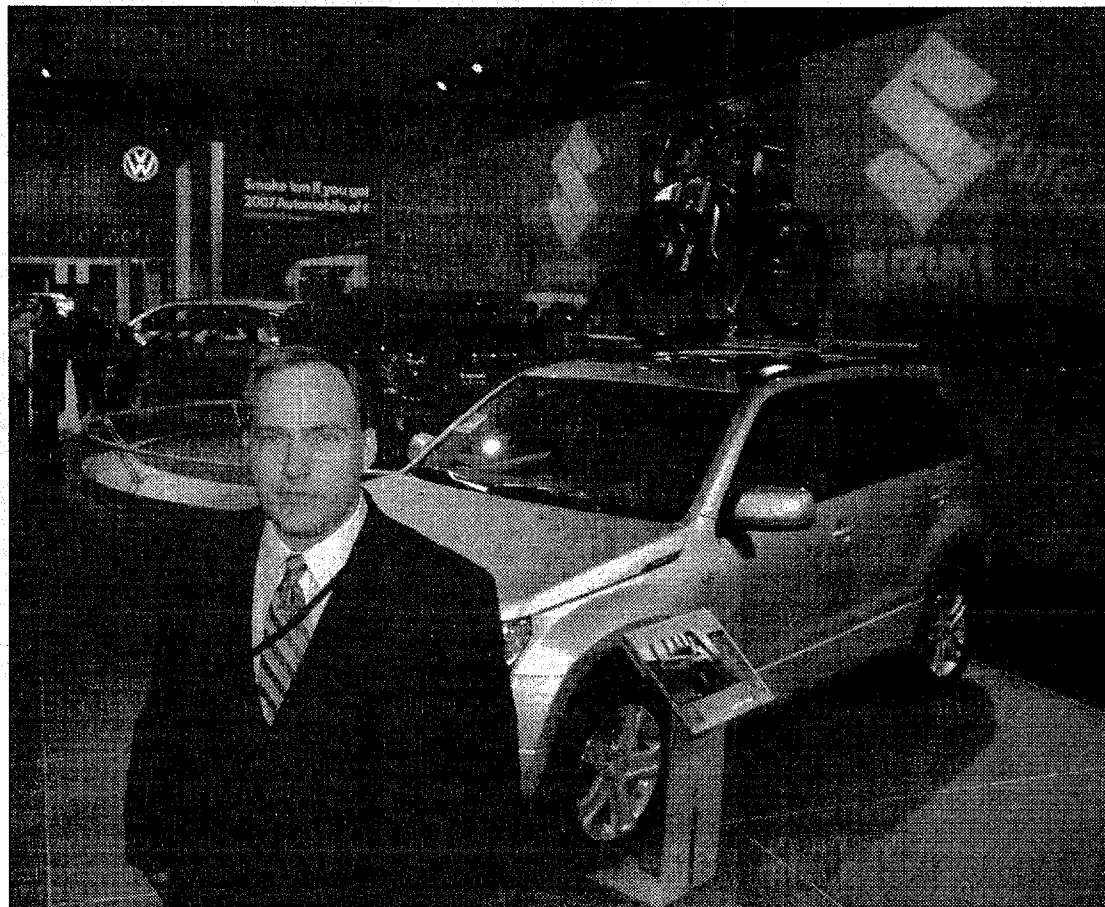
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Glitz and glamour

Local company helps jazz up auto show exhibits

BY TONY BRUSCATO
STAFF WRITER



JOHN STORMZAND | STAFF PHOTOGRAPHER

The North American International Auto Show in Detroit has more than cars and trucks. Michael Croke, vice president of PR Exhibit Works of Livonia stands in the midst of a display for Suzuki, which is one of his clients.

Visitors touring the exhibits during the weeklong public viewing of the North American International Auto Show at Cobo Center might not be able to tell, but some of the glitz and glamour displayed by manufacturers are the brainchild of creative designers at Exhibit Works.

The Livonia-based, worldwide strategic marketing company is providing support for 11 domestic and foreign automakers.

"It's stressful, but an interesting and fun kind of stress," admitted Michael Croke, vice president of West Coast sales, while being interviewed at the Mazda display, one of Exhibit Works' clients. "It's a challenge from a creative standpoint, but - in my opinion - we have the best designers in the business."

"We want to do something completely new and different, and find what kinds of materials will match the brands," he said. "We seem to come up with something that is pretty successful for most of our clients."

Exhibit Works, founded by Dominic Silvio in 1979, has grown to become an industry leader in the development of

marketing programs, with nearly \$170 million in sales. Exhibit Works has operations in Livonia, Chicago and

Los Angeles, employing more than 500 people at peak production. Last summer, the company opened its

first Asian operation in Shanghai, China, to work with its U.S., European and Asian clients who are moving

into a fast-building Chinese market.

"We've done business throughout the world, on every continent ... China, the Middle East, Europe," Croke said.

Exhibit Works teams are many times privy to some of the most well-kept secrets of the automakers they represent.

"We will sit down with their public relations and marketing divisions of the companies and manufacturers, and they will let us see vehicles they won't let others view," Croke said. "We need that information to look at different materials and what they are planning on doing, and how we're going to integrate, from a branding standpoint. A lot of our clients expect confidentiality, and that's something we guarantee them."

"It's actually a lot of fun," admitted Croke. "When we sit in on those meetings, a lot of time they'll ask our opinions on what direction they're going in, the advertising or the vehicles their coming out with. They really do see us as partners to help drive their sales."

Steve Hough, a creative director at the Livonia headquarters for 25 years, has helped create marketing campaigns for Ford Motor Co., Volkswagen and Porsche.

Hough, who grew up in Livonia and now lives in Northville, likes planning for the big stage - the Detroit auto show.

"It's where the action is, it's the big show," said Hough. "Our job is to make their marketing campaign and develop the three-dimensional display ... create an environment to showcase their products."

Hough said traveling to other auto shows, like those in Paris and Geneva, Switzerland, helps keep the creative juices flowing.

"We try to get out and see what's coming out in the world, see the pulse of the auto industry so we can be current," Hough said.

Croke said auto manufacturers spend from \$2-\$40 million on their exhibits for the Detroit show.

"It's a very large investment because it's an international auto show and in the back yard of the Big Three," Croke said. "It's extremely important from a marketing and sales standpoint for our clients."

"We want to help our partners drive their business and drive their sales," he said. "The quality has to be there. You have to be able to deliver what you promise."

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Plymouth songwriter will hit concert stage at Trinity House Theatre

Plymouth native Rachele Eve will be one of the six winning songwriters to share the stage at Trinity House Theatre in Livonia next month.

The concert, scheduled Saturday, Feb. 17, will feature the winners of the 2006 Great Lakes Songwriting Contest,

some of them appearing in Michigan for the first time. Also performing will be Jen Cass of Bay City, Whit Hill of Ann Arbor, Bruce Holmes of Chicago, Rachanee of Lansing, and Leo Clark of Burnsville, Minn.

Rachele Eve won with her

song "Lady in Black" from her debut recording, "Wishful Thinking." A Canton high school graduate, Eve was the youngest winner in the contest, which drew about 500 entries from across the Great Lakes states and the Province of Ontario, Canada. Her winning

song explores a young woman's internal struggles with romantic rivalry.

Eve was still in high school when she joined Avenue, an established Detroit area band. The band went on to appear on the Fox News Morning Show and twice on the nationally syndicated Mitch Albom radio show. Now living in Chicago, Eve will return to Trinity House for a rare Detroit-area appearance.

The 2007 Great Lakes Songwriting Contest is currently open for entries until

April 14, 2007. The contest website, www.GreatLakesSongs.com, contains more information on the 2006 winners, the 2006 judges, and 2007 contest rules and entry forms.

Trinity House Theatre is located at 38840 W. Six Mile Road, just west of I-275, in Livonia. The concert starts at 8 p.m. Tickets will be \$12 at the door. For directions and to reserve tickets, call the theater at (734) 464-6302 or consult the theater website at www.TrinityHouse.org.



Plymouth native Rachele Eve, who now lives in Chicago, will be on stage for a concert in Livonia next month.

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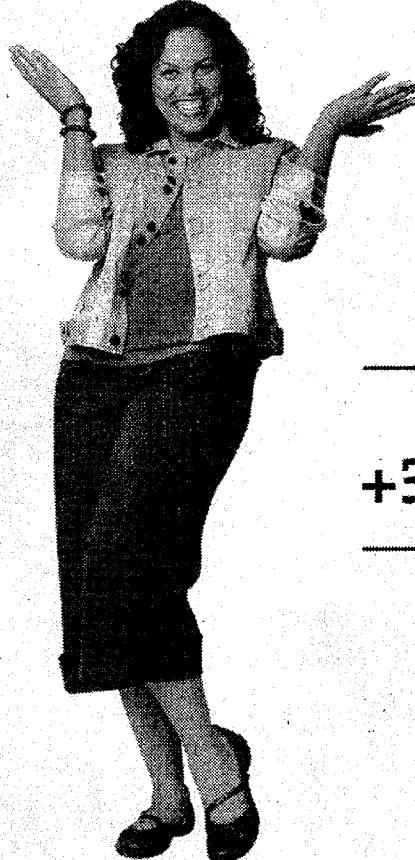
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Local troop helps get cookies to men, women serving country

BY BRAD KADRICH
STAFF WRITER

Girl scouts for years have used the early months of the year to make sure friends, family, neighbors and grocery store patrons get as many chances as possible to take advantage of that annual delight known as Girl Scout Cookies.

This year, the Girl Scouts of the Huron Valley Council, which includes troops in the Plymouth-Canton area, have partnered with the VFW to make sure troops serving overseas get the same opportunity.

The Cookie Share Program allows people to make donations to the Girl Scouts, which will then be turned into boxes of cookies being shipped overseas, with the Council paying the cost of the shipping.

Lisa Kordie, who leads Troop 66 at Farrand Elementary School in Plymouth Township, thinks the new program is a great one.

"It's great for our girls doing something for our troops," said Kordie, whose troop numbers some 15 girls. "At their age, they can't do a whole lot, and this is an opportunity for them to do something for the men and women who are fighting for our country."

Cookie Share cookies can be purchased in a couple of ways. You can just flag down one of the scouts and order them as if you were ordering regular cookies, or you can mail a check, made out to Troop 66, for \$3.50 per box you wish sent overseas. Send the check to 15411 Park Lane, Plymouth, MI 48170.

Deadline for Cookie Share, and for all cookie purchases, for that matter, is Jan. 28.

Between now and then Girl Scouts, including those in Troop 66, will be peddling their wares in neighborhoods, to friends and families. They'll also set up booths at places like grocery stores, but that won't happen until after cookie delivery in March.

The troop is scheduled to be outside Busch's grocery store at 5 Mile and Sheldon 4-8 p.m. Friday, March 9; at Hiller's market 9 a.m. to 5 p.m. Sunday, March 11; and at the Kroger at Ann Arbor Road and Sheldon noon to 4 p.m. Sunday, March 18.

Until then, they're left to their own devices. The troop has a goal of some 105 boxes per girl, or nearly 1,600 boxes of cookies.

"Getting to your goal is the hard part," said troop member Julia Schwartz, whose personal goal is 500 boxes. "I'm going to

ask people I know, and then go in the neighborhood."

The cookie program, which Girl Scouts have been running for some 90 years, is designed to teach the scouts how to set goals, develop action plans to reach those goals, work together as a team and cultivate a sense of business ethics.

At \$3.50 per box, they're trying to raise money for things like Girl Scout Camp in

Frankenmuth and other scouting programs. In addition to the camp, the girls are trying to pay for field trips to places like the Detroit Institute of Arts.

"We're going to put it into a box so we can go on a field trip," said troop member Renee Kordie, the leader's daughter. "We want to go camping and horseback riding."

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Members of Troop 66 at Farrand Elementary in Plymouth Township. Katie Cooley, Alyssa Bucciarelli, Sydney Schultz, Alison Duda, Kaitlin Smith, Alayna Schwartz, Makayla Scott, Makenzie Scott, Ryleigh Eaton, Shelby Weeg, Julia Schwartz, Angela Hayes and Renee Kordie - hope to sell some 1,500 boxes of cookies among them.

BILL BRESLER | STAFF PHOTOGRAPHER

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BOARD

FROM PAGE A1

currently constituted, township policy would not cover Maycock's wife if he dies before he retires.

The Plymouth Township Board of Trustees, in discussing making an exception in Maycock's case, was decidedly split on the notion.

"It's a way to keep a 35-year employee and all his experience and expertise," said Supervisor Richard Reaume, noting the exact same accommodations were made for Groth to keep him in the job awhile longer. "It would provide their loved ones with security."

Other trustees worried about the cost of covering a spouse for life in the event the employee dies before earning the benefits.

"I think it's a potentially expensive slippery slope," trustee Bob Doroshewitz said. "If we do it here, we have to do it for everyone."

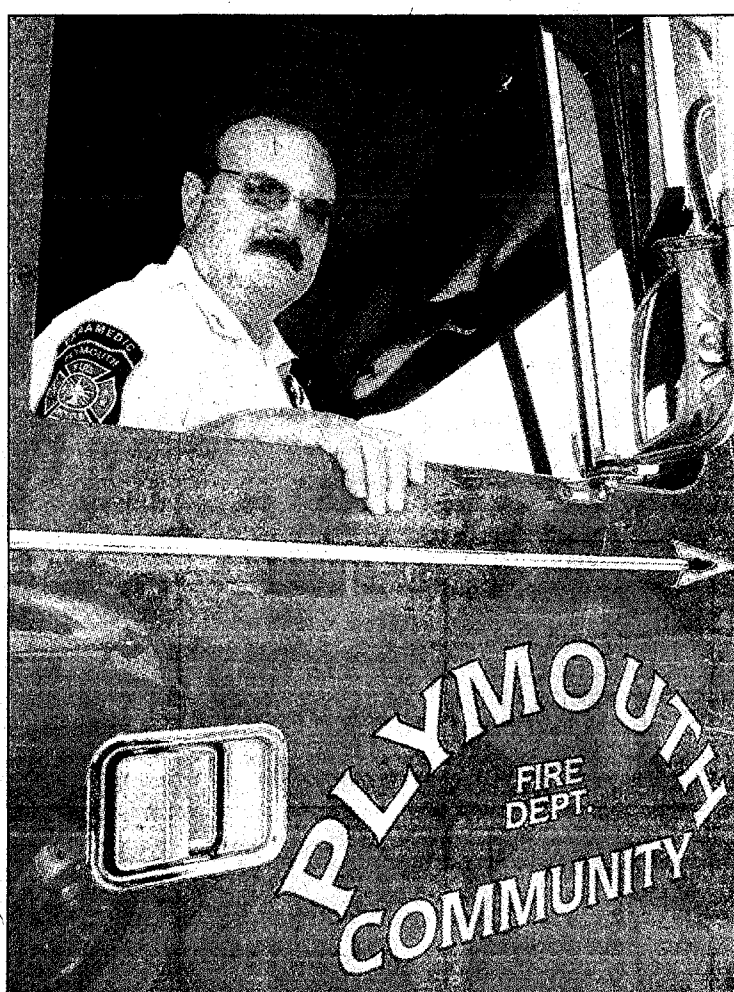
Trustee Steve Mann, who was the supervisor when Groth retired, said the township shouldn't get into the business of altering retirement benefits, no matter how valuable the employee.

"You have to take the emotion out of it," Mann said. "To speak against it you sound cold, but I don't think, as a policy, this is a good idea. I'd like (Maycock) to stay, but I don't think we should be offering something like this to make it happen."

The township board tabled the discussion while it looks at other options and has the policy reviewed by its labor attorney. Maycock said he'll wait to see how they handle it before he decides what to do.

"I'll wait for them to decide what they're going to do," he said. "(But) I told (township officials) they can't just do it for Randy Maycock. (Mann) is right; you have to take the person out of it and do it for everyone."

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JIM JAGDFELD | STAFF PHOTOGRAPHER

Fire chief Randy Maycock was named chief in July 2004 and retires at the end of the month after nearly 28 years in the department.

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'Aladdin' to feature dozens of local kids

Ever After Productions youth theater will present Disney's "Aladdin Jr." -- a production featuring dozen of local children -- Jan. 26-28 at the Village Theater at Cherry Hill.

Seventy kids from Canton, Plymouth and other local communities will team up for this stage adaptation of the Disney hit. Josh Kaufmann, 16, of Plymouth, and Dee Gross, 14, of Canton, will play the main characters of Aladdin and Jasmine. They will be joined by Ramon Razo, 17, of Garden City, who will play Genie.

The show will feature actors performing the Academy Award-winning score, with

songs including "A Whole New World" and "Friend Like Me."

Show times are 7 p.m., Jan. 26, 2 p.m. and 7 p.m., Jan. 27, and 2 p.m., Jan. 28. Tickets are \$12 for all seats and are available by phone at (734) 394-5460 or online at www.cantonmi.org/villagetheater. Special school shows will play Jan. 29 and Jan. 30 at 9:30 a.m.

Tickets for school groups are \$6 each, and must be purchased through the Village Theater Box Office at (734) 394-5460.

For more information, contact Ever After Productions at (734) 751-4887 or visit them online at www.everafterproductions.org.

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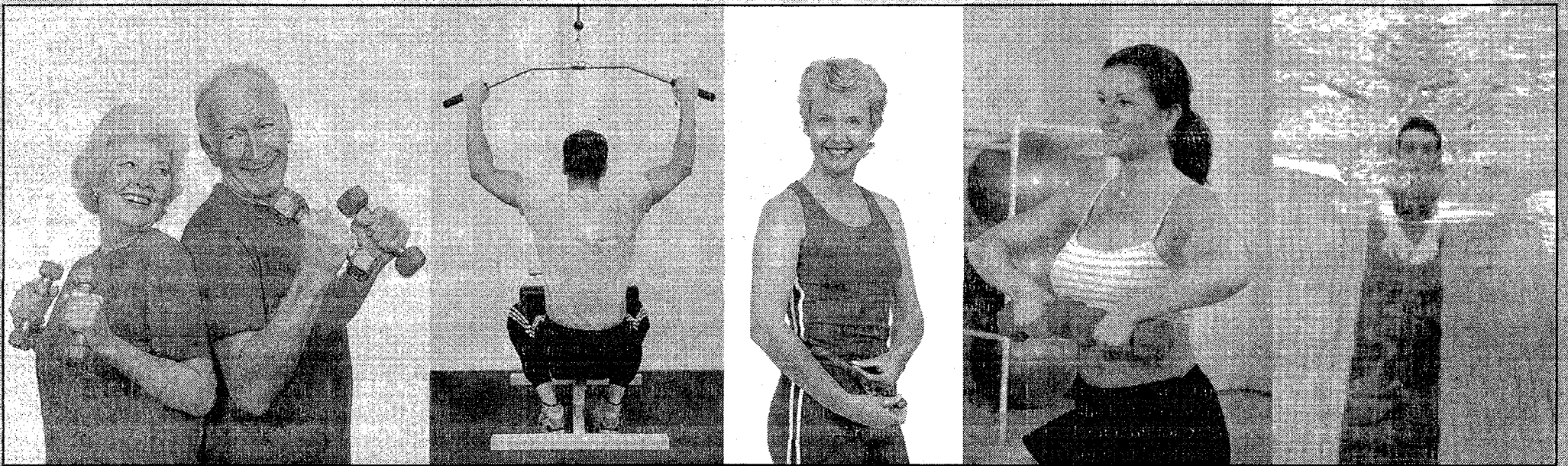
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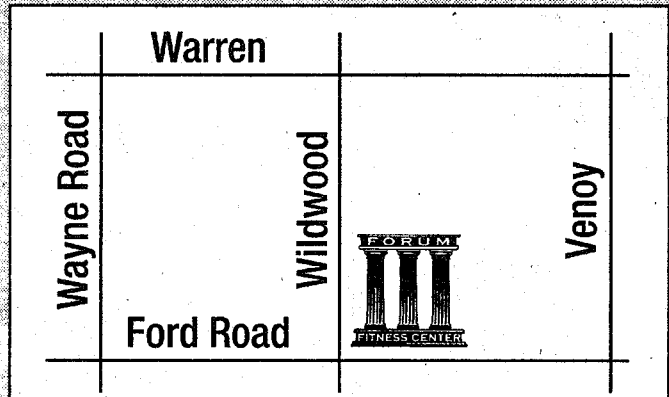
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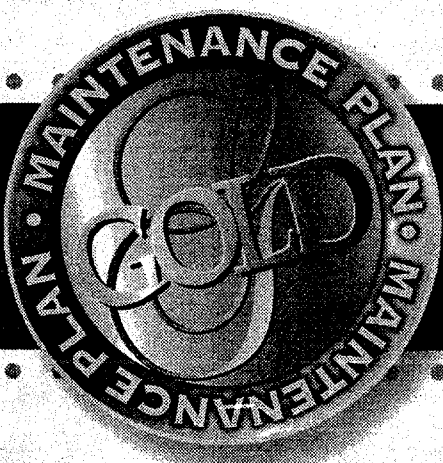
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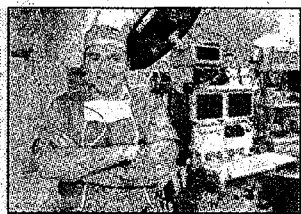


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Brad Kadrich, editor . (734) 459-2700 . bkadrich@hometownlife.com

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Tending to business in new year

A new year has arrived and presented us with all the hope and promise associated with a new beginning.

Well, some of us may have a positive outlook about the new year, but many Americans only wonder how they will drudge through one more year.

But this year does not have to be a total disappointment on the page of disappointed years past. There is hope and this year I want to offer up some tips that may provide bosses and business owners with a way to affect their bottom line and even give their employees a bonus when all is said and done.

It's been no great secret that our Michigan economy has left many of us a little bewildered with layoffs and cutbacks in almost every industry from auto to medical. Also, many jobs have left our great state, leaving many of us workers scrambling hopelessly.

However, even in the midst of this bleak picture, some businesses are doing more than surviving. They are thriving and the people that are working for them are reaping the benefits.

I want to take a page from one new business that graced our area with its presence last year: IKEA. At the top of the page for IKEA is "People First." Now, taking care of your workers and putting their needs first may sound old-fashioned and trite, but throughout history businesses that made it their business to do right by their workers have enjoyed great success, and IKEA has a



Bobbie Jones

Things such as unfair practices, office politics, secret keeping and favoritism, just to name a few, can cost business greatly, even though they have been a part of doing business for years.

glowing reputation in that department.

However, according to the Conference Board, a research group responsible for and best known for the Consumer Confidence Index and the Leading Economic Indicators, American workers in many jobs don't feel like they come first or are even cared about.

Throughout my work history, I have noticed many business practices that were quick killers of employee morale and which have sent companies on a downward spiral. Things such as unfair practices, office politics, secret keeping and favoritism, just to name a few, can cost business greatly, even though they have been a part of doing business for years.

This year, however, a new leaf is in order. I have a challenge for the bosses, business owners and managers out there. If your past history has been that of not being totally open with your employees, try turning that around and start sharing needed and necessary information. This will cut down on the gossip mill running rampant throughout your business.

Bosses, if you find yourself in a situation where you have to make a decision about a promotion, instead of feeling indebted to the guy that never makes it to work on time and you find him sleeping in the rest room but he is your best golf buddy, consider the dependable hard worker instead. You'll never know just how much a small change can make a big difference.

Managers, the next time you feel compelled to scold one of your employees for talking within a group — especially when you have just spent the last hour chatting it up about last night's *Survivor* episode — consider the fact the gathering you have just busted up may have been discussing the next big idea that could save the company millions.

Bottom line, in business there are many factors that affect the bottom line, not just the dollar. Understanding and incorporating all the aspects of business takes time, takes work and takes diligence. I have come across many business owners who have told me that good advice does no one any good if it's not heeded. So in this new year, let's heed some good advice, let's accept some new challenges and let's do our best to do right by all and maybe next year tending to business will be just a little easier.

Bobbie Jones is a resident of Belleville and a regular contributor to the *Observer*. She can be reached at WORKHARD36@aol.com.

Dogs strut their stuff



PHOTO BY SUSAN AND LENNAH

Brianne Cook (right) and her mother Ilene have entered their Golden Retriever, Asoro's Little Orphan Annie, in the Mid-Winter UKC Classic Dog Show. The Livonia residents have bred and shown Golden Retrievers for 15 years.

Midwinter dog show focuses on diversity, fun

BY LINDA ANN CHOMIN
STAFF WRITER

Visitors to the UKC Midwinter Classic Dog Show are in for a real treat Jan. 19-21, at Rock Financial Showplace in Novi. From 10 a.m. to 5 p.m. Friday-Sunday, more than 800 dogs will be strutting their stuff in the ring, competing in agility trials, terrier racing and flyball, and dancing with their owners during a benched show presented by the United Kennel Club (UKC).

Unlike the American Kennel Club shows at Cobo Hall which require professionals to handle dogs, UKC encourages owners

to develop a relationship with their furry family member through training then compete in a variety of categories and events. Established in 1898, the UKC is the largest all-breed performance-dog registry in the world with dogs registered in 50 states and 25 countries.

Tickets are \$25 per family, \$10 adults, \$7 seniors over age 64 and children age 11 and under. For a discount coupon, visit www.ukcdogs.com and click on midwinter show. For more information, call (269) 343-9020.

PLEASE SEE DOG SHOW, C3



Joyce Finney is bringing her eight-month old black and white Shih Tzu to the UKC show. The Plymouth woman has been breeding and showing the dogs 32 years.

Handbag auction raises money for St. Mary Mercy

Can a woman ever have too many handbags? The organizers of **Purse Power** hope not.

"Purse Power: Handbags with Heart" aims to bring together a collection of more than 75 purses for a creative charity auction event.

The purses, from formal evening bags to handcrafted totes, will be put up for bid 6-10 p.m. Thursday, Feb. 8, at Laurel Manor in Livonia, to benefit St. Mary Mercy Hospital.

Style icon Stacy London, host of "What Not To Wear" and a fashion correspondent for "Oprah," "Access Hollywood" and "Today," has donated a bag by Noir, with a metal panther detail and a double chain strap.

"It's VERY '70s," the fashion expert said.

Lisa Marie, host and creator of MetroChick radio which airs 8-9 a.m. Wednesdays on 690 AM, has donated a navy alligator Judith Leiber purse with gold accents. She said she was excited to be asked to participate in the auction.

PURSE POWER

When: 6-10 p.m. Thursday, Feb. 8
Where: Laurel Manor Events Center, Livonia
What: An ultra-stylish auction of fabulous handbags donated by local celebrities and retailers
Why: To benefit St. Mary Mercy Cardiovascular and Cancer Services
Tickets: \$50 per person; \$450 for a table of 10
Call: (734) 655-2759

Vascular Center, and a new Cancer Center to serve the community with state-of-the-art technology.

"St. Mary Mercy is pleased to present 'Purse Power' in support of advancements in cardiovascular and cancer services for our community," said Richard DeLoof, vice president, St. Mary Mercy Hospital Foundation. "Thanks to those who are supporting this program."

According to DeLoof, heart disease and stroke are the leading causes of death in Michigan, and St. Mary Mercy's expansion will provide leading-edge medical equipment and allow doctors to collaborate for comprehensive patient care.

The new facilities are set to open in phases this year.

Purses are currently being sought from local retailers and dignitaries, along with national celebrities. Purse donors receive signage at the charity event, as well as a spot for business cards or brochures. The deadline for purse donations is Jan. 17.

Sponsorship packages, including tickets, signage, promotion on Magic 105.1 and advertising in the *Observer & Eccentric Newspapers*, range from \$500-\$2,500.

Tickets to Purse Power are \$50 or \$450 for tables of 10. Admission includes hors d'oeuvres, a coffee and dessert bar, and a goodie bag.

A cash bar will feature special martinis created for the Purse Power auction.

Presented by St. Mary Mercy Hospital, Purse Power's presenting sponsors include the *Observer & Eccentric Newspapers*, Street Marketing, Magic 105.1, Laurel Manor and Sara Lee.

To donate a purse, contact Wendy Von Buskirk, (734) 953-2019, or Cathy Young, (734) 953-2155, at the *Observer & Eccentric Newspaper*. For tickets, call the Purse Power Hotline at (734) 655-2759.

For more information on the event, visit www.hometownlife.com and click on "Purse Power," and read more about the event online and in the *Observer & Eccentric Newspapers*.

For information about the hospital's new facilities, or to make a direct donation, contact the St. Mary Mercy Hospital Foundation, (734) 655-2980 or visit www.stmarymercy.org.

AROUND TOWN

Olivet scholarship
Olivet College is offering every high school in Michigan the ability to nominate two graduating seniors to receive the new Olivet College High School Guidance Counselor Scholarship.

School Guidance Counselor Scholarship program, contact the Office of Enrollment Management at (800) 456-7189 or e-mail admissions@olivetcollege.edu

Princess ball

The Northville Parks and Recreation Department hosts the Princess Ball 3-5 p.m. or 6-8 p.m. Saturday, Feb. 24, for girls ages 3 and older and their dads.

Waste to Watts

The Ann Arbor Hands-on Museum has

extended the Waste to Watts exhibition through summer of 2007 due to popular demand. Waste to Watts shows how new environmentally friendly technology can turn our trash into electricity.

Candyland Extravaganza

The Northville Parks and Recreation Department hosts the "Candyland Extravaganza" 1-4 p.m. Saturday, Jan. 27, for children 3- to 8-years-old.

VNA seeks volunteers

The Visiting Nurse Association of Southeast Michigan's hospice program needs compassionate volunteers to comfort and support patients at the end of life in Wayne, Oakland and Macomb counties.

Career development scholarship

The Wayne Business and Professional Women's Club is now accepting applications for a "Career Development Scholarship" to recognize and support women entering or re-entering the work force or seeking to advance their careers.

Genealogical societies

The Northville Genealogical Society hosts Cheryl Strathman, author of "Detroit Fire Fighters 1865-2005, A Pictorial History of the People," at their 2:30 p.m. meeting Sunday, Jan. 14, at



Swedish Christmas

The Jenny Lind Club of Michigan held its annual Christmas smorgasbord at the Swedish Club in Farmington Hills recently. As she has for the past 17 years, Redford resident Ebba Slomeana recited the Swedish Christmas poem, "The Tomten."

THE THEATRE ENSEMBLE PRESENTS SAME TIME NEXT YEAR BY BERNARD SLADE
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the Northville District Library. A computer genealogy class on "Family Tree Maker 2006: Trees" takes place at 1:15 p.m., prior to the regular meeting.

The Livingston County Genealogical Society meets with a help session at 6 p.m. and the meeting at 7 p.m.

Thursday, Feb. 1, at the Church of Jesus Christ of Latter Day Saints, 1041 W. Grand River in Howell. A panel discussion will be conducted on "Self Publishing Your Family History."

The Western Wayne County Genealogical Society meets 6:30 p.m. Monday, Jan. 15, at the Livonia Senior Center, 15218 Farmington Road in Livonia.

The 6:30 session is a video regarding a software program called "Gensmarts." Business meeting starts at 7:30 p.m., with a program to follow featuring guest speaker Bonnie Hilberer, whose talk will be titled, "Remember When?"

Card party/luncheon
Victoria Chapter #290, OES, Livonia Masonic Temple hosts a card party/luncheon noon-3 p.m. the second Tuesday of each month.

Victoria Chapter #290, OES, Livonia Masonic Temple hosts a card party/luncheon noon-3 p.m. the second Tuesday of each month. Admission is \$6; event features table prizes and door prizes. The temple is located at 27705 W. Seven Mile in Livonia.

Hospice training

Heartland Hospice is looking for caring and dedicated people with an interest in serving terminally ill patients and their families in Washtenaw, western Wayne, Monroe and Livingston counties.

Literacy Council tutors

The Community Literacy Council (CLC) is looking for volunteer tutors in Western Wayne County to help adults improve their reading, writing and communication skills. The CLC will provide training to interested volunteers.

Toastmasters meet

Do you have a fear of public speaking? Do you need to do presentations at work and don't know where to start? Or are you terrified of the thought of standing in front of a group of people to present that report?

Grief support

New Hope Center for Grief Support is a Christian-based bereavement outreach

and resource center located in Northville. Age appropriate groups for widows and widowers are provided in various locations in southeastern Michigan including groups for young widows and widowers and their children between the ages of 4 through the teen years.

CLUBS

Rotary A.M.

The Plymouth Rotary Club of Plymouth A.M. meets at 7 a.m. every Tuesday at the Plymouth Cultural Center, 525 Farmer. New members are always welcome.

Plymouth Newcomers

Plymouth Newcomers & Neighbors playgroups for children ages 0-5 meet several times during the week at member homes and occasional special events.

Fibromyalgia/Chronic Fatigue
The Great Lakes Fibromyalgia and Chronic Fatigue Syndrome Association will meet 1-3 p.m. on the first Thursday of each month at Merriman Road Baptist Church on Merriman south of Ford.

MOPS meet

MOPS (Mothers of Preschoolers) meets twice monthly from September-May, for moms and their children, newborn-kindergarten, at Lakepointe Bible Church in Plymouth.

Mosaic

MOSAIC is a group where Moms come together to be refreshed and equipped for the important task of mothering. It presents speakers on child and family issues, has small-group discussion time, crafts and brunch.

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DOG SHOW

FROM PAGE C1

LOTS TO SEE

"UKC registers close to 400 breeds. You're going to see breeds you won't see at the AKC - Alaskan Klee Kai, Irish red and white setters, Thai Ridgeback, white shepherd," said Michelle Morgan, director of performance events. "There will be dancing with dogs where the owner and dog perform to music, the Michigan-based Rock-N-Roll K-9's with owners and dogs doing juggling and their high energy relay and obstacle competitions (www.rocknrollk9s.com) - and mixed breed. The UKC has always recognized that all dogs should be trained and the more owners can do with their dogs the stronger the bond they'll develop. Since 1994, we've included mixed breed who are neutered or spayed to compete in agility, obedience, weight pull, dog sports, and in some cases terrier racing."

This is the first time Lord Parker of Parkman is competing so Philipa Sahiner is unsure of how he'll perform in the Family Obedience category. Generally, Parker is a little nervous about everything but then his Farmington Hills owner found the boxer-mix frozen to the ground under a bush at Parkman Elementary in Detroit where she teaches. Parker was only nine weeks old. Until finding the puppy, Sahiner had always owned purebred dogs and used to train Dobermans. "The dog has to lie down and be still while another dog passes by, then they switch over," said Sahiner. "He has to be able to walk on a leash, make about turns, go fast, go slow, left turns, and halt."

"He's 4 years old and this is his first foray into competition. I think it's wonderful they include mixed breeds. Dogs are dogs. I think it's fabulous that people have shows that they can enter and compete. It encourages people to rescue dogs and also get them spayed or neutered."

TIME TO TEACH

Joyce Finney is trying to teach Jofins Takit U, her 8-month-old black and white Shih Tzu, to walk on a leash for the puppy confirmation event. The Plymouth woman has been showing dogs 32 years. "We've been practicing. He's also going to the AKC show in March," said Finney, president of the Southeastern Michigan Shih Tzu Club. "I'm trying to keep his coat as beautiful as possible. It takes passion not to put him in a puppy cut, to have long flowing hair. It takes about one and one-half hours to wash, blow dry. As he matures, it's two to three hours."

Finney says an UKC show is a great starting place for those serious about showing dogs.

"UKC is kind of laid-back," said Finney. "The whole point system is different, not as formal. A lot of times an AKC show can be a little bit political if the handler is aware of the judges. With the UKC there's not the favoritism for the people. It's just the dog."

Politics aside, Brianne Cook says the UKC benched show is a good place to learn about different breeds of dogs if someone is thinking about purchasing a four-footed friend. Cook is more than happy to talk about the qualities of her golden retriever or the bull terrier she co-owns with breeder Cleo Parker.

Cook, a Livonia resident, and her mother Ilene, have bred and shown golden retrievers for 15 years. Asoro's Little Orphan Annie, a golden, will be 2 years old July 24. Nuance Nonchalance, the bull terrier (think Target dog) turns 1 year old on Jan. 18. Both will also compete at Cobo Hall in March.

MANY BREEDS

"If you're thinking about buying a puppy and want to talk the breeders, this is a great place to come as well as Cobo Hall," said Cook, a 24-year-old student at Schoolcraft College. "We have a lot of breeds that AKC doesn't have, some weird breeds you don't even know exist until you go to this show. The UKC show we get to educate the public."

Diana Updike doesn't understand why the AKC fails to recognize her white shepherds. The Livonia woman has been showing the dogs since 1981. She's preparing to bring Royal Von Tazs Pi Swirl (Kyla), age 2, and Royal Spasz Von Tazs (Pebbles), a 3-year-old Grand Champion to the midwinter show.

"I've always loved the look of shepherd," said Updike.

"They're always so regal-looking and have that glistening white coat and dark eyes. They're so stunning and versatile from obedience to agility and sheep herding."

Updike begins training her puppies at about four weeks of age.

"Training is critical for any dog," said Updike. "It gives a dog a chance to enjoy a bond with you and the focus alleviates some of the energy. White German shepherds are highly intelligent with a medium to high drive."

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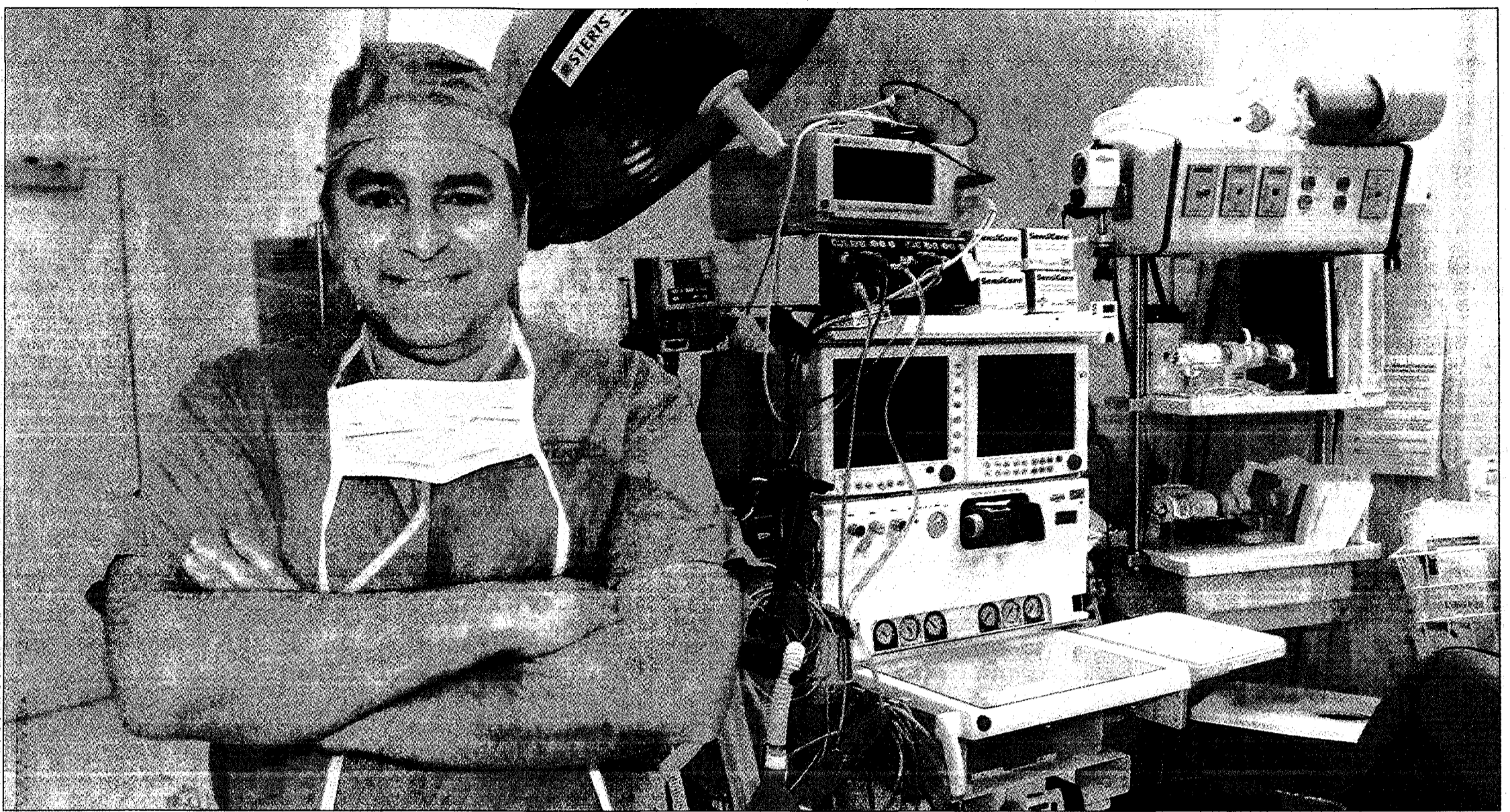
Lord Parker of Parkman (left) competes in the Family Obedience category. Owner Philipa Sahiner of Farmington Hills found the boxer-mix frozen to the ground under a bush at an elementary school in Detroit.

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ST. MARY MERCY HOSPITAL Presents Purse Power Handbags with Heart. What: Purse Power Auction. Where: Laurel Manor/Special Events Center. When: Thursday, February 8, 2007 - 6-10 p.m. Why: To raise funds for cardiovascular and cancer services at St. Mary Mercy Hospital. Tickets - \$50 each • Table of 10 - \$450. To purchase tickets, call St. Mary Mercy Hospital event hotline 734-655-2759. Ticket payment can be made by telephone with VISA, MASTERCARD, AMERICAN EXPRESS or DISCOVER. Join us for food, fun, libations and the auction of a wonderful selection of purses from local and metropolitan Detroit celebrities, boutiques, artists and retail stores. For sponsorship information, call or email: Jeannie Parent at 734-953-2177, jparent@hometownlife.com. Cathy Young at 734-953-2155, cyoung@oe.homecomm.net. THE Observer & Eccentric AND Mirror NEWSPAPERS HOMETOWNLIFE.COM. ST. MARY MERCY HOSPITAL. A MEMBER OF TRINITY HEALTH.

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Dr. Frank Fazzalari, a U-M heart surgeon, is proud of the Blood Conservation and Bloodless Medicine and Surgery Program at Crittenton Hospital in Rochester. Here, he stands in one of two heart surgical suites at Crittenton.

Blood conservation

Measures help prevent infections caused by transfusion

BY LINDA ANN CHOMIN
STAFF WRITER

Long before the University of Michigan Health System and the University of Rochester (N.Y.) released the latest study to link transfusions and an increased risk for infections, area hospitals instituted conservation measures to counter blood loss before, during and after open heart surgery.

While transfusions do save lives, women especially need to take note of the study which may explain why female bypass patients are more likely to die after surgery than men. Published in December's *American Heart Journal*, the research looked at the entire population of Medicare coronary artery bypass patients (9,218) in Michigan during a period of one year. After taking into account factors such as urgency of surgery, patients who received donor blood transfusions were five times more likely to die within 100 days of surgery. Of those, 9 percent were women, 6 percent men.

"Women were more likely to get a transfusion because of (naturally) lower hemoglobin levels," said Mary Rogers, Ph.D., research director of the Patient Safety Enhancement Program of the U-M Health System. "If you just look at people who used their own blood, they had about the same risk as those who didn't have transfusions."

Research has shown for years that transfusions suppress the immune system. The knowledge has led heart sur-

geons to initiate a search for alternatives to donor blood transfusions in particular. Pre-donating is just one of the measures a bypass patient can take to avoid donor transfusions. Even though a brief survey of hospitals revealed 70 percent of bypass patients do not require transfusions during surgery, some experts recommend asking questions about the heart surgeon's blood conservation policies beforehand.

Crittenton Hospital Medical Center in Rochester is one of only two Michigan hospitals offering an adult Blood Conservation and Bloodless Medicine and Surgery Program, but many area hospitals have implemented the same strategies. Even though

Mary Rogers, Ph.D.

Crittenton established its program in 2003 to meet the needs of Jehovah's Witness patients (who refuse all types of transfusions), other patients have benefited as well. From the time of registration to post-surgery, blood conservation procedures involve staff throughout the hospital.

Cindy Kinker, a registered nurse and coordinator for the program, evaluates patients, reviewing their history including medications, aspirin or herbs which could cause bleeding. She can suggest options like utilizing a Cell Saver to salvage blood shed during surgery. Prior to surgery, it is possible to draw smaller

amounts of blood for lab tests and for physicians to prescribe medications that encourage red blood cell production. During surgery, chief perfusionist Jeralyn Baker uses the latest technology to decrease blood loss during the period when the heart-lung machine takes over a patient's circulation.

"Every patient needs to be viewed as a blood conservation patient," said Sharon Matkosky, a critical care nurse practitioner for cardiovascular patients at Crittenton. "Blood donations are at a minimum and there's always an increased chance for complications."

Dr. Frank Fazzalari says blood conservation is just good practice in most cases. He stresses, however, that "some patients wouldn't survive without blood transfusion. In fact, sometimes blood transfusions help patients recover quicker."

As chief of cardio-thoracic surgery, Crittenton Hospital, and assistant professor of surgery at the University of Michigan Medical School, Fazzalari regularly attends Michigan Society of Thoracic Surgeons meetings to share knowledge about patient outcomes. Fazzalari has never had a patient acquire an infection from a blood transfusion.

The program at Crittenton is a U-M heart surgery program.

"In heart surgery, we try to not waste blood," Fazzalari said. "The thinking on blood conservation has changed. We're doing a lot more things to decrease the need for transfusion. Equipment has changed to improve blood conservation

efforts. It's a whole new era, the last 10 years in heart surgery."

Dr. Wei Lau isn't worried about receiving a blood transfusion if he ever needed one.

"We have point of care machines to help us make decisions for transfusion," said Lau, an anesthesiologist and director of adult cardiac anesthesia for the U-M Health System. "In cardiac surgery, there are lots of ways of recycling or recirculating blood."

Dr. Joseph Bassett has observed many advances in technology and surgical techniques over the last 30 years. Chairman of cardiovascular surgery at Beaumont Hospital in Royal Oak, Bassett has taken steps such as using the Cell Saver on every case and stopping anti-coagulants that may cause bleeding such as Plavix, aspirin or heparin.

"We have miniaturized pumps that minimize blood loss. On the heart lung machines, tubing is a lot smaller and doesn't break down blood elements," Bassett said. "It's one of the biggest improvements we made. We're doing a study right now that may be published by the end of year."

Dr. Marwan Abouljoud performs liver transplants at Henry Ford Hospital, but has taken an interest in the latest study involving heart bypass patients. A blood conservation protocol is presently being put together for the hospital's surgeons to follow, according to Abouljoud, director of the Henry Ford Transplant Institute in Detroit.

"If we think a patient is healthy enough to donate blood, we have them donate blood before surgery," Abouljoud said. "Before surgery, we put them on iron pills and during surgery use the Cell Saver."

At Oakwood Hospital, a Transfusion Committee used guidelines from the Society of Cardiovascular Anesthesiologists and Society of Thoracic Surgeons to establish a program to decrease transfusions and conserve blood.

"To prevent blood counts from dropping during surgery, we try to prevent hemodilution or giving too much saline or non-blood products that dilute blood and we use a smaller circuit on the bypass machine to decrease hemodilution," said Hoffberger, a D.O. who specializes in cardiovascular-thoracic surgery at Oakwood Hospital. "There are medications to prevent blood loss after surgery. The last step is collecting data. I'm very happy studies keep coming out. Blood conservation is very important. People should know when they go to hospitals their doctors and surgeons are on par with the latest studies. They should inquire about blood transfusion and why they're getting them. Blood conservation is not just for Jehovah's Witnesses anymore. You don't have to be a Jehovah's Witness to benefit from what we've learned from not transfusing. You just can't treat by numbers. Everybody is different."

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EOE0450040



The children and a donkey at St. Timothy Presbyterian Church in Livonia played a very important role in raising money for the Heifer Project.

Church raises enough money to buy ark

BY LINDA ANN CHOMIN
STAFF WRITER

Pastor Janet Noble Richardson probably would have liked the fact that her life-size donkey stood in the entrance of St. Timothy Presbyterian Church the entire time the congregation was trying to raise money for the Heifer Project. Richardson crafted the beast of burden for the Livonia church's Vacation Bible School before she was killed in an automobile accident on July 11.

The Heifer Project was one of her favorite charities because the organization helps poor families around the world care for themselves. The money collected by the nonprofit is used to purchase live animals such as a hive of honey-producing bees or a

goat to milk and feed their children. Before her death Richardson had started collecting money to buy an ark – no easy feat since the two cows, camels, oxen, water buffalo, sheep, llamas, goats, donkeys, guinea pigs, pigs, two hives of bees, two trios each of ducks and rabbits, and two flocks each of chicks and geese cost \$5,000.

"We raised the money through Sunday School, let it be known through the congregation we were doing this to honor the memory of Pastor Janet," said Linda Houghtby, chairperson of the church's Christian Education Committee for the last six years. "People started donating. On the donkey we hung a sign that read, give me your loose change so I can get on the ark. We had a soup/salad

fund-raiser luncheon in early December that was very highly successful too."

"It was a combined effort by kids and adults," added Elizabeth Kordt of Plymouth. "The kids helped set tables on the day of the luncheon to raise money."

The fund raising was so successful, the 240-member congregation is half way to purchasing a second ark. The donkey's nose may first have to be repainted. Houghtby said the sniffer is almost white from the children petting him. And it's not like he's going to get a rest any time soon. In addition to lighting up the eyes of children at Vacation Bible School in 2006, the donkey visited four other local churches during their summer programs. In December, the creature was part of the

Christmas pageant at St. Timothy and will participate in Palm Sunday services in April as well as this year's Vacation Bible School – Avalanche Ranch, the third week in June.

The pastor of 17 years definitely made an impact on the church, but not just because of her creative talent. Houghtby said Richardson especially related to the smaller members of the church. And they loved her.

"One little girl said she had \$7 and was going to give to Heifer instead of buying something for herself," said Houghtby.

For more information about the Heifer Project, call (800) 422-0474, or visit www.heifer.org.

lchomin@hometownlife.com | (734) 953-2145

Charity dance to benefit First Step

Brian Duggan presents the 17th annual charity dance and casino night to benefit First Step 7:30 p.m. to 1:30 a.m. Friday, Feb. 9, at Burton Manor, 27777 Schoolcraft, west of Inkster road, Livonia. The nonprofit organization provides services for victims of domestic violence including a shelter that offers a safe haven to women and their children.

The evening begins with hot and cold hor d'oeuvres followed by dessert then pizza later in the evening.

The casino portion of the dance runs from 7:30 p.m. to midnight. Steve King & The Dittilies play music for dancing.

Tickets are \$40 and sold only in advance. For more information, call (734) 422-4333.

Unpublished scripts wanted

The Henry Ford Community College New Playwrights Workshop is seeking original, non-musical, unpublished scripts. Deadline for entry is Jan. 30.

Actor driven pieces with medium size casts and simple technical requirements are the college's focus. Short pieces from 30- to 60-minutes are preferred, but longer scripts will be considered.

Selected submissions will be given eight fully-staged performances in June.

For more information, call (313) 845-9817.

Our Italian Story DVD released

John and Lina Del Signore of Livonia are featured in a new CD on Italian immigrants. It is an expanded version of the Our Italian Story documentary that aired on WXYZ-TV Channel 7 in December. The additional footage includes more in-depth interviews with the Italian Americans whose contributions have made a significant impact on the Southeast Michigan area.

The documentary is the first in the Our Story Of series produced by Keith Farnie of Visionalist Entertainment Productions. Our Italian Story recognizes and celebrates more than two dozen interesting and influential Italian Americans.

The Del Signore's owned Fonte D'Amore in Livonia for 38 years and still own Laurel Manor Banquet Center in the city. In October, Farnie and cinematographer Kevin Hewitt of Livonia followed the couple to the town of Fonte D'Amore in Italy where they were married 49 years ago.

Internationally-known sculptor Sergio De Guisti of Redford is among the other local immigrants who were spotlighted along with Tony Filippis of Rochester Hills, founder of Wright & Filippis, a leader in rehabilitative health care since 1944.

All came as immigrants to this country and went on to become successful.

The Our Italian Story DVD costs \$19.50 and is available at the Italian American Club of Livonia, Nino Salvaggio Market places, Andiamo's restaurants, Bommarito's Bakery of St. Clair Shores, and by visiting the Web site at www.Ourstoryof.com.



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FREEDOM WRITERS (PG-13) (11:10) 1:45, 4:20, 6:55, 9:30

PRIMEVAL (R) (11:15) 1:20, 3:25, 5:30, 7:35, 9:40 FRI/SAT LS 11:45

HAPPY NEVER AFTER (PG) (11:10) 1:10, 3:10, 5:10, 7:10

WE ARE MARSHALL (PG) 9:25

NIGHT AT THE MUSEUM (PG) 12:00, 2:20, 4:40, 7:00, 9:20

FRI/SAT LS 11:40

CHARLOTTE'S WEB (G) 12:35, 2:45, 4:55, 7:05, 9:15

FRI/SAT LS 11:25

THE PURSUIT OF HAPPYNESS (PG-13) (11:00) 1:30, 4:00, 6:30, 9:00

FRI/SAT LS 11:30


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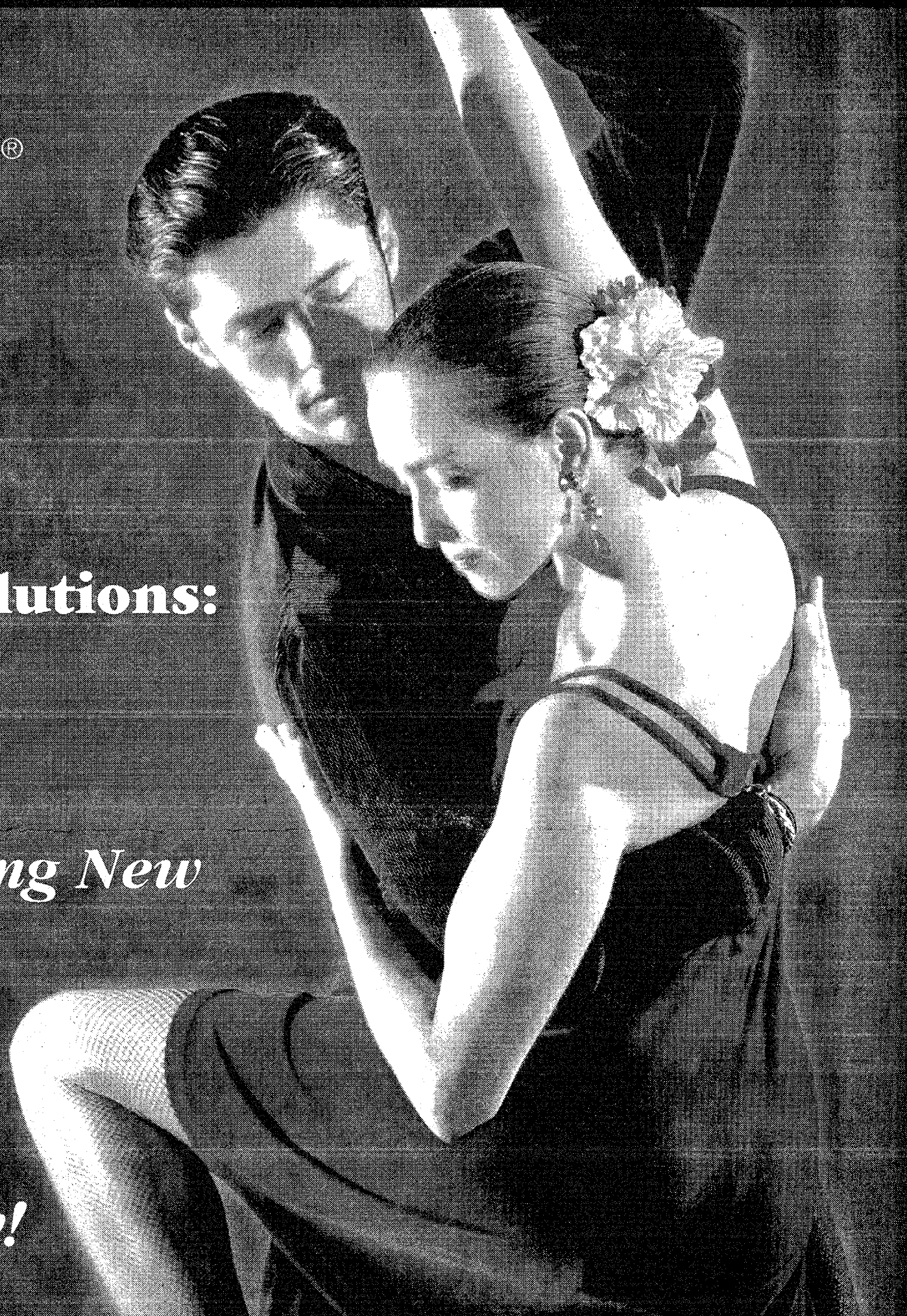


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Open Letter to all DFCU Financial Member-Owners

Restore Member Trust - It's time for a change in Leadership!

Dear Member-Owners,

DFCU Owners United is pleased to endorse three highly competent DFCU Financial members who are running for the credit union's volunteer board of directors. After fulfilling all the requirements mandated by the credit union's bylaws, **Jesse D.L. Brunais, Linda M. Malec and Salvatore Mazzola** have been notified by the DFCU Financial Board of Directors Nominating Committee that their names will be included on the ballot for the 2007 Board of Directors election.

Bruce D. Gearns, Ryan M. Hershberger and Ronald K. Seiler, endorsed by DFCU Owners United, also qualified to run for the board election. However, they have since notified DFCU Financial that they wish to have their names withdrawn from the ballot, and will lend their support to **BRUNAIS, MALEC and MAZZOLA** for the three announced open board positions.

Brunais, Malec & Mazzola pledge that putting members first is their #1 commitment. Each of these candidates has a passion for DFCU Financial Federal Credit Union, and they have expressed their displeasure at the recent attempt to change their credit union to a bank.

"It is no secret that DFCU's recent initiative to become a bank provoked very strong opposition from member-owners of the credit union. Early in 2006, I took the time to learn more about this ill-fated proposal by talking with others, attending informational meetings sponsored by DFCU Owners United, and reading industry related periodicals. The more I learned, the more my personal opposition grew. I now ask the members of DFCU for their vote as a candidate for DFCU's Board of Directors in order to help guide this great institution in an open and transparent manner as governed by the credit union's bylaws and policies."

--- **Jesse D.L. Brunais**, automotive product design engineer in Powertrain Operations at Ford Motor Company. A member of DFCU Financial since 1981, Brunais is a graduate of Michigan State University with a Master's degree in electronics and computer science from Wayne State University.

"I became re-involved in DFCU during the attempt to convert it into a for-profit bank. During that time, I also listened to members unhappy with other changes that seemed to be trending toward 'just another bank.' I was stunned because, as a cooperative, DFCU operates for the benefit of member-owners and should strive to be 'better than the competition' by returning earnings back to members with better rates on savings, lower rates on loans, and providing exemplary services so that over time, all members benefit. With your vote, I pledge to 'put members first' and to support continuing the great traditions of DFCU, its employees and members." --- **Linda M. Malec**, human resources associate on the corporate staff at Ford Motor Company's World Headquarters. A member of DFCU Financial for 36 years, Malec served on DFCU's board of directors from 1980 to 2000, including chairperson from 1988 to 1998. Malec holds a Bachelor's degree from the University of Michigan.

"In the nine years I have been a member of DFCU, I have come to value the credit union for what it is—an efficient organization of exceptionally competent professionals, committed to serving all its members as owners and not as customers. I first became involved with DFCU Owners United when my confidence in the present Board of Directors was shaken by last year's proposed bank conversion, which was strongly opposed by the membership. In seeking the members' vote for the Board of Directors, I ask DFCU member-owners to support continuing the credit union's traditions of professional service and growth driven by members' needs." --- **Salvatore Mazzola**, funding analyst in the Treasurer's Office of Ford Motor Company. Mazzola earned his Bachelor of Science degree from Michigan Technological University and a Master of Science degree from the University of Illinois, as well as a Master of Business Administration degree from Wayne State University.

Ballots are expected to be mailed to members in January 2007, in advance of DFCU Financial's Annual Membership Meeting scheduled for February 15, 2007.

**At a credit union, it's one member--one vote.
VOTE FOR A CHANGE IN LEADERSHIP!**

For additional information, visit www.SaveMyCU.com

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New Homes



Sunday, January 14, 2007

The Observer & Eccentric Newspapers

Joe Bauman, editor (248) 901-2563 j.bauman@hometownlife.com

www.hometownlife.com

What does it mean to build green?

(NAPSI) — While most of us know that green building is good for the environment, creates healthier living and work spaces and lowers operating costs, not everyone knows exactly what it means to build green.

According to the Green Building Initiative (GBI), a nonprofit organization formed to help educate builders and consumers, there's no one-size-fits-all approach. But a green structure will adhere to certain fundamental principles, whether it's a home, school, industrial park or office tower. For example:

- Green buildings are energy-efficient. In addition to saving money, this helps to minimize pollution (including carbon dioxide emissions, which are a major cause of global warming).

- They're water-efficient, which is becoming increasingly important as the population — and demand — grows. Last year, a group of U.S. mayors conducted a survey and found that 40 percent of their cities won't have an adequate supply of water in 20 years.

- They're resource-efficient. Among other things, this means using fewer materials, choosing recycled content materials, using wood that's certified as having come from a sustainably managed forest and reducing waste.

The financial benefits



This green home is being constructed using energy-efficient and environmentally friendly building techniques.

of building green include utility companies offering cash incentives to encourage energy and water efficiency, while different levels of government offer tax deductions and other incentives such as fast-tracking the building approval process.

WHAT TO LOOK FOR

For information on what to look for in a

green-built home, the National Association of Home Builders' Model Green Home Building Guidelines (www.nahb.org) are an excellent resource. For commercial structures, the Green Globes system is a user-friendly online tool for designing green buildings and assessing their performance over time. In fact, a recent University of Minnesota

green building study concluded Green Globes "better integrates lifestyle thinking into its rating system" — meaning that it measures the impact of a building throughout its existence. Modules for New Construction and the Continual Improvement of Existing Buildings are available on the GBI Web site at www.thegbi.com.

Green buildings are energy-efficient. In addition to saving money, this helps to minimize pollution (including carbon dioxide emissions, which are a major cause of global warming).

Royal Oak's MarketSquare lofts completed

Developers at SkyLofts MarketSquare in Royal Oak have finished the remaining residences in the building and are offering builder's close-out pricing for lofts that can be occupied immediately at closing.

"We have a timing advantage in what has become a very competitive lofts market in Royal Oak," Development Manager Nico Schultz said. "Buyers can see just what they're going to get and negotiate accordingly."

Schultz used data from existing buyers to select the most popular features and colors chosen by owners who had customized an empty space. Most of the completed lofts therefore have bamboo floors, furniture-grade hardwood cabinets, granite countertops and a fireplace — and there's a television niche above the fireplace for flat-screen TVs. Schultz said 80 percent of the building's residents have a plasma or LCD TV.

He then worked with a designer to vary the central theme. Some lofts mix hardwood and carpeting, others have a whirlpool bathtub or special edging on the countertops. Material colors are based on the residence's orientation to the sun.

The fact that all the lofts are completed means that buyers can obtain a mortgage that covers the complete cost of the loft. Those who are customizing an unfinished space often must pay in advance for premium features, as developers protect themselves from the cost of retrofitting following a cancellation.

"These are one-of-a-kind lofts, so people have to act quickly," Schultz said.

Schultz said the pricing also invites fast action. The developer, Morningside Group of Chicago, is using a "no reasonable offer refused" theme in its advertising. When a Royal Oak newspaper printed a picture of the Morningside billboard bearing that message, a prospective buyer used the photo to call the MarketSquare sales office.

"We're in a strong niche in an otherwise soft real estate market," Schultz said. "There are customers who can buy now and who want new construction and a lofts lifestyle. It may have been the holidays, but we had strong traffic last month, and 'no reasonable offer' is a big reason."

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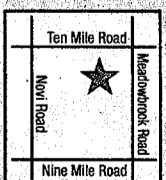


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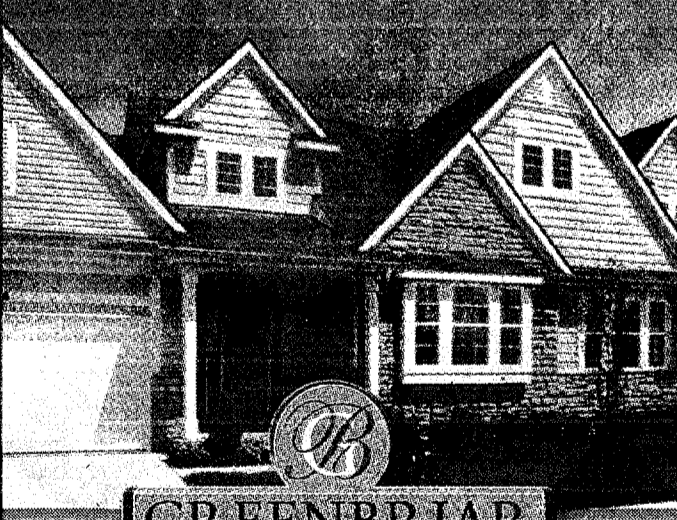


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Do homework when shopping for mortgage

BY MARK SAVITSKIE

GUEST COLUMN

Most of us, at one time or other, have purchased an electronic appliance such as a television. Chances are, we went to several stores and, after comparing the specifications, performance and quality of several models, we made our final selection based on price.

Interestingly, a lot of people approach acquiring a mortgage in the same manner. They hear companies advertising, "We will beat anyone's interest rate!" or "Our closing costs are the lowest around!" So, often, the first question they'll ask is, "What's this mortgage going to cost me?"

But mortgages aren't TVs, and the answer to that question isn't as simple as quoting rates and fees which give you a limited and not very meaningful picture. If two TVs are similarly designed and priced, but one gets only five channels while the other gets an unlimited number, you would immediately choose the one with unlimited channels. So why wouldn't you approach obtaining a mortgage the same way?

Mortgages are fairly complex financial instruments designed to finance real estate. They

vary greatly around three components - interest rate, costs and terms. These three components, when balanced properly and in consideration of the borrower's total financial situation, will produce the best mortgage for the consumer's needs.

It's critically important that consumers understand the three components of a mortgage, but most of us don't have the time, knowledge or inclination to thoroughly investigate these basics, and this is where it gets difficult.

Whether you are working with a local mortgage broker or lender, or with an Internet mortgage lender, you'd be well-served to know the person you're dealing with. Even if your loan officer is a faceless name at the other end of a toll-free phone line, the integrity of that mortgage professional, not his or her sales technique should be your number one concern.

The sad truth is that, for centuries, the profession of money lending has been associated with some pretty shady business practices, labeled usury at its worst. Money

lenders were often secretive, dissembling types who were widely reviled for "less than full disclosure" and for getting rich off the desperation of people who never would be rich.

I'd like to be able to say that, in the ensuing millennia, all that's changed but, too often I see that it hasn't.

The federal and state governments have enacted any number of laws and regulations designed to protect borrowers from predatory lending, but there's a fine line between predatory lending and loan officers maximizing their commissions at the expense of borrowers.

Not long ago, I met with a couple in the process of purchasing a home who had received a Good Faith Estimate (GFE) of the loan costs from their mortgage broker but felt that the GFE had not been explained well to them. They wanted a second opinion (not a bad idea, by the way).

The GFE showed a fair interest rate based on what the more competitive banks were charging; however, listed in the costs was a "loan origination fee" totaling \$4,350, or 2 percent of the loan amount. The loan officer indicated that

this was a "typical fee in the mortgage business, needed in order to grant the low interest rate." The reality was that this couple could have received the same interest rate with no loan origination fee at any number of mortgage banks or brokerages, saving themselves over \$4,000!

In another case, I was refinancing a loan that was based on the \$120,000 property value determined by the appraiser I had hired. The borrowers believed that the house was worth \$160,000, which would significantly increase the amount that they could borrow. They found a lender who, in turn, found an appraiser who would value the house at \$160,000. I lost the client but, even worse, they now owe more on the house than it is worth. I know this because I know my appraiser and know the quality and integrity of his work.

In both of these examples, there probably wasn't any fraud perpetrated by the loan officer, but in each instance, there is a question of integrity, of ethics. Sure, borrowers are responsible for the decisions they make. And in a market-driven world, the loan officer has a right to earn whatever he

can get. The question is, is it right?

The mortgage industry and the government are grappling with just such issues as these. At present, there is no professional certification such as CPA or MD in the mortgage business and, lacking a structure of accountability, lenders and brokers, though licensed, have great latitude in conducting their business according to their own version of the "honor" system.

So how are borrowers to protect themselves from unethical lenders?

Here are some suggestions:

- Do some homework on mortgages in order to understand the basics. Read magazine or newspaper articles, especially in trade publications, or go online.

- Meet with a loan officer or two and have them walk you through all the steps of the mortgage process. Do not let them gloss over your questions with quick answers. If a face-to-face meeting isn't possible, then at least establish a line of communication via telephone or e-mail as a means to getting clear answers to your questions.

- Always ask for a Good Faith Estimate. The GFE will

cover two of the components - interest rate and costs - as well as some of the terms. Be wary if the lender is reluctant to provide you with a GFE; this is a huge red flag.

- Review all of the loan documents before you close. Most of them are standardized forms with language that cannot be changed, but these documents are where you will find the terms of the loan outlined. Signing your name 25 times to legal documents at a closing can be overwhelming and intimidating; this is not the time to be asking basic questions.

- Loan officers should attend the closing with you. If they have done their job well, then their participation is usually limited to congratulating you on closing. But, if something does go wrong, they'll be there to help.

So, the next time you find yourself in the market for a mortgage, remember: Educate yourself. Ask questions. Then trust your gut and relax. You'll have done everything you can to tell the good lenders from the bad.

Mark Savitskie, CPA, is a mortgage broker and president of Allegro Home Loans in Plymouth.

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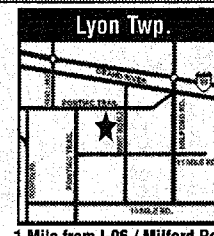
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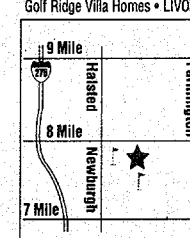
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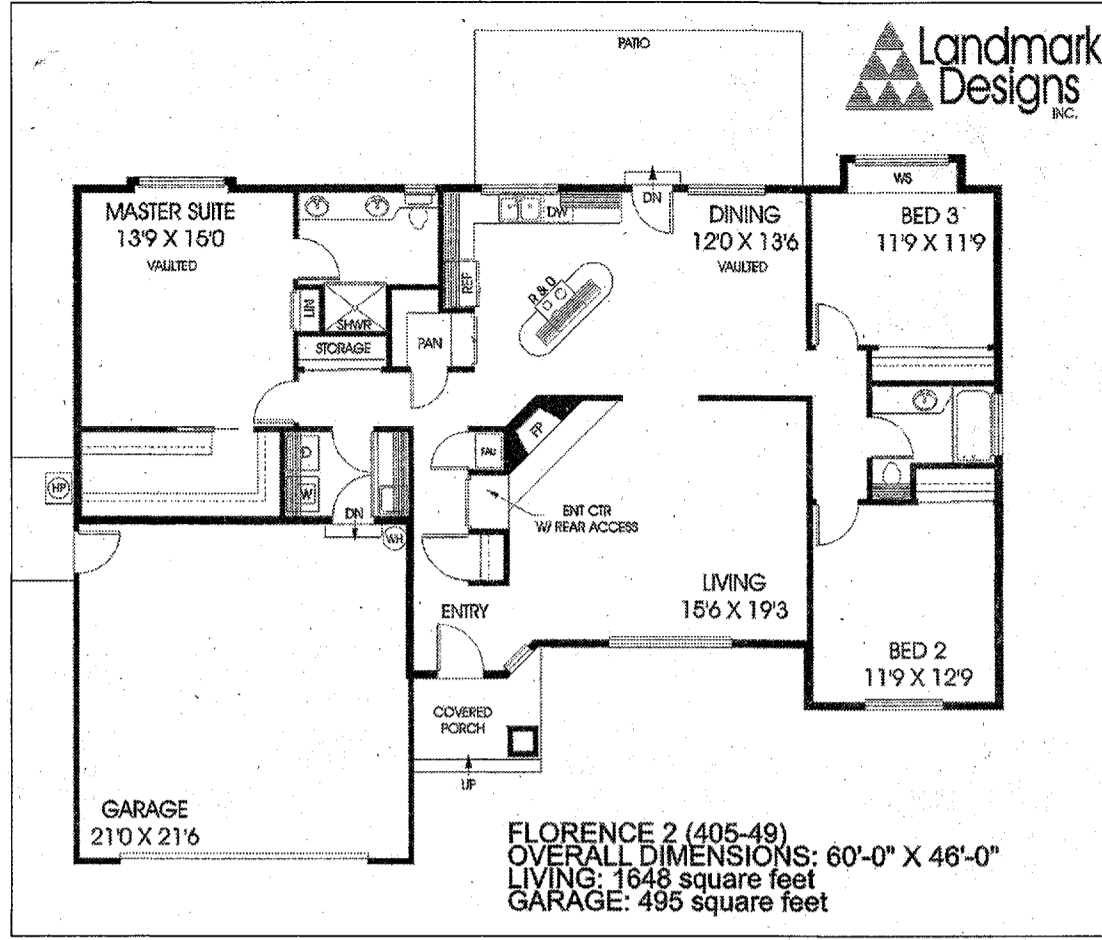
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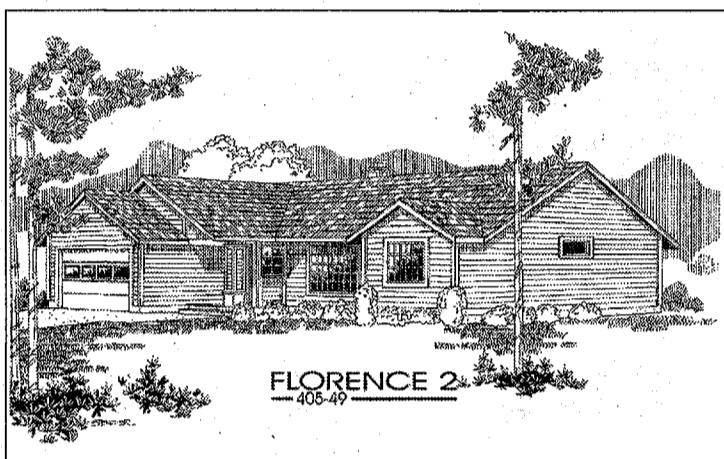


Florence 2 ideal for empty-nesters or families with growing children

The medium sized Florence 2 (405-49) utilizes its space well. The lap siding and wood shake roof gives the exterior a look anyone would be proud to show off to friends. Ideally suited to a family with growing children or empty nesters that need room for the visiting grandchildren and out of town guests.

This practical floor plan has two diminutive bedrooms positioned at one end of the house. This arrangement allows teenagers or guests to retain a great deal of privacy while still maintaining an overall feeling of togetherness. A full bathroom and hallway are placed in between the two for added privacy.

The focal point of this home however, is the living room, dining room area. With vaulted ceilings, this great room concept permits traffic to flow smoothly throughout the central portion of the home. A large open fireplace with an adjoining entertainment center gives the family a cozy location to talk over the days events, watch a favorite television program or just sit and revel in each other's company while a warm fire takes away the winter chill.



The efficient, walk-through kitchen lets the cook participate in the goings on while preparing meals. A walk-in pantry has lots of space for canned goods, while an adjacent storage closet is available for those odds and ends you cannot do without. Step down to the back patio and a barbecue for the whole gang is no trouble at all, weather permitting.

The sizable master suite, with vaulted ceiling, features a huge walk-in closet where clothes can be hung and accessed without worry. The private bath has an oversized shower and twin basins that eliminate competition for mirror space on those hectic

mornings. Across the hall, a utility room has an entrance to the garage, making it easy to bring in bags of groceries or other supplies while staying dry.

For a study plan of the FLORENCE 2 (405-49), send \$15, to Landmark Designs, 33127 Saginaw Road E., Cottage Grove, OR 97424 or call 1-800-562-1151. Be sure to specify plan name and number. Compact disks, with search functions are free of charge, to help you search our portfolio for your dream home (\$5.00 shipping and handling will apply). Or you may order or search online at www.lidiplans.com.

REAL ESTATE BRIEFS

Michelle Walder join Paragon

Michelle Walder has joined Paragon Property Management Services as director of operations, a new position for the growing commercial real estate firm.

Walder had been controller at Etkin Equities in Southfield. A Walled Lake resident, Walder earned a bachelor's degree in accounting from Walsh College, and has more than 12 years of experience in commercial and residential property management.

Paragon Corporate Realty Services (www.paragoncrs.com), founded in 1998, is a Farmington Hills-based commercial real estate firm that specializes in property leasing, management and development of office and industrial properties.

Free workshop

A workshop for first-time homebuyers will be held 6-7:30 p.m. Monday, Jan. 22, at 28544 Orchard Lake Road, Farmington Hills (just north of 12 Mile on the east side of the road). It is sponsored by Century 21 Today Inc.

This free workshop will cover topics such as: how to effectively use the Internet for home searches; why to get preapproved; what paperwork will be required to buy a home; benefits of using a Realtor; and more.

On hand will be licensed Realtors and a mortgage broker to answer your questions. RSVP by calling (248) 855-2000, ext. 219, or e-mailing Mpopp@Century21Today.com.

Career seminar

Keller Williams Realty will be hosting a career seminar at 6:30 p.m. Wednesday, Jan. 31, at the Plymouth Office, located at 40600 Ann Arbor Road Suite 100, in Plymouth.

The seminar will explore a career in real estate. Find out all you need to know about costs, compensation, training and prelicense requirements. RSVP by calling (734) 459-4700.

Mortgage credit coaching seminar

Approved Mortgages is hosting a seminar on how to improve your credit score from 10 a.m. to noon Saturday, Feb. 3, at the Public Library of Westland located at 6123 Central City Parkway, Westland. Call Diane Adamick at (734) 516-8043 to register.

Builders Institute

The Oakland Builders Institute will offer:

■ A 16-hour seminar to help students pass the Michigan state builder's license exam. It will be from 8 a.m. to 5 p.m. Saturday and Sunday, Jan. 20-21, at the Best Western ConCorde Inn of Rochester Hills, 1919 Star-Batt Drive. The course is for those who want to subcontract construction of their own homes as well as real estate investors, developers and building trades people. Cost is \$205 including manual, sample questions and text application. A \$25 deposit is needed by Jan. 18 to Oakland Builders Institute, 1277 Dutton Road, Rochester Hills, MI 48306. To register, call (800) 940-2014 or (248) 651-2771 or online at www.buildersinstitute.com.

■ A seminar to help you pass the Michigan state builder's license exam will be offered by the institute in cooperation with Lake Orion Community Education. It will be 6-10 p.m. Monday/Wednesday, Jan. 22, 24, 29 and 31, at the Community Education Resource Center, 455 E. Scripps Road, Lake Orion. The course is for those who want to subcontract construction of their own homes as well as real estate investors, developers and building trades people. Cost is \$199 plus \$20 for textbook and sample questions. Preregistration with payment is needed by Jan. 18 to Lake Orion Community Education. Call (248) 693-5436 to register.

■ A seminar to help you pass the Michigan state builder's license exam will be offered by the institute in cooperation with Walled Lake Community Education. It will be 6-10 p.m. Monday/Wednesday, Jan. 22, 24, 29 and 31, at Walled Lake Middle School, 46720 W. Pontiac

Trail, Walled Lake. The course is for those who want to subcontract construction of their own homes as well as real estate investors, developers and building trades people. Cost is \$199 plus \$20 for textbook and sample questions. Preregistration with payment is needed by Jan. 18 to Walled Lake Community Education. Call (248) 956-5000 to register.

Building association courses

Building Industry Association of Southeastern Michigan (BIA) will sponsor the following:

■ A comprehensive builder's license preparation course, from 8 a.m. to 4 p.m. Friday, Jan. 19, at BIA headquarters, 30375 Northwestern Highway, Suite 100, in Farmington Hills.

Presented by NCI Associates, Madison Heights, the course is designed to prepare students for the Michigan Residential Builder's License Examination. Material covered will include topics on the exam, laws and rules, building practices and procedures, sample test questions and test-taking strategies.

The registration fee is \$200 per person. For registration information, call (248) 862-1033.

■ A "customer service" seminar, from 8 a.m. to 4 p.m. Tuesday, Jan. 23, at BIA headquarters, 30375 Northwestern Highway, Suite 100, in Farmington Hills. The seminar is part of the Certified Graduate Remodeler series.

Chuck Breidenstein of Builders Professional Services Group Inc. will instruct attendees on ways to manage every phase of customer interaction from the initial contact through construction, the warranty period and beyond.

Registration fees are \$155 for Remodelers Council members, \$175 for BIA members and \$200 for guests. For registration information, call (248) 862-1033.

■ An Advanced Residential Construction Superintendent (ARCS) course - "Reaching Common Ground: Managing Differences Through Effective Conflict Resolution (Building Leaders Track)" - from 8 a.m. to noon Thursday, Jan. 25, at BIA headquarters, 30375 Northwestern Highway, Suite 100, in Farmington Hills.

Brindley R.W. Byrd, CAPS, CGR-Qx2 Inc., Lansing, will instruct attendees on improving conflict resolution by exploring the roots of potential conflict, defining the stages and identifying solutions so participants can prevent and/or manage conflict when it occurs.

Registration fees are \$155 for BIA members and \$185 for guests. For registration information, call (248) 862-1033.

■ A lien law seminar - "Find Out What's New in the Michigan Construction Lien Law Act & The Lien Procedures" - from 8 a.m. to 12:30 p.m. Tuesday, Jan. 30, at BIA Headquarters, 30375 Northwestern Highway, Suite 100, in Farmington Hills.

Marty Burnstein of the Law Offices of Marty Burnstein will instruct the course.

Registration fees are \$75 for BIA members and \$125 for guests. For registration information, call (248) 862-1033.

■ A "How to Persuade Effectively" course as part of its Sales & Marketing Council (SMC), Wednesday, Jan. 31, at the Somerset Inn, 2601 W Big Beaver Road, in Troy.

Jerry V. Teplitz, J.D., Ph.D. of Jerry Teplitz Enterprises Inc. in Virginia Beach, Va., will instruct attendees on "the art of persuasion," offering proven ways of reading clients' behavioral style and teaching participants how to become a powerful and successful persuader.

Registration fees are \$45 for SMC members, \$65 for BIA members or \$85 for guests. For registration information, call (248) 862-1033.

Career seminar

Keller Williams Realty will be hosting a career seminar at 6:30 p.m. Wednesday, Jan. 24, at the Plymouth office, 40600 Ann Arbor Road, Suite 100. The seminar is a way to explore a career in real estate, including information about costs, compensation, training and prelicense requirements. Call (734) 459-4700.

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 — Dan Elsea, President, Brokerage Services

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 \$209,900 S32486 734-216-9920

WESTLAND - Absolute Gem. Just move right into this well maintained updated spacious home. Library could be 4th BR. Beautiful kit w/new cabs, counter tops & fir. Fresh paint, updated 1/2 BA redone. Covered patio in back yard. Call Ed Bowlin
 \$149,900 B1324 313-671-3063

LIVONIA - Fabulous curb appeal for this beautiful 3 bedroom ranch w/2 car attached car. Warm & inviting GR w/FP & newer door wall leading to back yard, shed. Newer carpet, hot water tank, windows, roof. Nice & Clean! Call Judy Powell
 \$195,000 S11210 734-646-7541

LIVONIA - Brick Ranch, 3 BD RM, 2 Bath. Finished Basement, completely updated: Kitchen, new roof, windows, furnace, A/C, carpet & freshly painted - 2 car detached garage, landscaped & fenced yard. Call Mike Judge
 \$179,900 I19642 734-591-9200 x155

CANTON - Location, Quality, Value and Charm! Beautiful ranch condo has it all; decorated in neutral colors; spacious open floor plan w/cathedral ceiling. DW to deck w/view of pond & fountain. Updated kitchen w/lg pantry. Call Mike Judge
 \$206,000 C327 734-591-9200 x155

LIVONIA - Location, Quality, Value & Charm! 1400 Sq Ft, 3 bdrms, 1.5 bath, brick ranch. Updates include; new kitchen with skylight, 2 car attached garage, finished basement, Family room with fireplace. Call Mike Judge
 \$198,900 G33038 734-591-9200 x155

LIVONIA - Attractive 3 BR brick ranch, 1300 sq ft of quality living area. Family room w/fireplace, finished basement, two baths, 2 car garage, landscaped & fenced yard, new furnace & A/C. Call Mike Judge
 \$171,000 B14385 734-591-9200 x155

WHITMORE LAKE - Fab FR & mstr ste addition make this immaculate colonial 'A' must see. LR w/FP, lrg E-I kit w/hardw flrs, mstr w/2 W-I closets & full bath, FR leads to patio. Call Marilyn Handloser.
 \$224,900 S8958 248-231-4216

CANTON - JUST REDUCED!!! RANCH CONDO ON THE 26TH FAIRWAY! Picture Perfect. Upgrades thru out. 2 bedrooms, 2 baths, den, large great room. 2-way fireplace. Deck. Beautifully decorated Call Carol Hussey
 \$285,000 26216994 734/751-9563

PLYMOUTH - INSTANTLY APPEALING AND JUST REDUCED!! One-half acre of beautifully designed landscaping invites you inside this great updated Cape Cod. Hardwood floors thru out the main floor. Finished basement. \$3,000 toward closing costs. Call Carol Hussey
 \$305,000 26181946 734/751-9563

DETROIT - Nicely updated Copper Canyon Cape Cod w/1 bdrm on 1st floor & 2 lg bdrms upstairs w/lots of closets incl walk in. Kit is tastefully updated w/ceramic flr, granite ctrn tops. Call Tom Reichard, or visit www.allthehouses.net.
 \$92,500 D7426 734-968-4959

LIVONIA - Best unit in cmplx for the money. Totally remodeled in 2000. New furn 2003. 1st flr ranch condo backs to pond w/lrg laundry/storage rm. Freshly painted. One of few with totally private garage. All appliances included.
 \$90,000 E33757 734-968-4959

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Dodge's Sprinter van is bland, yet colorful

Advertising Feature

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CAReport



By Wendy Clem
Avanti NewsFeatures

Warning: Show up with one of these in your neighborhood and you are bound to get prevailed upon to cart the shoppers, school kids and relatives E-V-E-R-Y-where.

The 2007 Dodge Sprinter sounds like a fun, surf-bunny sedan, but one glance will tell you this is clearly a vehicle that means serious transportation. It is a truck, van and mini-bus. No, it's not a Transformer toy, but it is shaped like something you'd find under the Christmas tree for the kid shrieking of testosterone.

But, you may really want one — any day now. Especially when you find out it comes in 18 possible colors. Yes. EIGHTEEN!

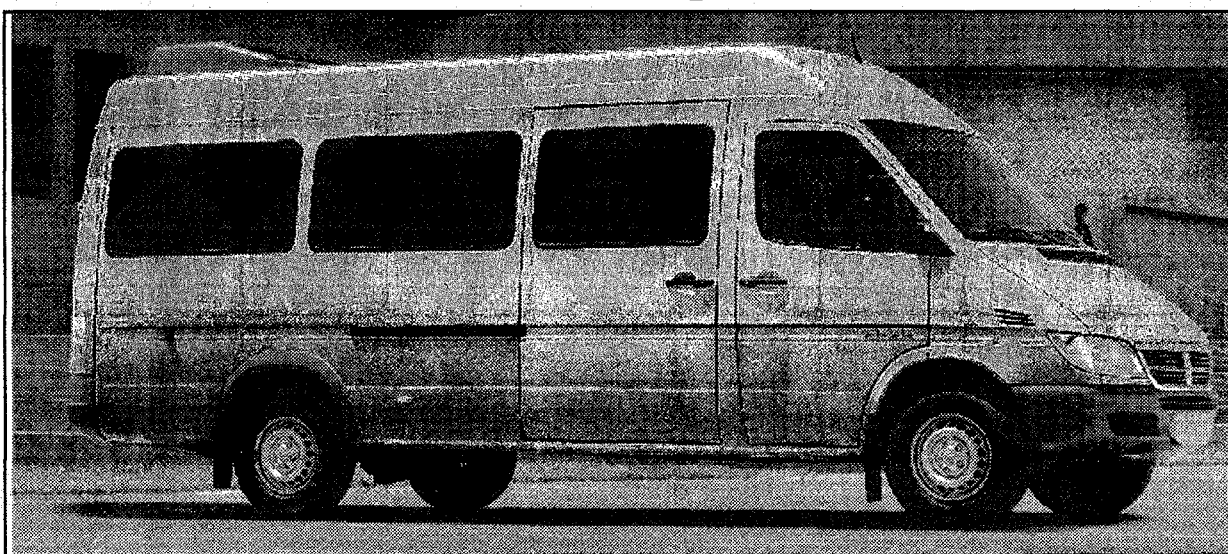
OK, the first thing you need to know is that DaimlerChrysler builds Sprinter, and it is sold under the brands of Dodge, Freightliner and Mercedes-Benz. Yes, you read that correctly. Mercedes, as in bling-bling.

It was created to replace Europe's Mercedes-Benz T1 van, then later the Dodge Ram Van, and targeted mostly for businesses rather than private users. You have probably most often seen them in use as ambulances, but their demand in van conversions and mini-motor homes is growing.

Second, the Sprinter is available in three body styles: Chassis Cab (read: Tonka-truck-under-the-tree mode), Cargo Van and Passenger Van.

The Chassis Cab has a flat frame (girls, this means the back of the truck) and a perfectly serviceable cab, with reclining bucket seats and attached headrests. The sum of that equals easy up-fitting, or the painless addition of things like a tool box. Four-wheel anti-lock disc brakes and a premium 2.7-liter CDI (read: world-premier) turbo-diesel engine join standard 16-inch wheels and tires, although there are two available wheelbases.

Sprinter's Cargo Van offers three wheelbases and two roof heights (maxing out at 73 inches), with up to 473 cubic feet and 4,824 pounds capacity of load area. Doors swing to 270 degrees in the rear, the widest open doors in its class, and remain open with exterior panel magnets.



The 2007 Dodge Sprinter van offers 18 colors and two heights for maximum choice.

Translation: You can wear your big hair, mama. It's the Passenger Van you're going to want, though, with its let's-haul-the-fam-to-the-mall space. It seats 10 passengers in 112 cubic feet of cargo room, and comes with standard air-conditioning, automatic temperature control, cassette stereo and 12 cupholders. You will definitely be the hit with your kids, but may want to put a change collector on the dash. Hey — gas is expensive these days!

This van also sports a premium 2.7-liter 5-cylinder CDI turbo-diesel engine and 4-wheel disc anti-lock brakes. The average miles per gallon is 25 overall.

The turbo-charged engine directs powerful acceleration near 4,000 revolutions per minute, providing on-demand movement along with impressive fuel savings. At 154 horsepower, the truck conveys 243 foot pounds of torque.

The prices of the three are \$30,000 for each the Chassis Cab and Cargo Van, and \$32,000 for the Passenger Van.

Remember that CDI engine? It stands for common rail direct injection. In human-speak, that means it's really efficient in saving money. Oil changes aren't needed for less than 10,000 miles — within normal driving conditions.

A valuable option is Sprinter's ASSYST maintenance system, a finely tuned addition that stretches that 10,000-mile oil change to double that.

The CDI also bundles longer life, lower maintenance and improved fuel efficiency with performance that banks on smoothness along with a quiet and clean execution not usually associated with diesels. This is achieved through ignition sequence precision, ongoing injection pressure, and fuel meter

control. Another facet of the powertrain is the ability to turn in tight areas — a particular delight in business or industry, or when trying to park in too-small lots. Even though it is the largest full-size van, the Sprinter gives up the best wall-to-wall turning diameter in its class.

The power-assisted front rack-and-pinion steering delivers easy handling, including a 36.7-foot turning radius on the short (118-inch) wheelbase version.

You say you have a lot of goods on board? Sprinter can tow up to 2½ tons, when properly equipped.

A sliding door for the driver's side can be ordered, as can an especially tall walk-through and low load height for ease in loading and unloading.

The Dodge Sprinter has the highest payload capacity, lowest side step-in height and more cargo room than any other full-sized van. It has the market's best-in-class interior compartment accessibility and is the most technically advanced commercial van. That makes Sprinter a serious contender for all walks of life, and the most adaptable.

Wendy Clem covers the automotive beat for Avanti NewsFeatures. Write her at wendyclem@gmail.com. <<mailto:wendyclem@gmail.com>> @2007, Fracassa Communications.

2007 Dodge Sprinter Vehicle class: Full-sized van.
Power: 2.7-liter V6 engine.
Mileage: 25 average.
Where built: Ladson, S.C.
Base: \$29,735.

SWITCH TO LARICHE

IN PLYMOUTH

CORVETTE

WINTER SALE

\$1500 REBATE OR 3.9%

2007 IMPALA LT

Flip & fold rear seat, air, stereo CD, split front seat, auto, power windows & locks, tilt, cruise. #1260. Was \$22,550

EVERYONE	GM FAMILY
\$19,646*	\$18,717*

EVERYONE 39 MO. LEASE **GM FAMILY 39 MO. LEASE**

\$229* per mo.	\$199* per mo.
\$1424 TOTAL DUE	\$1394 TOTAL DUE

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\$2000 REBATE OR 1.9%

2007 4x4 SILVERADO

Air conditioning, locking differential, cruise control, trailer hitch, automatic transmission, 4800 V8. Was \$24,385

EVERYONE	GM FAMILY
\$21,111*	\$20,122*

EVERYONE 39 MONTH LEASE **GM FAMILY 39 MONTH LEASE**

\$347* per mo.	\$289* per mo.
\$1792 TOTAL DUE	\$1032 TOTAL DUE

\$3000 REBATE OR 1.9%

2007 SILVERADO EXT. CAB LT

Locking differential, 4800 V-8, automatic transmission. Was \$27,185

EVERYONE	GM FAMILY
\$21,545*	\$20,459*

EVERYONE 39 MONTH LEASE **GM FAMILY 39 MONTH LEASE**

\$289* per mo.	\$259* per mo.
\$1032 TOTAL DUE	\$975 TOTAL DUE

\$2500 REBATE OR 3.9%

2007 TAHOE LT 4x4

5.3 V8 flex fuel, 3rd row seat, locking diff, stereo CD, power windows & locks, tilt, cruise. LOADED! #775321. Was \$39,690

EVERYONE	GM FAMILY
\$34,397*	\$32,814*

EVERYONE 39 MONTH LEASE **GM FAMILY 39 MONTH LEASE**

\$459* per mo.	\$419* per mo.
\$1154 TOTAL DUE	\$1014 TOTAL DUE

\$1000 REBATE OR 5.9%

2007 COBALT

Air conditioning, power steering, power brakes, rear spoiler, stereo CD. #1353. Was \$14,015

EVERYONE	GM FAMILY
\$12,586*	\$12,008*

EVERYONE 39 MO. LEASE **GM FAMILY 39 MO. LEASE**

\$219** per mo.	\$199** per mo.
\$514 TOTAL DUE	\$494 TOTAL DUE

\$4500 REBATE OR 0% FINANCING!

2007 TRAILBLAZER LS

Locking diff., sunroof, CD stereo, XM radio, OnStar, power steering, power brakes ABS, power windows & locks, tilt, cruise. #775385. Was \$25,207

EVERYONE	GM FAMILY
\$21,834*	\$20,707*

EVERYONE 39 MO. LEASE **GM FAMILY 39 MO. LEASE**

\$278* per mo.	\$259* per mo.
\$1674 TOTAL DUE	\$1229 TOTAL DUE

\$500 GAS CARD

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2007 FOCUS ZX5 SES



Automatic, air, speed control, power windows & locks, heated seats, safety package, anti-lock brakes, side impact air bags.

5 at this price
155 available

BUY FOR
\$13,072+

24 Month Lease

\$1000 Down
\$135*
\$1265 due at signing

Sign & Drive
\$199*
All Fees Included!

2007 FREESTYLE SEL



Third row split seat, CD, power windows, power locks, tilt steering wheel & speed control

1 at this price
32 available

BUY FOR
\$21,286+

24 Month Lease

\$1000 Down
\$283*
\$1450 due at signing

Sign & Drive
\$364*
All Fees Included!

2007 FUSION SE



Auto, Air, Power Windows, Locks, Speed Control, Tilt, CD

15 at this price
209 available

BUY FOR
\$16,104+

24 Month Lease

\$1000 Down
\$208*
\$1910 due at signing

Sign & Drive
\$278*
All Fees Included!

2007 SPORT TRAC



Power Windows, Locks, Speed Control, Tilt, Hard Tonneau Cover

2 at this price
15 available

BUY FOR
\$20,286+

24 Month Lease

\$1000 Down
\$242*
\$1377 due at signing

Sign & Drive
\$318*
All Fees Included!

2007 EXPLORER



Eddie Bauer, Leather, CD, power windows, power locks, speed control, tilt steering wheel & power seat

2 at this price
77 available

BUY FOR
\$23,544+

24 Month Lease

\$1000 Down
\$258*
\$1675 due at signing

Sign & Drive
\$342*
All Fees Included!

2007 ESCAPE XLT



Air, power moonroof, power windows & locks, Audiophile in-dash 6-CD, satellite capable, cargo cover, speed control.2

6 at this price
103 available

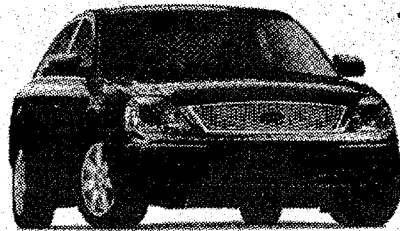
BUY FOR
\$17,548+

24 Month Lease

\$1000 Down
\$254*
\$1460 due at signing

Sign & Drive
\$333*
All Fees Included!

2007 FIVE HUNDRED SEL



CD, power windows, power locks, speed control & tilt steering wheel.

2 at this price
58 available

BUY FOR
\$16,879+

24 Month Lease

\$1000 Down
\$235*
\$1800 due at signing

Sign & Drive
\$309*
All Fees Included!

2007 F150 4x4 SUPERCAB



XLT, tow & go, 5.4V8, automatic trans, speed control, power windows & locks, AM/FM-CD, sliding rear window, air

20 at this price
311 available

BUY FOR
\$24,298+

24 Month Lease

\$1000 Down
\$242*
\$1611 due at signing

Sign & Drive
\$323*
All Fees Included!

2007 EDGE SE



Air, power windows & Locks, Power seat, Speed control, auto lamps, entry keypad, SAT radio, cargo mgmt sys, roof rails.

6 at this price
134 available

BUY FOR
\$23,959+

24 Month Lease

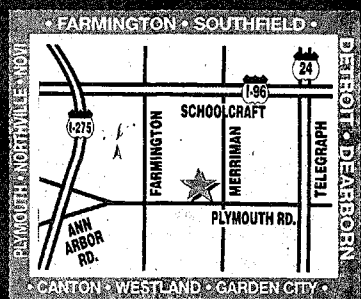
\$1000 Down
\$288*
\$1900 due at signing

Sign & Drive
\$366*
All Fees Included!

Early Out!

Would you like to get out of your lease early?

We can help! Regardless of where you leased your vehicle, bring it to Bill Brown Ford. Trade your vehicle now! Avoid or reduce out of pocket mileage and wear and tear charges.



32222 PLYMOUTH ROAD
LIVONIA

IF IT DOESN'T SAY

BILL BROWN



YOU PAID TOO MUCH!

MORE MONEY
For Your
Trade in....
GUARANTEED

1-800-611-2990

All payments are 24 month 10,500 miles per year, for qualifying A/Z planners. Add \$1200 for qualifying non A/Z planners. Sign and drive with \$1000 down, includes acquisition fee, excludes tax and license fees. +Purchase price for qualifying A/Z planners plus tax, title and destination. Add \$1200 if not A-plan. Subject to availability. Not all buyers will qualify for lowest payments or APR. Payments and Prices per program in effect at publication and are subject to change. All rebates assigned to dealer including assumed Explorer to Explorer renewal and Sport Trac to Sport Trac renewal. Pictures may not represent actual vehicle.

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