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SPORTS, B1

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Wayne County leaders endorse Price

Joanne Maliszewski Staff Writer

Shannon Price has garnered the support of some Republican western Wayne County leaders in a bid to retain his position as Plymouth Township supervisor.

In June, Plymouth Mayor

Dan Dwyer - and city commissioners Colleen Pobur and Dan Dalton - threw their support behind Price's Republican opponent, state Rep. Kurt Heise, R-Plymouth, who - following a court ruling - is running as a write-in for the Tuesday, Aug. 2, primary. He is term-limited in the House.

Without Democrats running for supervisor, the primary winner is almost guaranteed a general election win in Novem-

Now Price has announced endorsements of his campaign by Canton Supervisor Phil LaJoy, Northville Township Supervisor Bob Nix and Livonia Mayor Dennis Wright. "We've been talking a long

time," Price responded when asked if he sought the endorse-

While Price's relationship with Wright goes back some 20 years in grassroots politics, he worked with Nix and LaJoy while he served as Wayne

County commissioner. The endorsements, Price said, show he has a history of collaborating with other communities and in issues, such as roads and the Five Mile corridor, that affect Canton and Northville townships, for example.

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Emma Stephens is one of four winners of a culinary scholarship offered by Karl's Cabin.

Four P-CCS grads earn Karl's Cabin scholarships



Diana Woodward leads the Plymouth-Canton culinary program.

Maria Taylor Correspondent

After Peter and Louis Poulos' father died, the two brothers wanted to do something to keep his memory alive.

Something for the community where he'd Karl, their dad, had been a chef and the

founder of the Plymouth restaurant Karl's Cabin. "He was always really big on promoting education, professionalism — loved food, the whole spirit of the culinary industry,' Peter said. So the brothers decided on a scholarship, aimed at helping culinary students from the area.

The scholarship is offered through the Plymouth-Canton Educational Excellence Foundation. Gretchen Ward is the foundation's executive director. She met Peter at an event he was catering and, when he mentioned his idea, she was quick to jump on board. Ward called the Poulos brothers "terrific guys" and strong supporters of local initiatives. "They have a really deep history within our community," she said.

Karl's Cabin dates from 1945, when it opened as a log cabin roadhouse called Rusceak's Rustic Tavern. It led a rough-andtumble existence throughout the '50s and '60s, earning a reputation for rowdy patrons, brawls and traveling musicians looking to strike it big on the country circuit - including a young fellow by the name of Johnny

Karl Poulos purchased the restaurant in 1981, opening it in late 1982 as a family restaurant and banquet facility. Karl was the cook. His wife Sophia managed the front of the house.

Peter and Louis didn't plan to carry on the family business. Both went to Michigan State University, Peter for law and Louis for engineering. But tradition, it seems, ran in their

See SCHOLARSHIPS, Page A4

Hoben principal takes on human resources post

Joanne Maliszewski Staff Writer

If life is a circle, then Liz Vartanian-Gibbs could be living it.

When she was a Salem High School student, she worked in the Plymouth-Canton Community Schools district office of personnel - what it was called then - as a co-op student. On July 12, the P-CCS Board of

Education confirmed her appointment as assistant superintendent of human resources. This is

one of three jobs to be filled in the district admini-

Vartanian-Gibbs

stration. The remaining two are positions that remained

unfilled from the previous

year.
"I feel like I am full-circle back here," Vartanian-Gibbs said.

If you recognize her name. you should. She just completed 13 years as principal of Hoben Elementary School in Canton. Before that, she was the mathscience curriculum leader for elementary education. And even before that, she was an elementary teacher at Tonda,

Isbister and Hoben.

In her days as a P-CCS student, Vartanian-Gibbs attended Fiegel Elementary and East Middle schools. She is sort of homegrown, you could say. She would have it no other way.

"I believe in P-CCS," she

Vartanian-Gibbs has

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NCFD firefighters train weekly

Julie Brown Staff Writer

Capt. Jim Davison of the Northville City Fire Department is a veteran of the fire service who worked in Canton fighting fires for 34 years. He now runs the city of Plymouth station weekdays for the NCFD, serving the cities of Northville and Plymouth.

"Every Thursday night is our training night," Davison said. That can run two hours or four hours and often takes place at the Plymouth Cultural Center, including classroom work. Sometimes, the paid, on-call firefighters travel north to Northville's Station No. 1 or train jointly with the Northville station crew in Plymouth.

The focus is on "practical exercises," Davison said, noting the training schedule is planned two months in ad-

"Training is very important," he said. "Technology changes, newer, better, safer. Firefighters are always training, always looking at the newest, best, safest methods. Training in the fire service is huge. It's a necessity, especially the paid, on-calls.

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TOM BEAUDOIN

A shot above Plymouth shows the NCFD working on its weekly training that helps to keep the communities it serves safe during emergencies.





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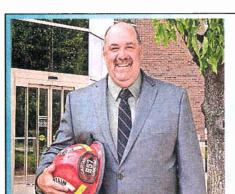
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Tuesday, August 2nd **Canton Township CLERK**

Former Canton Fire Captain, 22 year Canton Resident, Solving Problems for Decades

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Canton to host Senior Games at several venues

Area seniors are invited to enter the inaugural Canton Senior Games, scheduled for Aug. 23-25 at various locations in the Canton community. A variety of fun and challenging activities for men and women age 55 and older

will be available during these three days of competition.

Competitions will take place at Pheasant Run Golf Club, Summit on the Park, Heritage Park, Freedom Park and Griffin Park.

Registration is now

available online at www.cantonfun.org or in person at the Canton Club 55+ at the Summit, 46000 Summit Parkway. All participants must register by Wednesday, Aug. 10.

Registration fees are as follows:

» Field games/cards/ Wii games/billiards fees for each event are \$2 for Canton residents and \$3 for non-residents.

» Pickleball tournament and tennis tournament fees are \$4 for Canton residents and \$5 for non-residents.

» Golf tournament fees are \$49 for Canton residents and \$54 for non-residents.

An awards ceremony has been scheduled for noon Friday, Aug. 26, at the Summit. Participants can take part in the boxed lunch for just \$6

for Canton residents and \$7 for non-residents.

For more information about the Canton Senior Games or to confirm event times and locations, contact Canton Club 55+ at 734-394-5485.

PRICE

Continued from Page A1

"Whether as a county commissioner or as Plymouth Township supervisor, Shannon has always been a strong advocate for regional cooperation," Nix said in a press release announcing the endorsements.

The cities of Plymouth and Northville and the townships of Canton, Plymouth and Northville,

share the 35th District Court. The townships are also in-

Price

volved in the Western Townships Util-

ity Authority.

"Additionally, Shannon and I have been leading the efforts to bring new advanced manufacturing companies to our Five Mile corridor, known as the Michigan International Technology Center," Nix added.

The Five Mile corridor is the site of the former Scott Women's Correctional Facility that has been demolished. As a county commissioner. Price worked with state Sen. Patrick Colbeck, R-Canton, as well as Nix and state officials, to secure funding for a transportation study of Five Mile.

A little more than a year ago, Southfieldbased developer Redico

was chosen to drive development with a mixeduse concept plan for the corridor. The plan includes specialty retail businesses and lofts, together with a hotel, restaurants, varying residential products and other amenities.

On another front, LaJoy's endorsement of Price comes from his work - while county commissioner - on roads. "As our county commissioner, Shannon Price worked to get Beck, Sheldon and

Lilley roads fixed," La-Joy said. "Additionally, Shannon was able to get \$1.5 million to fix neighborhood roads in Plymouth Township."

The endorsement press release also highlights Price's work of coordinating with Wayne County to bring more money from the county park millage to be spent on local parks.

Wright added, "Shannon is a conservative leader who leads by example and always puts

his community first. Shannon believes that through regional cooperation we can improve government services and keep taxes low."

Collaboration, Price said, is what he plans to continue to follow if elected for another four years: "All four of us agree we need to work together and collaborate."

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HR POST

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accepted the position formerly held by Monica Merritt, who was made district superintendent, effective July 1. Vartanian-Gibbs has a number of degrees, including a doctorate in educational leadership.

Education has long been Vartanian-Gibbs love. She keeps in mind Whitney Houston's block-buster, "The Greatest Love of All," particularly the opening lines: "I believe the children are our future. Teach them well and let them lead the way

That's why she directed her career to elementary children. "I wanted to work with the youngest learners," she said. "To make sure they had the essential pieces of the puzzle."

The hop from building principal to central office came as Vartanian-Gibbs was feeling it was time to do something different. But she wanted to stay in the district she loves. "Once Monica was there (as superintendent), I knew I wanted to work under her leadership to learn and grow," she said.

That doesn't mean she feels any less for her role as a principal. "I loved the connection with families," she said. "We created a true community, a culture with everyone working so diligently to support the children. Everything was about the kids.

For Vartanian-Gibbs, serving in human resources is a perfect fit. "It's the heart and soul of the district," she said. "It's important to continue to hire, train and maintain the staff.'

That's one of the reasons Merritt selected Vartanian-Gibbs. "She brings an incredible amount of experience in the district to this posi-

tion and her record at Hoben as a student-focused leader made her the perfect fit to join the administrative team in this important role," Merritt said. "Her career investment in this district is vital to the goal of bringing stability to the central office team."

Vartanian-Gibbs adheres to the concept that if you hire the best people, "everything else falls into place.

She brings with her to central office experience leading a school and working with teachers, maintenance employees you name it. "I know what people need at the building level," she asid. "I know what the day-today work at the buildings

Vartanian-Gibbs plans to bring to the position the attitude of "what do I do as a human resources leader to help this district, to help teaching and learning?

"I think it is about

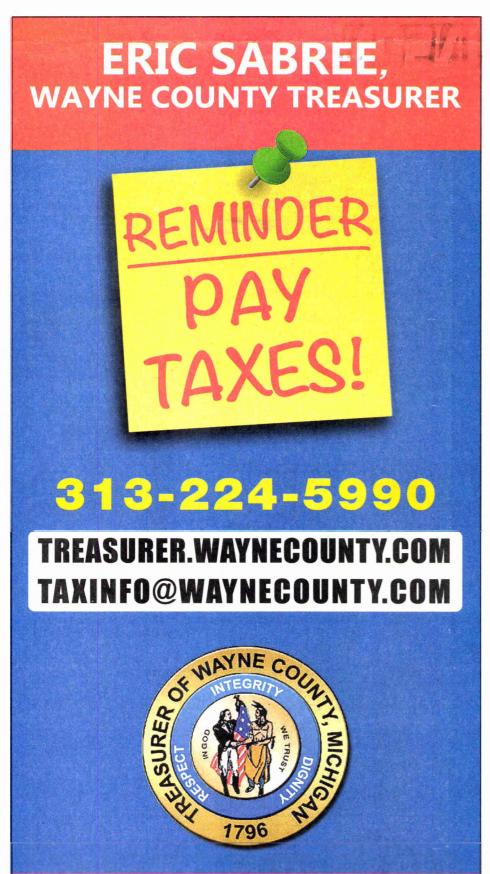
being connected to others," she said. "You have to listen well and understand the needs of every person. The question is, 'What are we going to do to help others?"

Vartanian-Gibbs said her strengths are in relationships - maintaining and improving them. ' always have a connection with people - from the top to the bottom," she

She plans to use her skills in problem-solving. "When I find out there's a problem, I look at the past history and seek advice," she said. "I'm good at finding answers."

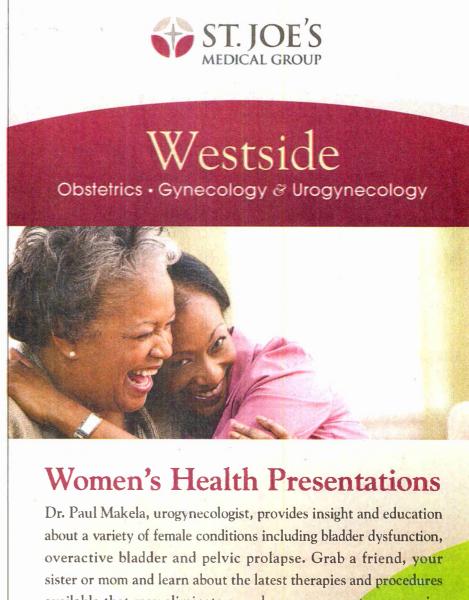
Two weeks into the job, Vartanian-Gibbs said she wants district families to know that she wholeheartedly believes in the P-CCS district and in the staff. "I'm here just to make it better each day," she said.

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Salvation Army leads back-to-school supply drive

As some students face going back to school without the supplies they need, The Salvation Army Plymouth Corps is making a difference with a school supply drive through Aug. 29 in part-nership with the Plymouth-Canton and Van Buren school districts, local churches, service clubs and private donors.

The drive is intended to collect new school supplies and backpacks for K-12 students and classroom supplies for teachers and administrative staff in Plymouth, Canton, Belleville and Northville.

"Our communities will benefit when our students can focus on learning and developing into productive community members, rather than if they have pen and paper," Lisa Kennedy of Kennedy-Nemier Insurance said. She sits on The Salvation Army's advisory board and is also hosting a collection site.

"If education is (students') job then school supplies are their tools," said Kennedy, who also sits on an ad hoc back-toschool blitz committee.

Donations will be accepted at The Salvation Army of Plymouth, 9451 S. Main St., during business hours Monday through Friday. Contributions can also be delivered to the Plymouth Public Library, Canton Public Library, the Belleville Chamber of Commerce Office and Belleville City Hall.

Needed supplies include:

» Backpacks (particularly for older students).

» 1-3-5 subject notebooks, composition books, pocket folders, index cards and graph paper, loose leaf paper (wide-ruled).

» Compasses and protractors, scientific calculators.

» Yellow highlighters; 24 count crayons; No. 2 pencils; colored pencils; markers; red, blue and black pens; eraser tips; pencil cases; dry erase markers/cleaners and permanent markers.

» Hand sanitizer (large size), hand soap and facial tissue.

» Binders (especially 1-inch), scissors, glue sticks/bottles, Ziploc bags and tape.

» USB drives, earbuds/headphones (chrome books)

In addition to school supplies, The Salvation Army will be accepting

donations of new socks and underwear and gently used clothing to be distributed by the Plymouth-Canton Community Schools Clothing Bank throughout the year.

Monetary donations will be accepted to purchase new shoes, in addition to school and classroom supplies.

Families residing in Plymouth, Canton, Belleville and Northville, who are in need of school supplies, are encouraged to call The Salvation Army starting Aug. 8 to make an appointment for

the program registration. School supplies will be

distributed Wednesday, Aug. 31, to pre-registered families with all remaining school supplies delivered to Plymouth-Canton Community Schools and Van Buren Public Schools for distribution.

For more information, go to www.misal plymouth.org or The Salvation Army Plymouth Corps on Facebook. Those who are interested in becoming a sponsor for this event and/or to host a collection site are encouraged to contact Laurie Aren at Laurie_aren@usc.salvationarmy.org by calling 734-453-5464.

TRAIN

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Those firefighters hold down day jobs and are paid hourly for training and are paid for calls they answer. They need to learn to use equipment, including operation of the trucks.

"We don't have the luxury of being here 24/7," Davison said. Chief Stephen Ott is NCFD's only full-timer.

"You're always doing something," Davison said of his firefighting years. That could be viewing a PowerPoint "or actually going out and laying hose lines, climbing ladders.'

Additional information, including an application, is online at www.northville plymouthfire.org for those interested in becoming a paid, on-call firefighter with NCFD

"Give us a call," Davison said. "We are always in the market for firefighters. Come in and see us and talk." That includes older retired firefighters, he said.

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TOM BEAUDOIN

NCFD firefighters Adam Rice and Eric Reynolds train on the aerial ladder at the weekly training program held each Thursday evening.



Firefighter/EMTs Rachel Willey and Nolan Gilo train at the Plymouth Cultural Center in Plymouth each Thursday evening.







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Champions program marks academic success

A report card for the new Champions Program at John Glenn High School in Westland would contain only the highest marks possible.

Last month, the program marked the second celebration of students who successfully increased their grade-point averages by at least 0.5 with a banquet attended by more than 600 at the Hellenic Banquet Center. As teachers, mentors, parents, school and city officials and benefactors celebrated the accomplishments of students, several remained in awe of the success of the pro-

This semester, 567 students joined the program, which awards students who succeed with improving their grades by half a point \$200. Of those who signed up, 533 improved their grades, none had their grades diminish and 159 made their goal and marched across the stage to receive their checks from Glenn Shaw Jr. who, with his wife Patty, founded the program.

"I simply could not believe the numbers when they were calculated. To have 94 percent of these students bring their

grades up in the program was more than we ever expected," Shaw said.

During the evening presentation, a few students related their success stories and explained how involvement in the program motivated and helped them. One young woman increased her grade-point average from 0.8 to 2.8, with a story that Shaw said simply brought tears to the eyes of all who heard her speak.

Another student who had been "doing things I shouldn't" and failing his classes also saw the same level of remarkable

grade improvement and credited the program for helping him and keeping him in school.

"We stay involved with these kids. We don't just have them sign up and then move on. We check on them. We communicate with them. They know that we really care about their success," Shaw said. "This couldn't have happened without the help from these great mentors and the involve-

ment of the parents. I believe that is the key to our success." Shaw, his wife and his family fund the program personally, with some contributions

from other donors.

"There is no public or tax money used for this," Shaw

The evening celebration also saw the awarding of scholarships to several area students. Wayne County Community College District awarded a total of \$26,800 in full-year scholarships, while Schoolcraft College awarded two scholarships to students in the Wayne-Westland district. The Westland Community Foundation awarded 10 \$1,000 scholarships to local students and four \$500 scholarships.

SCHOLARSHIPS

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blood. "We were both kind of unhappy in the corporate world," Peter said. When they heard their parents were getting ready to put the restaurant up for sale, they decided to jump in.

The brothers have co-owned the restaurant for 19 years, with Louis serving as kitchen director and Peter as head of guest relations. Both helped out at the restaurant when they were growing up, so they know what it's like to be a young person in the industry.

And when it came time to judge the scholarship entries, the up-and-coming generation of chefs had them impressed.

In order to qualify for a Karl's Cabin scholarship, students had to be a high school senior or graduate, enrolled in culinary school or a culinary arts program with a minimum 2.0 cumulative GPA. Each applicant also had to submit an original recipe and an essay on why he or she chose to pursue culinary arts as a career.

"They wanted to see their creativity, get to know each student as a chef and get a really good picture of who they were awarding the scholarships to,' Ward said.

Originally, Karl's Cabin had put aside funding for two awards of \$1,000 each. Six students applied, which Ward said is a great turnout for the first year. But when Peter and



Culinary students learn step-by-step.

Louis looked over the applications, four of them really, really stuck out.
"We didn't have the heart to

give it to just two," Peter said. 'So of course, being the bleeding heart kind of guys we are, we decided to do two more."

This year's recipients are Paul DiNicola, Zachary Chouinard, Brynna Samuels and Emma Stephens. All graduated from the Plymouth-Canton high school culinary program and will be attending Schoolcraft College this fall, two as freshmen and two as sopho-

Diana Woodward is head of the Plymouth-Canton culinary program. "It's a very intense, high-pressure program, almost a college-simulated curriculum," she said. As part of their

training, Woodward's students run a full-service restaurant at Salem High. "Everything is made from scratch, in-house," she said. "We butcher our own products that come in every day."

Woodward also heads up the culinary team that competes every year in the ProStart high school competition. Stephens, 18, of Canton was captain of the team that took second at nationals this year. "She was all in, all the time," Woodward said, "even dropping other activities, like pom, to focus on culinary.'

Stephens got interested in the culinary field in middle school, partly through watching Food Network on TV. She aspires to become a private chef, maybe a pastry chef, and her recipe entry was a dessert she created for the national competition: a white chocolate truffle with caramelized ga-

DiNicola, 19, of Canton has wanted to be a chef since the second grade. He's going into his second year at Schoolcraft and he credits his Italian heritage for the career choice.

'My grandma on my father's side was an Italian immigrant," he said. "I have home videos of me making homemade pasta with her and pizza. Everybody is so happy when they're cooking." After graduation, he wants to travel to Italy and spend time working in several restaurants, "trying to learn as much as I possibly can."

For his scholarship recipe, DiNicola chose a dish he'd been working on for six months: braised lamb shank pasta in a tomato-Parmesan puree. "Because I'm Italian, I like pasta," he said. "Also, I was trained in French cooking, so I combined the two and I think it worked out pretty well."

DiNicola and Chouinard both work at the Country Club of Detroit in Grosse Pointe Farms. Previously, DiNicola worked at Karl's Cabin — as have a number of Woodward's students. "We have a great relationship with Karl's," she said. "I send them someone to work and they know that they're going to be good."

Samuels and Stephens both joined on at Karl's Cabin after winning their scholarship. The

two were looking for a summer job and it was the perfect opportunity. "When we presented (the awards) to them, they applied for positions here,"
Peter said, "and we were so
glad to bring them on for summer help."

All four recipients will be working with chefs at Karl's Cabin to create and serve a six-course fundraiser dinner Aug. 31, with 100 percent of the proceeds going toward next year's scholarship fund.

The dinner will be a celebration of Michigan produce available in the month of August. Woodward helped the students put together the men and said they're all really passionate about locally sourced food. "The kids all contributed flavors that they liked," she said. "They wanted to do something really progressive and interesting." Some of the dishes include watermelon gazpacho shooter, steak and shrimp with potatoes and Swiss chard and brown butter cake with fruit sorbet.

Tickets are \$49 per person, available online at http:// bit.ly/29YDTqd or by calling 734-455-8450. The dinner will be held at Karl's Cabin Restaurant & Bar, 6005 Gotfredson Road.

It's a casual event, despite the fancy fare. "This is about supporting the local community," Peter said. "We're not trying to do anything stuffy — it's meant to be fun. The kids are going to put together an amazing meal for the night and we are excited."

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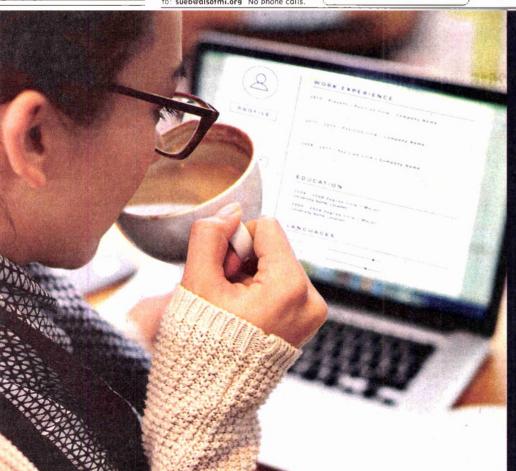
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JULIE BROWN Katelyn Mark,

Stylish, tasty and more: Sidewalk sales beckon in Plymouth

Sidewalk sales in downtown Plymouth drew crowds of eager shoppers Friday and Saturday. Bargains galore beckoned with business owners and managers pleased with turn-

"It's great," said Carol Uber, owner of Home Sweet Home on Ann Arbor Trail. She had tables out with home

accessories and more, which drew customers

Clothing was also featured, including Milano Menswear and, for the women, Maggie & Me down the street from Milano. Both offered significant markdowns.

Nearby was Katelyn Mark, a Kemnitz Fine Candies sales staffer, at a table outside that longtime local business, also on Ann Arbor Trail. Mark is an Eastern Michigan University junior studying special education.

The events page of the Plymouth Community Chamber of Commerce website has more on community events at http://www.plymouthmich.org.

- By Julie Brown



who's in sales at Kemnitz Fine Candies, chats with customers at the sidewalk sale Friday. She's an Eastern Michigan University junior studying special education.

Cardboard boat race returns to the Summit

Families and businesses are invited to participate in the third annual Cardboard Boat Race, set for 9:30 a.m. Saturday, Aug. 6, at the Summit on the Park aquatic center.

Participants are encouraged to use creative teamwork to build a boat only out of cardboard and duct tape prior to the event. Boat specifications should be less than 5.5 feet wide by 10 feet long. Cardboard boats must be built at home and then transported to the Summit to compete.

Paddles will be provided for participants and boats can be raced by one or two individuals. Competitors will be divided into two age categories: ages 8 and under and ages 9 and above. Awards will be given out in both age groups to the fastest and most creative boats. In addition, the most dramatically sinking boat will receive the Titanic Award in each age group.

"All ages are encouraged to try their hand at



CANTON TOWNSHIP

Canton's Cardboard Boat Race is returning

this fun and challenging event," said Brad Chiasson, recreation specialist. "The outcome is always both entertaining and inspiring. It's great to see teams working together and the competition makes it even more enjoyable. These races are really fun for contestants and spectators alike."

If you need assistance finding cardboard material, call 734-394-5467. The entry fee for this event is \$10 for Summit members, \$15 for Canton residents and \$20 for non-residents.

The Summit's Aquatic Center features a 25-yard lap pool, zero depth leisure pool, lazy river, water slide and hot tub. The Summit Swim School also offers a full complement of swim lessons for all ages and abilities.

Registration for this annual Cardboard Boat Race can be done in person at the Summit or online at www.summiton thepark.org. The Summit is located at 46000 Summit Parkway.

Canton volunteers sought for Detroit community clean-up

Canton Township is supporting the efforts of Life Remodeled's 2016 Denby neighborhood blight removal and beautification project Aug.

Life Remodeled, a Detroit-based nonprofit organization, seeks to remodel lives along with neighborhoods, schools and homes utilizing a volunteer workforce. Goals for this year's project include mobilizing 10,000 volunteers from the community and region to remove blight on 300 Detroit city blocks surrounding Denby schools and board up 300 vacant houses in six

Volunteers will also remodel 50 homes in the community, as well as finalize the creation of a new park adjacent to

Denby High School. Each year, Life Remodeled selects a different Detroit neighborhood based on two criteria: significant need and

Volunteers will also remodel 50 homes in the community ... adjacent to Denby High.

radical hope. This year, the Denby neighborhood on Detroit's northeast side has been chosen to receive substantial investment from Life Remodeled and its partners.

"We hope that a large number of Canton residents and local business representatives are able to come out and participate in Life Remodeled's Denby neighborhood blight removal and beautification project," Canton Supervisor Phil La-Joy said. "This highly organized volunteer experience gives metro Detroiters an opportunity to work together to transform these neighborhoods from blight to light through volunteerfueled determination." Interested participants are encouraged to

volunteer for full-day, morning (9 a.m. to 1 p.m.) or afternoon (1-5 p.m.) shifts during this special project. Volunteer activities include moving overgrown grass and weeds; cutting brush; removing refuse; painting; and planting. Life Remodeled and its partners will provide volunteers with tools and oversight on all projects, as well as lunch. No special skills are required to volunteer, but participants must be at least 14 years old. Project parking and check-in will take place at Eastland Center, 18000 Vernier Road, in Harper Woods, at the northwest corner of the mall facing Kelly Road

Volunteers are asked to register online at http://liferemodeled. com. For more information, call 313-744-3052.



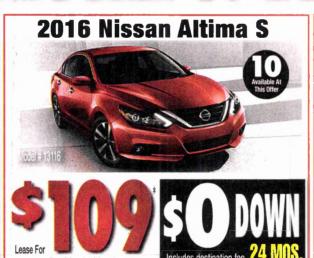
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RTA can't get votes for \$4.7B transit plan

Matt Heims Detroit Free Press

It's up to Detroit Mayor Mike Duggan and top leaders in four counties to see if they can salvage a \$4.7 billion plan for expanded public transportation for the region after the Regional Transit Authority of Southeast Michigan board couldn't come up with the votes to put the proposal before voters.

The board Thursday couldn't overcome objections from Macomb and Oakland counties, leaving the proposal's fate in limbo even as time runs short for the plan to appear before voters in November.

Sending the proposal to voters required approval from seven of nine members of the RTA board, with at least one representative from each of Wayne, Oakland, Macomb and Washtenaw counties on board with it. But the representatives – two each — from Oakland and Macomb counties voted no, leaving at most two weeks for the leaders of the counties to try to rescue the ambitious 20-year proposal to expand transit in a region that has underfunded public transportation for decades.

"This isn't the plan that we're looking for," Chuck Moss, an Oakland County representative, said during an RTA committee meeting Thursday morning. "It does not provide regional transit.

What we have now is a

mercial regional transit.

... What we have now is a regional taxation plan without transit."

Oakland County Executive L. Brooks Patterson and Macomb County Executive Mark Hackel say they can't support the plan unless the governance structure of the RTA board is changed and more services are provided to outlying parts of their counties that wouldn't be served

by the centerpiece of the plan, bus rapid transit lines along Woodward, Gratiot and Michigan avenues between Detroit and the suburbs. The plan also calls for express service to Metro Airport and a commuter rail between Detroit and Ann Arbor

Patterson and Hackel say the structure of the RTA should be adjusted so that decisions on where to deploy funding and service require super-majorities or unanimous board votes and not simple majorities. That would make it more difficult for the RTA board to make major changes to the 50/50 split of federal transit funding now shared by the Detroit Department of Transportation and the suburban SMART system.

Moss said residents from northern and western parts of Oakland are "screaming bloody murder that they're going to have to pay" for transit that won't benefit their areas.

Voters in Wayne, Oakland, Macomb and Washtenaw counties would be asked to approve a 20-year, 1.2-mill property tax to pay for the transit expansion, costing the average homeowner about \$95 a year.

Freman Hendrix, Detroit's representative on the board, said the plan should be approved.

"We've waited way too long and it would be unfair to the ... to the riders and the citizens in this region" if the plan isn't put before voters, Hendrix said.

Hendrix said Duggan told him that city leadership will do whatever it takes to reach a compromise with Oakland and Macomb's leaders, including extending rapid transit and bus routes, adding more stops and offering more on-demand and dial-a-ride options for outlying areas of the



REGINA H. BOONE | DETROIT FREE PRESS

This is the Louis Stokes Station at Windermere in East Cleveland where passengers are waiting by the RTA's HealthLine. It is a state-of-the art bus-rapid transit system that offers rail-like convenience with the flexibility of a bus.

counties.

"Our eagerness is to do whatever is possible to work things out in a positive manner," Hendrix said. He expressed optimism that the Big Four regional leaders could work out their disagreements in time to salvage the plan.

Board chairman Paul Hillegonds said there could be as little as one week left to come up with agreements that overcome Patterson's and Hackel's concerns.

The RTA board "has taken this as far as it can and ...we essentially have one more week in which we could call an emergency meeting and I think it will be up to the four leaders — the three county executives and the mayor of the city of Detroit — to work through the governance issue, which is a stumbling block right now," Hillegonds said.

Hillegonds said RTA lawyers are still studying what it would take to adjust the RTA's governance without running afoul of the state law that created the agency.

"We're still working on that," he said. "That's partly a legal issue, but it's also a political issue. Will the four leaders of Oakland, Wayne, Macomb and Detroit be able to agree on governance?"

Wayne County Executive Warren Evans said allowing residents to vote on the transit plan is critical.

'While individual concerns must be addressed, we cannot afford to once again delay development of true regional transit," Evans said in a statement. "Failure to place this millage on the ballot in November could impede the progress we have made in the region. I'm committed to working to address the concerns of our regional partners to bring them on board.'

It was a stunning turn for a plan that appeared to have broad political support until the last couple of weeks, when Patterson and Hackel made their concerns public, taking some RTA board members and transit advocates by surprise, given that there had been years for either county executive to bring up objections.

Hackel and Patterson released a 19-page critique of the plan, but the two main objections now center on veto power over major funding changes and providing a greater amount of localized transit service and routes that would move residents from more rural parts of Oakland and Macomb into the southern parts of their counties, where bus rapid

transit lines run. The bus rapid transit routes would run from Detroit to Mt. Clemens along Gratiot, to Pontiac along Woodward and to Metro Airport on a route that includes Michigan Avenue. The BRT routes wouldn't directly serve large swaths of the tricounty area, but RTA CEO Michael Ford said there are creative alternatives, including large vans that feed into major bus lines or BRT stops and enhanced localized services such as on-demand and dial-aride services that could be provided to areas where BRT and fixed bus routes aren't justified.

Patterson said he could not support the plan as it stands.

"The current regional master transit plan abandons more than half a million Oakland County residents in 40 of our communities, leaving them with little or no transit services but demanding they pay more than \$700 million in taxes over 20 years," Patterson said. "I support regional transit, but I won't be stampeded into a bad deal."

Patterson said the region will get only one chance to approve a transit plan and it has to be done right.

"I'd rather take the time to get the details right than be saddled with a system that doesn't work well because some were willing to abandon the interests of almost half of Oakland County's residents," he said.

residents," he said.
Vicki Barnett, a Farmington Hills resident running in Tuesday's primary for a shot at challenging Patterson in the fall, called for the plan to be put to voters.

"A reliable, coordinated, regional transportation system is the key to the future success of our region," Barnett said in a statement released before the vote. "Millennials want it, workers need it and our growing senior population deserves it so that they can spend their golden years living independently in the community of their choosing.

"Add to that the clear economic benefits including increased community investment around transit hubs, connecting workers with jobs and making our region much more attractive to talented workers and the growing businesses who need them and the need for a dramatic improvement in our transit system is clear," she added. "It is time for adults to get it together, come to the table and reach an agreement to put the RTA proposal on the ballot.'

Staff writer Brad Kadrich contributed to the story.



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Find the 2015 Rogue at Nissan of Canton

The 2015 Nissan Rogue is an appealing compact SUV with a robust exterior and a high-quality look. Its sporty appearance is complemented with updated interior features. You can check out the available models at Nissan of Canton located at 42175 Michigan Ave., just west of I-275.

Styling

Nissan has definitely succeeded in crafting a compact SUV that many find appealing. The Nissan-family look is in full force, with more than a passing resemblance to the bigger Pathfinder. The look is more aggressive than its competitors, with bulging wheel arches and a bigger nose than the Honda CR-V or Toyota RAV4. Seventeen-inch steel wheels are standard on the base S trim, with 17-inch alloy wheels standard on the mid-level SV trim and 18-inch alloy wheels standard on the top-line SL trim. New LED running lights up front and angular taillights make the Rogue distinctive even in the

How it drives

The Rogue's powertrain is a 2.5-liter fourcylinder engine making 170 horsepower and mated to a continuously variable automatic transmission. Front-wheel drive is standard and all-wheel drive an option.

Handling is sharp. The thick steering wheel delivers excellent feedback to the driver. Brakes are very strong and firm, with excellent pedal feel and no noticeable fade.

The standard frontwheel-drive Rogue gets an EPA-rated 26/33/28 mpg city/highway/combined.

Interior

Nissan paid a lot of attention to the interior.

creating a cabin that is inviting, attractive and comfortable for a variety of body types. Slide into the driver's seat and the combination of command seating and low dashboard creates excellent visibility to the front and sides.

Seating is flexible, spacious and comfortable.

The second row of seats is also quite spacious at 37.9 inches, with much more legroom than expected for a compact SUV, stadium-style layout and long, tall windows for rear seat passengers.

Ergonomics and electronics

Gauges are easily visible through the steering wheel and include a 5-inch color LCD, the largest in any Nissan product, to display a variety of customizable vehicle information.

A full complement of information and entertainment electronics are available, including navigation, satellite radio and Bluetooth streaming audio and phone connectivity. The Rogue features not only a backup camera but Nissan's Around View Monitor, which uses cameras to display a 360-degree live feed of the Rogue's environment on the touchscreen.

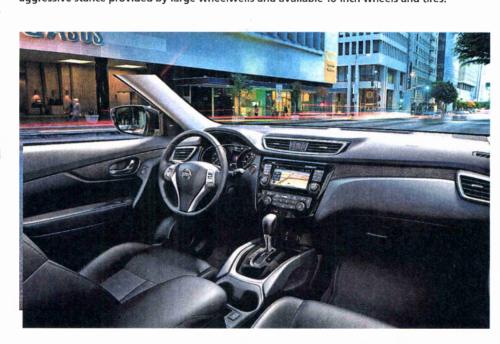
Cargo and storage

Pop the rear hatch (a power liftgate is optional) to reveal a spacious cargo area with low bumper liftover. The second-row seats fold flat in a 40/20/40 split, and the levers are accessible with a stretch from the cargo area to unlatch

the seatbacks. Fold the front passenger seat flat as well to get a cargo area able to accommodate an 8-foot ladder. For models without the third-row seat, under-floor storage is



The 2015 Nissan Rogue's bold, sharp bodylines offer a sporty and confident appearance, balancing its sleek style with an aggressive stance provided by large wheelwells and available 18-inch wheels and tires.



Nissan paid a lot of attention to the interior, creating a cabin that is inviting, attractive and comfortable for a variety of body types.

presented with two reconfigurable dividers that can also act as package shelves.

The Rogue cargo volume area is 39.3 cubic feet of space available behind the second row of

Some notable features of the 2015 Rogue include the following:

Exterior highlights

» 17-inch steel wheels; 17-inch and 18-inch alloy wheels available

» Halogen headlights » LED daytime run-

ning lights » Rear spoiler

» Available power

» Available fog lights » Available power

liftgate

» Available heated outside mirrors

Interior highlights

» Available front seat warmers

» Six-way adjustable driver's seat » Six front storage

» Available Nissan-Connect™ with naviga-

trol, Active Engine Braking and Active Ride Con-

engine

Safety features » Required in every new car: front airbags, anti-lock brakes and an electronic stability sys-

» Available Nissan

» Available Travel

» 170-horsepower,

» Continuously Vari-

» Front- or all-wheel

» Active Trace Con-

2.5-liter four-cylinder

able Transmission

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» Traction control

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» Available Moving

Object Detection » Available Around View Monitor

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LETTERS

Edwards not authorized

The League of Women Voters is a non-partisan organization that never supports or opposes any candidate or political party. We were, therefore, dismayed to see that Ron Edwards, a candidate for Plymouth Township treasurer, used the League of Women Voters name in a campaign flier sent to local voters this week. To be clear:

1. Mr. Edwards is not a member of the League of Women Voters.

2. Mr. Edwards did not participate in the 2016 League of Women Voters candidate forum for Plymouth Township candidates held June 30, 2016.

3. Mr. Edwards did not respond to the League of Women Voters 2016 Voter Guide questionnaire.

4. Mr. Edwards was not authorized to use the name of the League of

Women Voters in his campaign material.

Angela Ryan, president League of Women Voters of NW Wayne County

Work together

The United States of America is having a hard enough time with the upcoming presidential election that I certainly did not expect to see such malice so close to home. I have grown up in the Plymouth-Canton area since I was 7 years old. I know many business owners and have many friends in both of our communities. I graduated from Canton High School and now have kids attending the same school.

I am very proud to say I am from Plymouth-Canton, just like the name on our school district. I never even knew that there was competition between our communities until I became an executive director for a local nonprofit. Because

WRITE US

We welcome your Letter to the Editor. Please include your name, address and phone number for verification. We may edit for clarity, space and content. Submit letters by the following formats:

Web: www.hometownlife.com

Mail: Letters to the Editor, Canton and Plymouth Observers, 29725 Hudson Drive, Novi, MI 48377

Fax: 248-668-4547 Email: jmaliszews@hometownlife.com

for me, it was always about the good people, the safe neighborhoods, the hometown amenities and the camaraderie.

I now feel like an outsider, watching what is going on in the city and township of Plymouth. When I mail a letter, it says "Plymouth" and there is one zip code! When I go to a restaurant, the drive-in, the orthodontist, the chiropractor, the fountain, the grocery store, McClumpha Park, the museum, a chamber event or to visit a busi-

ness, I say "Plymouth!" As a resident who lives in Canton, I see Plymouth as one! It is my sincere hope that our local cities and townships get back to working together and stop blaming one another, so that we can continue to make our world a better place.

> Jill Engel Canton Township

Appalled with post card

I was appalled to see a post card in the mail this week from a group nobody has ever heard of declaring: NOTICE: PROPERTY TAX IN-CREASE. This Plymouth

Township administration has now resorted to scare tactics, deception and, yes, I will say it: lies. They should be ashamed to stoop so low. Nobody can raise taxes in our community; Only a vote by the citizens can raise taxes

A vote by the citizens is exactly what this administration will not allow. They passed a resolution two years ago to fund a study on the needs and wants of the community in regards to recreation. They have never done that study because they do not want to know what the citizens think. Ron Edwards proposed a resolution not to have anything to do with the city of Plymouth until after the 2016 election. This board passed that resolution (Curmi and Doroshewitz were the only two dissenting votes). That means until this administration is defeated, we are enemies of our closest neighbor. They won't even allow discussions.

I know this is not what the people of Plymouth Township want; they care about our whole Plymouth community. If you disagree with the policies

newspapers in print

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of this current board, you must get out and vote against them in the upcoming Republican primary Aug. 2. Take our township back.

Jackie Peters Plymouth Township

PARC advocates change their tune

At the League of Women Voters Forum, I pointed out that PARC (the Plymouth Arts and Recreation Complex) was advocating a tax on Plymouth Township, that would raise township tax rates from 25-100 percent, depending on the legal organization of a tax district.

I received an email from Bob Dorshewitz, a staunch advocate and owner of PARC (he's on the incorporation papers), saying I was "justifying my position with a flat out lie." I enlightened Mr. Doroshewitz regarding the state laws governing the authority of the kinds of joint tax district PARC proponents want; that indeed allow taxation from 1-4 mills - 4 mills would double our tax rate in the township.

After my communications, Mr. Doroshewitz and his cronies have changed their tune. Now they say all they want is a discussion. If they don't plan to tax the township, there is no need for a discussion with the township - they can proceed with their project in the city. I find it impossible to believe that PARC advocates want a mere discussion about how to finance PARC after years of advocating a tax on the township. This is reminiscent of our voting earlier this year to reject a gas tax, then having it imposed upon us anyway.

Multiple articles in this newspaper have reported that PARC wants to impose a joint taxation district to tax Plymouth Township and the city of Plymouth. The district would tax people's homes up to \$25 million to build a concert hall. Some people estimate the cost as up to \$40 million, given the scope of the project. Even at the \$25 million estimate, Plymouth Township would endure a tax burden of about \$19 million on people's homes - that is substantially more than our township operating budget for one year, which is \$14 million. This additional tax would also have a chilling effect on our efforts to attract businesses to the township to broaden our tax base.

In the meantime, PARC has failed to supply the township with a business plan or feasibility study to support their request to tax the residents of the township. PARC needs to demonstrate that it has a plan to become self-supporting after renovations lest the Township be perpetually burdened to keep it afloat.

At this point, any tax on the township to support PARC is a bad idea for township homeowners and taxpayers.

Mike Oliansky Plymouth Township

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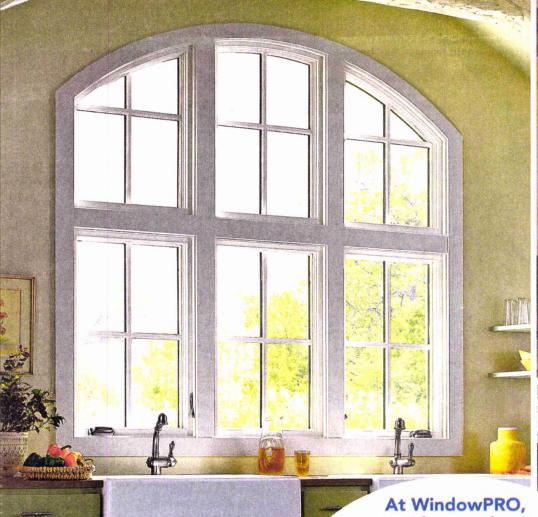


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You are hereby notified that there will be a hearing in the matter of, James Burton vs. Allied Waste, et al, Case No.: 14-NW-CV01873, as a result of the wrongful death of John Porter Burton, born on October 6, 1938, formerly of Seneca, Missouri, on August 26, 2016 at 11:15 a.m. at Newton County Courthouse, 101 S. Wood, Neosho, MO 64850, pursuant to Mo. Rev. Stat. § 537.095. All persons who are members of the class entitled to sue or join in this action are entitled to be present and to present evidence. Katrina Richards of The Hershewe Law Firm, PC, 417-782-3790, for more information.

Published: July 31, August 7, 14 & 21, 2016



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School officials share thoughts on finances

Superintendents hear results of MSU study

> **Julie Brown** Staff Writer

School districts in Michigan don't have a lot of say on their finances, according to a new study from Michigan State University.

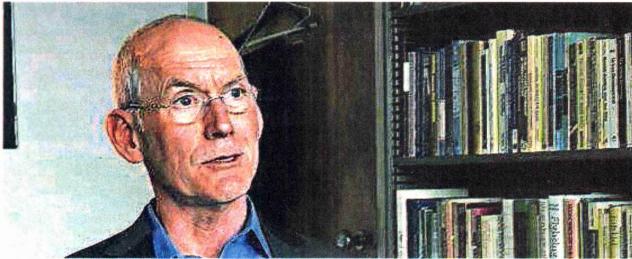
Major areas cited in the research are declining enrollment, higher shares of special education students and drops in state funding — which, the study notes, policy makers control.

These have made the difficulties in Michigan's low-income urban districts like Detroit even worse, according to David Arsen, professor of education policy in the MSU College of Educa-

The research, to be published this fall in the Journal of Education Finance, is the most comprehensive study to date to determine what causes school budget deficits in Michigan. Arsen and colleagues estimated the relative influence of multiple factors on the fund balances of all Michigan public school districts over nearly 20

Derek Fisher, superintendent of the Garden City Public Schools, has thoughts on the MSU research. "Almost all districts across Wayne County have experienced declining enrollment," Fisher said.

Fisher noted the recession of recent years caused Michiganders to leave the state and the birth rate is also declining, with most families of two children or less. "So it's not necessarily where the kids go," he said, noting some school children simply didn't get



David Arsen, professor of education policy in the MSU College of Education, studies school funding issues and related inequity.

born.

'It creates competition'

Of charter schools, Fisher said, "It creates competition. There are other choices. In my estimation and my studies, it's the birth rate" that influences enrollment more than charter

schools, he said. MSÚ's Arsen cited Michigan policies that relate to district fund balances and the role of local leaders. Arsen points to the state's emergency manager law and other policies that place sanctions on districts.

The research that Arsen and colleagues did found local spending decisions matter, but overall the impact is small. Study authors cite changes in the school district's per-pupil foundation allowance and their enrollment, especially where school choice and charters are prevalent.

Since Proposal A passed in 1994, Michigan has seen one of the nation's most dramatic shifts in financial responsibility for public schools from local tax revenues to a centralized per-student funding system. Arsen said increased funds in the decade starting with 1994 and Proposal A "produced significant improvements in student achievement, with rural districts as big winners often.

Those achievements have lessened in more recent years, as has funding to schools in our state, he noted.

Garden City's Fisher said of policy makers, "They have equal expectations for all students as far as academic performance," whether that's the Grosse Pointe district or Detroit. Fisher cites Proposal A and "having it (school funding) driven by property values, the disparities that exist. The state needs to look at that formula.'

A recent study by a Colorado consulting firm commissioned by the Michigan Legislature recommends a "base cost expenditure" of \$8,667 per student for Michigan schools.

Garden City's current per-pupil allocation is \$7,517 per student. Fisher and colleagues are hopeful for the proposed \$114 increase that will bring Garden City up to \$7,631

Fisher is proud of the Garden City teaching and administrative staff and their efforts. "Absolutely. That goes without saying," Fisher said, including his reference of the "hard work of our teachers."

Also proud of her team is Michele Harmala, Wayne-Westland school superintendent, where the per-pupil allocation for 2016-17 is \$7,511. "I commend our staff here in Wayne-Westland. They took it upon themselves to make sure programs stayed intact," she said of recent employee contracts, including teachers.

Harmala noted Wayne-Westland has declining enrollment and its leaders cannot cut expenditures at the same rate as others. "So that has a significant negative impact. You make guesses about the kids you will have," she said, adding Wayne-Westland's enrollment predictions have proven fairly accurate.

'Certainly clarifies the issues'

Harmala is sharing Arsen's study findings with colleagues. "I think David Arsen certainly clarifies the issues in the ways I have seen them. He's now put the data behind them," she said.

She lauded local representatives and senators for being open in discussions and asking good questions. "Our legislators should just keep advocating for the needs of their local districts," Harmala said.

Of declining birth rates and charter school competition, "I would say both have an impact,' she said. About 12 percent of resident Wayne-Westland students attend charters at various locales, with district officials not knowing who those charter students

"They both have an impact on our funding. They both matter," she said of birth rates and charter schools.

Added Harmala, "We provide very high-quality programs for limited dollars," with almost 88

Westland budget used on salaries.

"By and large, the staff sacrificed to save the district," she added. Harmala added in an

email of the study, "It is data-based research that concludes through careful, empirical research that state policies are having a direct and substantial negative impact on local school districts. This research, paired with the Michigan Education Finance Study, should be a 'wake-up call.' Michigan can be in the top 10 educationally with the investment of necessary and appropriate financial resources."

Arsen cites in the research the Detroit Public Schools, where the district faces more than \$500 million in debt after many years of enrollment loss and six years of emergency management.

The three-year study was partially funded by the ACLU of Michigan and the U.S. Department of Education. Arsen's co-authors, all MSU graduates, are Thomas A. DeLuca of the University of Kansas, Yongmei Ni of the University of Utah and Michael Bates of the University of California-Riverside.

Arsen and a colleague, Michael Addonizio, a professor of education policy at Wayne State University's College of Education, recently penned a guest column for the Detroit Free Press. That related to the Michigan Legislaturecommissioned study by Augenblick, Palaich and Associates in Colorado, which looked at school financing in Michigan.

jcbrown@hometownlife.com Twitter: @248Julie

Charters, special ed: MSU professor shares his expertise

Julie Brown Staff Writer

David Arsen of Michigan State University has extensive thoughts on charter schools in Michi-

"The key thing is how are the school choice policies designed," said Arsen, a professor of education policy and educational administration, as well as coordinator, Education Policy Unit for MSU's College of Education.

He's not opposed to choice in general; Arsen noted it's also key how charter schools interact with school financing

There's a higher concentration of low-income students at urban charters. "You see it in the suburbs as well, rural," he said.

has put a strong financial pressure on," he said of public schools. Public districts such as Bloomfield Hills offer no competition for charters, he

said.
"The kids overwhelmingly move from lower to higher of socioeconomic status," Arsen said of charter enrollment. "There's no overall regulation of the supply of charters" in Michigan.

He also noted in school finance the totally different issues when it comes to school facilities. Arsen has studied school finance and student achievement for ars, including work with researchers from MSU and other institu-

He said other states handle charters differently and Michigan laws could change to lessen socioeconomic impact. "You could moderate that," Arsen said, pointing to Massachusetts as a state where student achievement has risen considerably.

He and colleagues

find school facilities and special education the two main areas most "broken" in education. Special education students have different rights than others under federmust receive, he said.

"The feds don't provide all the money. They leave it mostly to the states," Arsen said of special education funding, which has spawned litigation in Michigan.

He noted county-level intermediate school districts, such as Wayne County's RESA, a regional educational service agency, and their role in special education millages which vary widely based on location. "All of this funding is

coming from local property taxes at the county level," which must be shared equally in the ISD, Arsen said. "11 you get to Wayne County, man, that's tough," due to smaller high-end socioeconomic communities in Wayne.

"In each one of the counties, they're doing it differently," he said of ISDs, noting such funds

help local districts a lot. A couple of his colleagues are examining regular education funding going to special edu-

cation. Arsen noted that

data was difficult to find.

'From my standpoint, it shouldn't come to this. This should be handled at the state level," Arsen said, citing federal mandates being difficult for local officials to handle

Macomb County has stepped forward on special education funding, Arsen said, adding, "I think Wayne County's a little slower."

Of charters and severely disabled students, Arsen added, "Charters just can't do it (educate) effectively."

jcbrown@hometownlife.com Twitter: @248Julie

Senior golf outing scheduled for Canton's Pheasant Run Golf Club

Area seniors are encouraged to warm up their back swing because Canton Club 55+ is once again hosting its annual Senior Golf Scramble on Tuesday, Aug. 23, at the Pheasant Run Golf Club, 46500 Summit Parkway.

Area seniors ages 55 and over are encouraged to hit the links for 18

holes of golf in this fourperson golf scramble that includes a continental breakfast, lunch, plus a cart, all for a fee of \$49 for Canton residents and \$54 for non-residents. Come as a foursome, a twosome or as a single player.

Check in will begin at 8 a.m., with a shotgun

start scheduled for 9 a.m. Lunch at the clubhouse is planned at 1:30 p.m. Prizes for several on-course contests will be awarded, including men's and women's closest to the pin. Additional door prizes will also be available. First place will be decided by a blind

ior golfers to join in on all the fun of our annual tournament, which is played on one of the most scenic courses in the area," Canton adult specialist Stephanie Diago said. "This annual

"We welcome all sen-

event is always a great way for area seniors to get outdoors and enjoy a good round of golf.

Registration is currently underway. Seniors are encouraged to reserve a spot by calling 734-394-5485 or register

in person through Wednesday, Aug. 17, at Canton Club 55+, located in Summit on the Park, 46000 Summit Parkway.

For more information, go to www.cantonfun.org or call 734-394-5485.

Family day, movie coming to Heritage Park

Area residents are invited to unleash their inner child and join Canton Leisure Services for fun activities and a little friendly competition that the whole family can enjoy during the second annual Family Field Day & Movie in the Park. It's scheduled for 7 p.m. Friday, Aug. 12, in Heritage Park, west of Canton Center, between Cherry Hill and Palmer

Featured activities on the north side of Heritage Park include classic favorites, such as potato sack races, shoe kicks, three-legged races and wheelbarrow races. You can also learn about family fitness opportunities that take place throughout the year through the Fit Family Challenge.

"This is a great way to reconnect with family and neighbors at Heritage Park for some friendly competition and summer-time fun," said Laura Mortier, Canton recreation specialist. "The experience and memories are what excites everyone. It's about families building those traditions in a healthy way and actually spending time together that determines the success of this Field Day. We are committed to delivering unexpected fun and lasting memories for participants, all experienced while taking part in this special outdoor health and wellness activity followed by a movie in

the park." This is a great photo opportunity, so attendees are reminded to bring a

camera. No pre-registration is required. The \$10 per family fee is required to be paid onsite. This event is open to the public and all ages are encouraged to attend, even grandparents.

Following the Family Field Day events, a special showing of Disney's animated movie "The Good Dinosaur" (rated PG) will be held outside in the park on the big screen starting at dusk. Food, snacks and popcorn will also be available for purchase onsite. Individuals who are not able to attend the Family Field Day activities are still encouraged to attend the free movie.

For more information about Family Field Day & Movie in the Park, go to www.cantonfun.org or call 734-394-5460.







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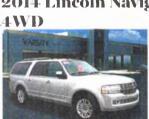
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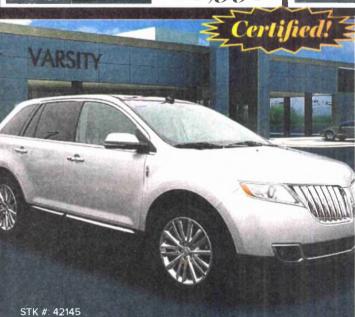
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SECTION B (CP)

SUNDAY, JULY 31, 2016 OBSERVER & ECCENTRIC MEDIA HOMETOWNLIFE.COM

SPORTS

TIM SMITH, EDITOR TSMITH@HOMETOWNLIFE.COM 734-469-4128

COLLEGE SPORTS

Ocelot fishing club is the 'reel' deal

Ocelot duo earns draw with mighty Penn State

Staff Writer

In a modern-day "David vs. Goliath"-caliber showdown, diminutive Schoolcraft Community College actually tied mighty Big Ten powerhouse Penn State University in an athletic event earlier this month — and that's no fish story.

Well, actually it is a fish story given that the eye-opening draw unfolded on Lake Chautauqua in upstate New York during a College Fishing Western Conference event.

The Schoolcraft Fishing Club's duo of Anthony Gilmore and C.J. Hatton reeled in five bass with a combined weight of 13 pounds, 3 ounces - the

identical result registered by Nittany Lions Derek Horner and Clayton Frey.

The Ocelots ultimately came out on the short end of a fine-print, tiebreaking formula - Penn State entered the tournament before Schoolcraft, thus, giving it the first-place prize of \$2,000 — but it didn't diminish the performance of Gilmore and Hatton, who earned a second-place prize of \$1,000, which will be deposited into the two-year-old club's bank

There were 64 boats (with two fishermen per craft) entered in the event, making the Ocelots' effort even more impressive.

See FISHING, Page B3



SUBMITTED

Schoolcraft Fishing Club members Anthony Gilmore (left) and C.J. Hatton tied for first at a recent FLW tournament and qualified for the 2017 national event.

RIO OLYMPICS



COURTESY OF @ADIDAS SWIM

With help from friends, Canton native Allison Schmitt has persevered some rough patches on her road to the 2016 Rio Olympics.

Correspondent

The University of Georgia swimming team was nervous. The Bulldogs were sitting on the Texas A&M pool deck in College Station, anxiously waiting for the 2009 NCAA Championships to begin.

As head coach Jack Bauerle looked around, his eyes fell on Allison Schmitt. To his surprise, the star freshman was

Schmitty, did someone tell you a ioke?" he called out. "What's going on?" "No, I'm just so happy," she told her

With help, Schmitt set for third Olympics appearance

coach. "I can't wait to just start." Schmitt won the NCAA title in the 500-yard freestyle that year, and she went on to have one of the most successful careers in the history of Georgia athletics.

Looking back, Bauerle clearly remembers Schmitt's joy before her first NCAA Championships. 'That's how she viewed com-

petition," Bauerle said. "She looked at it in a good anxious way ... she just had fun with it.'



Schmitt

The same love of competition carried Schmitt, now 26, far beyond her hometown of Canton Township and the University of Georgia campus. The passion has brought her American records. It has made her one of the greatest swimmers in U.S. history. And Aug. 5, it will take her to her third Olympic

Games.

Her competitive spirit has given her the highest of highs. And it's shown her how far she can fall.

Personal

Looking through Allison Schmitt's Instagram account, there is no indication that something was once wrong. She wears a friendly smile in many of the photos. Other images show beautiful scenery, swimming pools, family

and friends. What the photos do not display is the pain that Schmitt was hiding. She kept that to herself.

"To me, it seems like everything has

See SCHMITT, Page B2

FARMINGTON SWIMMING

Gators capture fifth straight city meet title

Dan O'Meara Staff Writer

Farmington Glen Aquatic Club extended its championship streak to five in a row, winning the city swim meet July 16 by 448 points over host Woodbrooke Hills.

The Gators accumulated 1,589 points; Woodbrooke Hills 1,141; Beechview Swim Club, 1,086' and Piemontese Club, 326.

Piemontese participated for the first time, replacing Kendallwood Swim Club, which closed last year.

Farmington Glen was led by six double winners: Madeline Greaves, Hannah Gurgel, Ryan Gurgel, Brody Jamieson, Trevor Jones and Jack Tom-

The Gators also won four of the six relay races. Beechview had four double individual winners and won the other two relays.

CITY MEET RESULTS

CITY MEET RESULTS
Glen double winners: Madeline Greaves, girls 11-12,
50-meter backstroke, 34.69; 50 freestyle, 29.91; Hannah Gurgel, girls
8U, 25 backstroke, 24.77; 25 butterfly, 19.95; Ryan Gurgel, boys
11-12, 100 IM, 1:92.49; 50 butterfly, 33.84; Brody Jamieson, boys
13-14, 50 backstroke, 32.06; 50 freestyle, 28.06; Trevor Jones, boys
13-14, 100 IM, 1:09.20; 50 butterfly, 30.06; Jack Tomlinson, boys 8U,
25 backstroke, 23.80; 25 freestyle, 18.39.

Beechview double winners: Emme D'Errico, girls 9-10, 50
butterfly, 37.68; 50 freestyle, 34.12; Emily Evers, girls 11-12, 100 IM,
1:19.37; 50 breaststroke, 41.05; Drew Hoelscher, boys 15-18, 100

freestyle, 58.87; 50 butterfly, 29.06; Ashley Turak, girls 15-18, 100 freestyle, 1:00.11; 50 butterfly, 30.21.

Glen relay winners: Mixed 40U 200 freestyle (Jack Tomlinson, Brendan Golicz, Mya McEvilly, Hassan Ezzeddine, 2:23.24;



Farmington Glen Aquatic Club won its fifth consecutive city championship, scoring 1,589 points in the four-team competition.

Mixed 40U 200 medley (Annie Kindseth, Ameliya Heard, Ryan Gurgel, Hannah Gurgel), 2:46.67; Girls 52U 200 medley (Bella Feenstra, Julianna Petrak, Madeline Greaves, Viv Kindseth), 2:15.47; Boys 52U 200 medley (Brody Jamieson, Matt Lane, Trevor Jones, Jared Visser), 2:08.57.

Beechview relay winners: Girls 66U 200 freestyle (Grace Xu, Hailey Stewart, Dayna Borregard, Ashley Turak), 1:55.84; Boys 66U 200 freestyle (Brendan Paul, Dillon Hess, Drew Hoelscher, Drew



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YOUTH HOCKEY

New hockey club set to debut this fall

HB Hockey Club will serve as developmental pipeline program

There will be a new youth hockey club debuting for the 2016-17 season, formed from a merger of three longstanding organizations.

The new HB Hockey Club will be a developmental pipeline program with a unified club culture, launched under the storied history of HoneyBaked

HoneyBaked Hockey has been one of the most successful Tier I (AAA) Hockey programs nationally since the mid-90s. Over the years it has grown to eight boys teams and four girls teams.

Given the changing dynamics in hockey, the time is now right for the Suburban Hockey Club (founded in 2007) and pioneering Michigan Icebreakers Girls Hockey Club (founded in 2003) to merge with HoneyBaked Hockey into one new association: HB Hockey Club.

"We are very excited about the opportunities ahead of us by the formation of one club," said Geoff Bennetts, general manager of Suburban Ice in Farmington Hills. "There is so much that can be done in terms of player and coach

development and enhancing the experience for players at all levels in the

"While it is sad to turn the page on both the Suburban Hockey Club and Michigan Icebreakers girls program, they really will live on as part of the HB Hockey Club and much of what has made them successful will still be a huge part of the new program."
The new unified club will create

efficiencies and synergies to improve the development and competitive experience for players, as well as provide

opportunities for coaches and players to start out in the "Learn to Play" program and progress inside the club to whatever level that they strive to attain.

This change also creates opportunities for coaches at different age

groups and competitive levels to work together to improve the experience for all players.

"We have always had in 'informal affiliation' between the programs, with many players and coaches advancing to the Tier I HoneyBaked level," HB director Lyle Phair said. "With the direction that USA Hockey and MAHA have been heading, it made sense to formally create one association that would allow us to operate more efficiently and create a better experience for the players and families moving forward.'

The eight Tier I boys teams and four Tier I girls teams will continue to wear the HoneyBaked Hockey name on their jerseys. Tier I (AAA) teams will stay skating at both Hazel Park Ice Arena and Suburban Ice Farmington Hills.

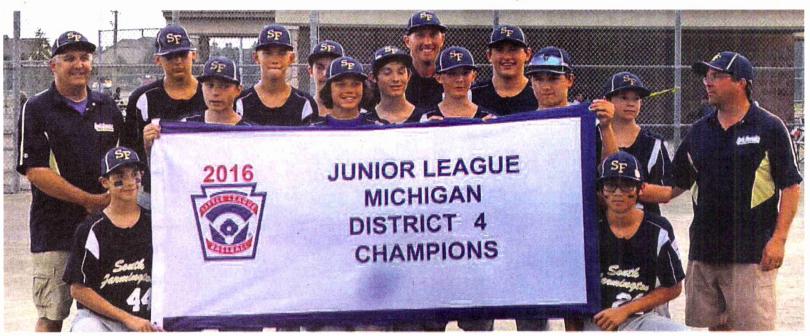
Teams at the Tier II level for boys and girls will now be called HB, and will wear uniforms featuring the newly created HB Hockey shield logo. Below that, teams will be formed at the 10U, 12U and 14U B/Tier III (house/recreational) level and those teams will also be designated as HB.

The 8U program within the HB Hockey Club will consist of three different levels of play: Level 1 (for 4-8 year old players learning to play), Level 2 (for 5 & 6 year old players) and Level 3 (for 7 & 8 year old players). The HB Hockey Club Tier II, Tier

III, B League and 8U programs will all skate exclusively out of Suburban Ice Farmington Hills at 23996 Freeway Park Drive.

For more information, visit www.hbhockeyclub.com.

Bombs away! Farmington team advances



For the second consecutive year, the 14U Farmington Bombers baseball team recently won the District 4 championship and advanced in the Little League playoffs. They beat Waterford to advance. Pictured are (back row, from left) coach Chris Brendel, Jason Stockmeyer, Jack Donehue, Mike Crawley, coach Paul Donehue, Garrett Gendjar, Gabe Smith, head coach Greg Gietek, (front row, from left) Matt Kohls, Jack Johnson, Issac Brendel, Chris Ihm, Brandon Strickland, Jack Stanley and Luke Thomas.

SCHMITT

Continued from Page B1

gone right in my life," Schmitt said. "I've had a perfect family, perfect friends, I graduated from college, I had successes in my sport. Everything seemed to be going right, and something didn't feel right. And I didn't understand. I didn't think depression. I didn't think that was even a possibility.'

It turned out to be a reality.

Schmitt began to struggle emotionally after the 2012 Olympics. Fearing that she about her feelings.

'She kind of went through every day just feeling like she had to go through it, not because she wanted to go through it,' said Michael Phelps, one of Schmitt's closest friends.

The depression affected Schmitt's swimming. Since the 2012 Olympics, she has not competed at a major international competition.

"She was so far down, really struggling both in her performances and also outside of the pool," said Bob Bowman, Schmitt's coach at North Baltimore Aquatic Club. "It was a very long process to work through those issues.'

At a meet in Austin, Texas, in January 2015, Phelps approached Schmitt. Phelps and Schmitt have trained with each other for 10 years, and Bowman says the two are "like brother and sister."

Phelps could see that Schmitt wasn't herself. The 22-time Olympic medalist told her that he would listen when she was ready to talk about her feelings. If she didn't want to open up to him, he would find someone else to help her.

Schmitt remembers beginning to cry on the pool deck. "The way he said that really got to

me," she said.

Two days later, Schmitt was on her way to a psychologist.

Schmitt's mood began to improve, and she realized that asking for help was not a sign of weakness.

After her cousin died by suicide in May 2015, Schmitt has made her struggles known to the public. She hopes it can help others going through similar

"It's OK to not be OK," she said. "It's OK to ask for help, and I think asking for help shows that you're human, shows that you're strong. Because I think life is a bigger thing than anything we've ever can't get through alone, and we'll always

experienced, and it's something that we have to ask for help in some sense." When Bowman took the head coaching job at Arizona State, Schmitt and Phelps moved with him to continue their training. The two swimmers live togeth-

er in Tempe, along with Phelps' fiance and son. Like Schmitt, Phelps has also gone through rough times since the London Games. He went to rehab after a DUI and has been public about his emotional struggles. Now, the two are able to help

"I can trust him with anything," Schmitt said. "I'm able to ask him for help, and I think that now we both have good days, we both have bad days. We're able to see that in each other and help each other out. Sometimes I think that he



MELISSA LUNDIE PHOTOGRAPHY

Allison Schmitt of Canton will swim in two relays at the Rio Olympics.

can read me more than I know myself."

"Her and I are pretty much an open book for one another," Phelps added. "If I'm in a bad mood and she sees it, it's kind of like she cries whatever it is out at me. And it's the same for her. She pretty much wears it across her forehead, and I can always tell when something's going

Bowman agrees that Schmitt and Phelps' friendship is mutually beneficial. He said that the two hold each other accountable and are supportive.

Phelps feels that he and Schmitt are both bad about compartmentalizing their problems, and it's something that they

help each other with. 'I think I've kind of helped her make sure that she gets everything in the open and doesn't sit on it and let it keep eating her until she kind of puts herself in a dark hole again," he said. "I think that's some place that neither of us want to get

Looking back at what Schmitt has gone through, Bowman notices major

"She's just so much more at peace now," Bowman said. "And I think she's learned quite a bit about herself, about life and has been able to deal with some very difficult things in a very positive

Moments after touching the wall in the 200-meter freestyle at 2016 Olympic Trials, Allison Schmitt smiled and grabbed Katie Ledecky's outstretched hand. The two hugged. It was official: They would be teammates at the Rio Olympic Games.

Schmitt finished fourth in the event, giving her a spot on the 800-meter freestyle relay with Ledecky, Missy Franklin and Leah Smith.

"Just looking up and knowing that I'm going to yet again represent the U.S. at my third Olympic Games was definitely happy tears," Schmitt said. "I was grateful that I was able to share it with the people that have helped me get to where

Though Schmitt won the 200-meter freestyle at the 2012 Olympics with an American record, she will not swim the event individually in Rio, as only the top two finishers at Olympic Trials qualify. While she would have liked to defend her title, she is excited for the relay nonethe-

Schmitt enters the games with six

Olympic medals — three gold — and has a good chance to add to her total in Rio. The foursome of Ledecky, Franklin, Smith and Schmitt are heavy favorites in the 800-meter freestyle relay and have a legitimate shot at setting a world record.

Bowman, who is also the head coach for the U.S. men's team, feels good about the relay's chances in Rio. He has watched Schmitt practice going into the Olympics and likes what he has seen.

'She's training very, very well," he said. "She's in a good place mentally, so I feel good about it."

Like Bowman, Phelps believes Schmitt is in a good place going into Rio.

"She's positive, she's happy, she is swimming well," he said. "And that's when she swims her best is when she's in a good mood."

Schmitt also qualified for the 400meter freestyle relay team and is "ecstatic" about having the chance to compete in two of the three relays at the

"I love relays," she said. "I think it's so much more fun when there's a team of four of you going into the ready room and swimming together and cheering around. We all know all the dedication, sacrifices we've made throughout the years, and to be able to come together and represent your country together is

an amazing feeling."
It is likely that Schmitt will leave Brazil with two new medals, adding to her already impressive resume.

Bauerle says her veteran presence will be vital in Rio.

To have her on the relays, the experience of her on the relays, is a little bit comforting for all of us," he said. "She's such a great team person.

Helping Others

Bauerle, who will serve as an assistant coach for Team USA at the Olympics, remembers Schmitt's personality on the Georgia team. He can look back on her leadership and strength in and out of the pool.

"She's an amazing person," he said. 'She was the star of our team, but she didn't act like it, and she was as friendly to the best kids on the team as she was to the (other) swimmers on the team. It

didn't really matter to her.' Schmitt's caring personality didn't stop once she graduated. She has continued to lead, and was named a captain

of the women's Olympic team. "She's a very positive influence on

people around her," Bowman said. "She's very sensitive to how other people feel, and if she senses somebody needs some help, she's the first one to offer it. And she's also a good example of what to do and how to behave and how to go about your business on these national team

Bowman has noticed Schmitt help first-time Olympians like Abbey Weitzel and Caeleb Dressel.

Bauerle says that he and Bowman weren't the only people happy that Schmitt made the team. He feels her experience and personality will be invaluable to the swimmers around her.

I think the higgest gift she has i making others feel good," he said. "She's great, she's great for this team."

Legacy

Bob Bowman does not hesitate to say that Allison Schmitt is one of the best female swimmers in American history.

"Not only will she have three Olympic Games on her resume, but she'll have a very impressive medal tally," he said. "Even if she doesn't win a medal this time, it would be impressive. But I have a feeling she's going to add to that maybe a couple times.'

Bauerle is constantly reminded of Schmitt's legacy at Georgia. A donor endowed a scholarship to the school in her name, and Bauerle expects her to someday be inducted into the school's Circle of Honor.

The Bulldogs coach calls swimming a rugged sport. He feels that it's a grind, and that success is nearly impossible without hard work and dedication. He sees Schmitt's longevity in the sport as an accomplishment.

"If you make it (to the Olympics) one time, you're a great swimmer," Bauerle said. "If you make it twice, you're exceptional ... If you make it three times, it's

an absolute achievement." Coaches have a tremendous impact on athletes, but Bauerle says that athletes help the coaches grow, too. He describes Schmitt as fun to coach and is thankful

for the attention she has brought the Bulldog program. For Schmitt, each trip to the Olympics is unique. She has her eyes on making the podium, but she sees the experience

at the games as something more than success in the pool. "Looking back at the past two Olympics, the memories I have ... (are) beyond medals or records, and more the friendship and the memories that we've

created with our teammates," she said. "I'm looking forward to the journey." At age 26, Rio is likely the last stop in Schmitt's Olympic journey. Through all the medals and records, all the disappointments and failures, Bowman is

thankful he had the chance to coach Schmitt. 'Allison is just such a great represpecial people I know," Bowman said.

sentative of the sport and one of the most "It's just been an honor, really, to have coached her for so long. It's just a thrill for me to be able to help her go to one more Olympics, and I'm really excited for what happens next for her, because I think she's got a good plan and has her life in a very good place.'

Peter Baugh is a student journalist at the University of Missouri

COMPETITIVE CHEERLEADING

Building self-esteem is Force's No. 1 goal

Staff Writer

Winning gold medals is nice, but it takes a back seat to confidence-building for the orchestrators of the Champion Force Garden City Cheer program, which is headed by founder Jenn

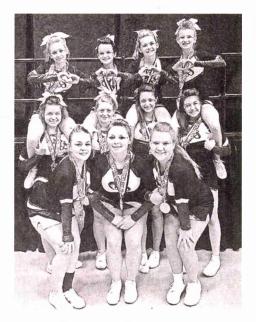
"The No. 1 thing I like to see is the young girls coming in here to feel more confident about themselves when they leave," said Wicker, a former gymnast who has coached cheerleading for the past 11 years. "We also teach them skills and routines. We ask the girls to do their best and if we win, that's a

"I'm very proud of these girls for what they've accomplished, because we only get to work with them one day a week for a few hours. They're very hard workers and they take pride in their performances.'

Building self-esteem and excelling in competitions has gone hand-in-hand for Wicker's program, which qualified three squads for a national tournament in Myrtle Beach, S.C., during the last week in July.

The Force's trio of teams that qualified to head south were two elite teams (representing Divisions 5 and 6) and a Division 4 all-star squad.

"Some of these girls had never cheered before this year, so they've come a long way in a short time," Wick-



Pictured is the Garden City Force Elite Division

er said. "I also have girls who have been with me for several years. It's exciting to see their confidence and skill level grow every year.'

The teams practice in the Maplewood Center in Garden City, the city that draws most of the participants.

'We also have girls from Westland and other nearby communities," Wicker added.



Here is the Garden City Force's Division 4 all-star team.



This is the Garden City Force Elite Division 5 team.

The program is not affiliated with the Garden City High School cheerleading program.

The age range for competing cheer-leaders is 7-17, Wicker said.

'We'll be competing against teams from Texas, California, Arizona and a lot of other states," Wicker said. "Michigan teams actually very, very well at the national competitions.'

Wicker's teams compete in both a fall and spring season.

ewright@hometownlife.com

EXTREME SPORTS

ROCK AND RAUL ALL DAY LONG

Instructor passionate about training triathlon competitors

> **Marty Budner** Staff Writer

Raul Sosa believes anyone can tackle

"Everybody can do it," said Sosa, head coach for the Beverly Hills Club triathlon team. "All you have to do is put in the work and put in the time. I highly recommend it.'

Sosa should know.

The 54-year-old Troy resident has participated in more than 50 triathlons, including 10 full Ironmans — the mother of all traithlons - which consist of a 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run. He is well aware of what they're about and what it takes to train for such a grueling event.

However, Sosa also recognizes everyone may not have the time nor energy for an Ironman. In that case, there are alternative events for the beginner

For instance, half-marathons are scaled-down versions of the Ironman 1.2-mile swim, 56-mile bike and 13.1-mile run. The Olympic district triathlons include a one-mile swim, 25-mile bike and 6.2-mile run. The smaller and popular sprint triathlons consist of a halfmile swim, 12-mile bike and 3.1-mile run. Sosa is adamant that triathlon train-

ing can not only help you physically, but can provide a huge boost to your daily "The benefits of doing triathlons are

that it gives you a healthy lifestyle," Sosa said. "You learn to be a little more disciplined, you will be more committed to train and you will challenge yourself. I try to implant in everyone's mind to believe in vourself.

"If you work hard, you are always going to make it," he added. "Besides being fun, it is something where you can apply all those different elements to your daily life. It can teach you to reach a goal, do your best and don't give up.'

Willing to train anyone

Sosa, whose been at his full-time job at Fiat Chrysler Automotive in Auburn Hills for 28 years, is willing to train anyone at his part-time job at the Bever-



DAN DEAN

they head out of the Detroit River.

ly Hills Club.

The Mexico native, who came to the U.S. in 1988, says it's just a matter of getting to know a person and what they're capable of. He will get to know the trainee through one-on-one interviews, then set an agenda and make sure each individual has the proper regimen to complete the task at hand.

Everyone can be taught how to run and bike. The biggest challenge is swimming, because not everyone comes from a swimming background.

"Everybody is welcome to join our team," said Sosa, who also works as a bike instructor at Lifetime Fitness. "Based on what I learn about the person, I will advise a training program for them based on their strengths and weaknesses.

"I will make sure they improve and help them out to reach their fitness goals or do their first ride or get a new personal-best time," he added. "I just want to help them. I customize their training programs based on their ability levels. We do a lot of practicing.'

Sosa's recruited 20 triathletes who

are fully engaged in their sport since he began working at the Beverly Hills Club. Most of them have participated in a series of triathlons — in Brighton, at Belle Isle and in Portage — held throughout the state over the past couple of months.

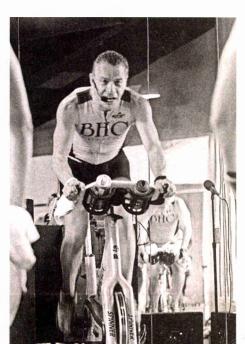
In fact, Sosa and two team members are qualified for the nationals, set for Aug. 13 in Omaha, Neb.

Sosa and Berkley resident Jamie Badhorn, 27, are qualified in the Olympic-distance competition, while team captain Stacey Smith of Birmingham is qualified in the sprint event. If they finish among the top 18 in their respective events, they would qualify for the U.S. national team, which competes on the international circuit.

Two other BHC team triathlon members — Jon Hartzell of Bloomfield Hills and Trevor Garrison — participated in their first full triathlon May 14 in Texas.

Set your own pace

Sosa likes to joke that it's not a rock and roll session with him, it's "Rock and Raul."



DANDEAN

Hills Club triathlon team.

"It works very well and everyone gets involved with it to a point that people are hooked to the sport," he said. "It keeps them healthy, it gives them a fitness level they didn't think they could ever reach.

"People like to be challenged. I have very fast runners, I have medium runners and I have some that are working hard to improve. I want to make them feel that they can do this.

I just try and encourage people and tell them that your pace is the best pace; concentrate on yourself," he added. "When you are racing, do your own race and continue. Don't worry about what others are doing. That is a key motto that I have."

Sosa says there's nothing like triathlon training and being in top physical and mental shape. His goal is to implant that same feeling in all of his trainees.

"I love the sport. It is my passion. I love the three disciplines and I love to be healthy," he said. "I can tell you my three important things in life are my family, my job and to compete in triathlons.'

FISHING

Continued from Page B1

"It's pretty intense waiting for all the boats to come in when you're in first place like we were," admitted Gilmore. "Our flight (there were four flights of 16 boats) came in around the middle, so we had to wait a while. You just keep your fingers crossed and hope for the best.'

Gilmore, who is a graduate of Livonia Stevenson High School, founded the club in 2015. Hatton is a graduate of South Lyon High School.

The team also consists of Garrett Paquette of Canton, Zach Fadden of Plymouth and Shamus O'Hare.

"In order to compete in the FLW (Fishing League Worldwide) college tournaments, you have to be recognized by your school, so I approached someone in the student activities department at Schoolcraft and they agreed to do it," Gilmore said. "Schools aren't restricted as far as the number of participants they can enter

in a tournament; it's just a matter of having enough boats.'

The Ocelots have two boats at their disposal — each owned by members

of the team. The newer of the two vessels carried a price tag in the neighborhood of \$60,000, Gilmore

"My boat is 14 years old, so it's not as valuable as the new one, but it gets the job done," he added.

Like any competitive activity, successful fishing requires practice and experience, Gilmore emphasized.

The best advice I'd give to a young kid who is thinking about getting serious about fishing is to join a youth club like I did," Gilmore said. "You really have to get dialed into your equipment, too. A bad cast is a wasted cast and time management is important because you're only out there eight hours. There's a lot involved, including line sizes and weights. And decision-making is really important.'

College Fishing is free to enter. All participants must be registered, fulltime students at a college, university or community college and members of a college fishing club.

Gilmore said the club has received important sponsorships from Lesley Hodge of Remax, Chris at Lagoon Marine, Mizmo Baits and Cruncher

ewright@hometownlife.com



REUNIONS

CRESTWOOD HIGH SCHOOL

CLASS OF 1976

40th reunion is 6 p.m. Saturday,

Oct. 15, at Kicker's Allstar Bar & Grill, in Canton, For more information, go to http://bit.ly/Crestwood76.

DEARBORN HIGH SCHOOL

40th class reunion and golf

View Online www.hometownlife.com

CLASS OF 1976

outing is Sunday, Aug. 13. For more information, go to http://www.dhs1976. myevent.com.

DETROIT CODY

50-year reunion, 6-11:30 p.m. Sept. 10 at Laurel Manor in

Livonia. For more information. call Gary Berriman at 313-300-4470 or Barbara (Doherty) Kalinski at 734-320-6545.

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Deadlines: Friday, 4:00 p.m. for Sunday papers . Tuesday, 4:00 p.m. for Thursday papers Holiday deadlines are subject to change.

DeCLERK

BAILEY



SHIRLEE MARIE (nee SNELL) Age 85, died on July 23, 2016 Shirlee was born in Viroqua, Wisconsin on November 2, 1930. Due to a sibling illness in her immediate family and challenging economic times, Shirlee was raised by and ultimately adopted by her uncle and aunt, Lee and Frankie Snell, and was their only child. Shirlee attended St. Francis nursing school in LaCrosse, Wisconsin and became a registered nurse. While working in Madison WI as an RN, she met her future husband Jim Bailey on a blind date. Shirlee and Jim raised two boys (Curt and Tom) while moving to various locations following Jim's sales engineering career. She relished her role as homemaker and mother, maintaining a beautiful home, volunteering at school, and shuttling her sons to all their athletic endeavors. We look back in awe at everything our Shirlee did for us and we are forever grateful for her loving care. Shirlee also had a passion for interior decorating with a special interest in antiques. She used her skills to decorate her many homes and to organize estate sales for her nursing club; proceeds funded scholarships for community members interested in pursuing nursing degrees. Shirlee cared deeply about her community As founding residents of Celebration, FL, an innovative Disney community, Jim and Shirlee received the inaugural Good Neighbor award. As wife, mother, neighbor, antique collector, or estate sale coordinator, Shirlee took on each role with a conscientious work ethic, an attention to detail and an emphasis on quality Her love for her family was unconditional and unlimited Her positive influence will live on through the family members she has left behind She is survived by her loving husband .lim her sons Curt (Jenny) and Tom (Jenny) and her grandchildren Ben Danny, Pippa, and Roland. A Memorial Service will be held on Saturday, September 10, 2016 at 10:30am at First United Methodist Church of Birmingham, 1589 W. Maple Rd., Birmingham, MI 48009. Donations may be made to Seasons Hospice Foundation, First United Methodist

DENNIS GEORGE passed

away unexpectedly on July 21, 2016 at the age of 80. He is survived by his beloved wife of almost 33 years Barbara Carey DeClerk and by Barbara's four sons Michael Carey (Michele), Patrick Carey (Tricia), Timothy Carey (Michelle) and Christopher Carey (Maren). He was "Grandpa DD" to 11 grandchildren (Michael Franklin, Alexandra, Jameson, Robert, Ethan, Andrew Caroline, Madison, Maxwell and Julia). He was the brother of Jacqueline Cornellie (Charles). Family will receive friends Tuesday, August 9, 6 - 8 p.m. at A.J. Desmond & Sons (Vasu Rodgers & Connell Chapel), 32515 Woodward Avenue (between 13 – 14 Mile), Royal Oak, MI, 248-549-0500. Funeral Mass will be Wednesday, August 10, 10:00 a.m. at Holy Name Catholic Church, 630 Harmon at Woodland, Birmingham, MI. Visitation at church begins at 9:30 a.m. Family suggests memorials to Child Safe Michigan, 4415 Springer Avenue, Royal Oak, MI 48073 or Lawrence Technological University, 21000 West Ten Mile Road, Southfield, MI 48075, Dennis was born in Detroit, but lived his early years in Grosse Pointe. Recently, he split his time between Bloomfield Hills and his home in the Harbor Springs, Michigan area. He was a proud graduate of Grosse Pointe High School and Lawrence Technological University. He also served in the Air Force. Dennis was devoted to his family and his profession. His greatest love was for his wife, Barbara. High school sweethearts who drifted apart, they were fortunate to find each other later in life. Once they did, there would be no separating them again They were married for almost 33 years before his passing. His love for Barbara knew no bounds and he would do almost anything for her, When they were together, their love for each other was palpable to all who were around them. Through Barbara, he became a second father to her sons, Michael, Patrick, Timothy and Christopher Carey. He accepted them as if they were his own and took enormous pride in referring to them as "my sons." He was generous

and patient with them and Church of Birmingham or could always be counted on to the Alzheimer's Association. help when any of them was in need. He loved being included Please share a memory by signing Shirlee's guestbook at in their golf games and their annual golf tournament, www.cremationmichigan.com. The Carey Cup. One of his greatest pleasures was his annual Christmas tradition of presenting his sons with a gift in which he had hidden other gifts. He took enormous joy Paying in preparing each year's gift within a gift. Dennis had a long career in the construction business, never really retiring tribute from the work of building something from nothing. His first job was in his father's to the company, DeClerk Industries, and ultimately he was a business owner of his own. His most notable enterprise life of was Stress-Con Industries. Through these endeavors, he contributed to the construction of many great landmarks and projects in the City of Detroit your and throughout the State of loved Michigan, Dennis was a "doer Never content with what was, there was always another project around the house that needed to be done. Dennis one. wasn't content to sit still. but always wanted to make things better for those around him. He was full of life, vitality and wit. He never stopped smiling and loved to poke fun at everything around him. He could always be counted on to make colorful comments about the situations he was in, but it was impossible to be offended by anything he said, because everything was done in a spirit of innocence and fun. Dennis was generous to those who knew him and could be counted on to help with difficult situations his friends and family found themselves in. In recent years, he began to play golf on a more regular basis with his sons and grandchildren and his favorite playing partner, his brother-in-law, Robert Barrett (Jane) Dennis was also ruthless in gin rummy. An excellent player he gave no quarter to Barbara or his sons and grandchildren when they played cards, often winning hands within a few moves in the game. Dennis will be greatly missed. It was a joy

and an honor to have him in

our lives. Share memories and sign guestbook at

AJDesmond.com

ZACHARIAS - August 1, 2006 So lonely for you all these years Miss you so, my dear, Love Mariann

IN LOVING MEMORY OF

DR. "ZAC"



FELIX

ELIZABETH C. "BETSY" passed away on July 21, 2016 in Lexington Kentucky at the age of 88. There will be a Memorial Service on August 13, at 10 a.m. at Christ Church Cranbrook, Bloomfield Hills,

GRZESZŘIEWICZ



JULIA D. "LOLLY" passed away peacefully on July 12, 2016. She was preceded in death by husband Walter F. Grzeszkiewicz. Lolly was born in Wilkes Barre Pennsylvania on January 16, 1926 the eleventh child of Sophie and Aloysius Smydo. She moved to Michigan to be near her siblings and married Walter in 1956. She was an active member of the St. John Bosco Altar Society and enjoyed numerous hobbies. Lolly was ahead of her time. She happily believed in physical exercise, becoming an active swimmer, health club member and an enthusiastic walker until her late 80s. She was truly a "free spirit", always speaking her mind with a joy for life and a curiosity for discovering new cultural experiences. Her sunny disposition will be greatly missed by nieces and nephews too numerous to mention. A Memorial Service will be held at 10 a.m. on Saturday August 6th at St. John Bosco Catholic Church. Contributions may be made in her memory to St. John Bosco Catholic Church.

ROSENBUSCH



ROBERT S. 91, of Bloomfield Hills died peacefully at home on July 25, 2016. Beloved husband of the late Katharine (Evans), Robert (Bob) is survived by his loving sister, Rosella Rankine of Fraser and his three daughters Ruth (Felix) Martinez, of Puyallup, Washington, Rhea of Bloomfield Hills and Kristeen (Ken Liming) of Silver Spring, Maryland He is also survived by two grandchildren, Samantha and Kurt. Born in Detroit, Michigan on September 13. 1924 Robert graduated from Southeastern H. S. in June 1943 and immediately entered the U. S Army to serve in Italy during WWII. After the war he attended the University of Michigan receiving a BA in Political Science and Masters of Business Administration. During college he worked at Stroh's Brewery. The majority of his career was at Chrysler, retiring as a salary administrator in October 1979. After retiring he devoted himself to his family and grandchildren. He loved music, especially classical, show tunes and Frank Sinatra. A private memorial service is planned for family members Contributions in memory of Robert can be made to the USO or Doctors without Borders

Congregation Beth Ahm

Location: 5075 W. Maple, West

Details: "Drop In & Learn," which runs year-round, features lectures on DVD on Jewish history, culture, philosophy, and related topics, followed by brief informal discussion. No charge, no reservations required

248-737-1931; nancyellen879@att.net

Location: Six Mile and Beech

Location: 11441 Hubbard, just

RELIGION CALENDAR

Email event information for this calendar to Sharon Dargay, sdargay@hometownlife.com

AUGUST CONCERT

Time/Date: 1 p.m. Sunday, Aug.

Location: Unity of Livonia, 28860 Five Mile, Livonia

Details: Kim-Char Meredith, a mainstream pop/rock singer and songwriter, will perform at the church. \$15 suggested donation. Advance tickets available

Contact: unityoflivonia.org; 734-421-1760

VACATION BIBLE SCHOOL

Time/dates: Week 1, 6-8 p.m. Aug 1, 3 and 5; Week 2, Aug. 8, 10 and 12.

Location: Faith Community Wesleyan Church, 14560 Merriman, Livonia

Contact: Katelyn: 734-620-4778 or Melissa: 734-765-1827

Details: Serengeti Trek -"Where kids are Wild about God." For grades K-6, enjoy exciting games, Bible stories, tasty snacks and unforgettable music. Plus, you'll meet lots of new friends

WORSHIP IN THE PARK

Time/Date: 11 a.m. Sunday, through Aug. 21

Location: Cherry Hill Village Schoolhouse grounds, located at Ridge and Cherry Hill roads, Canton

Details: St. Michael Lutheran Church holds outdoor services with childcare provided

Contact: 734-459-3333, connectingwithGod.org

GRIEFSHARE

Time/Date: 5-7 p.m. Sunday, Aug. 21-Nov. 6

Location: New Life Church, 33111 Ford Road, Garden City

Details: Grief support group provides help and encourage ment after the death of a loved one. Cost is \$20 and includes workbook

Contact: 248-766-5977

PICNIC

Time/Date: 12:30-2 p.m. Aug. 7, immediately following Worship in the Park

Location: St. Michael Lutheran Church, at Cherry Hill Village Schoolhouse grounds, located at Ridge and Cherry Hill roads, Canton

Details: Hot dogs, cookies, chips and water will be provided and a praise band will perform Contact: 734-459-3333

VACATION BIBLE SCHOOL

Livonia

family

Time/Date: 9 a.m.-12:30 p.m. Aug. 1-5 Location: Emmanuel Lutheran Church, 34567 Seven Mile,

Details: "Surf Shack - Catch the Wave of God's Amazing Love,' is the theme for the program, which is for youngsters in preschool through sixth grade. Preschoolers must be potty trained. Includes songs, crafts, games, science, Bible stories, snacks and more. Cost is \$10 per child with a \$25 maximum per

Contact: Judy Cook at 248-442-8822; judy@emmanuel-livo-

YOUTH SOCCER

Time/Date: 1:30-3 p.m., Aug. 15-19

Location: Crossroads Church/ Trinity Church Grounds, 34500 Six Mile, Livonia

Details: Soccer camp for boys and girls ages 5 and up, any skill level. \$25 per student; nonrefundable. Includes water bottle, instruction, snacks. Register at www.crossroadsnow.org

Contact: info@crossroadsnow.org, or Pastor Steve at 248-890-5718

ONGOING CLASSES/STUDY

Time/Date: 1 p.m. Wednesday

Contact: Nancy Kaplan at

Our Lady of Loretto Time/Date: 6:30-7:30 p.m. Monday

Daly, Redford Township **Details:** Scripture study Contact: 313-534-9000 St. Michael the Archangel

Time/Date: 7-8:30 p.m. second and fourth Thursday, through

south of Plymouth Road, Livonia Details: Gary Michuta, author

and Catholic apologist, leads a

Contact: 734-261-1455, ext 200 or on line at www.livoniastmichael.org

Time/Date: 4-5 p.m. every

Saturday Location: 14560 Merriman,

Details: This informal class includes fellowship, discussion and question and answers. All ages welcome. Bibles available if you don't have one

Contact: pastor Tom Hazelwood at 734-765-5476

Wednesday

Road, Redford Township Details: An informal and ongoing study of the Orthodox faith and life. RSVP to Subdeacor Joshua Genig at joshua.ge-

cenredford

EXERCISE

Time/Date: 6:45-7:45 p.m.

Location: Clarenceville United Methodist Church, 20300 Middlebelt, south of Eight Mile,

Details: Instructor Wendy Motta, a seven-year Zumba practitioner, teaches Zumba through drop-in classes. Each costs \$3. Participants should bring water, a towel and wear athletic shoes. For more information, email Motta through zumba.com

Contact: 313-408-3364

FAMILY MEAL Time/Date: 5-6 p.m. every

Thursday Location: Salvation Army,

27500 Shiawassee, Farmington Hills Details: Free meal

Contact: 248-477-1153, Ext. 12

p.m. first Tuesday of the month; English service, 3-4 p.m. third Tuesday of the month

Location: The Antiochian Orthodox Basilica of Saint Mary, 18100 Merriman, Livonia

the sick. Offertory candles are available for a free will offering in the vestibule of the church. Contact: Rev. George Shalhoub

Badeen at sbadeen@tbosm.com **MOMS**

second Tuesday, September-May Location: 14175 Farmington Road, Livonia

of infants through kindergart-

Contact: Ethanie Defoe at 248-227-6617 and Jody Fleszar at 734-658-2463

Time/Date: 9:30-11:30 a.m. first and third Tuesdays Location: 24800 W. Chicago

moms can build friendships. receive mothering support, practical help and spiritual hope. Contact: Amy at 313-937-3084 or Kristen at 734-542-0767

PET-FRIENDLY SERVICE Time/Date: 1 p.m. Sunday

Five Mile, Livonia Details: All Creatures ULC sponsors the service, which is conducted in an informal setting. Pet blessings are available

Contact: 313-563-0162

PRAYER

Newburgh, Livonia

Location: Parish office, 15089

Details: Group meets for sing-

Contact: 734-464-1223 St. Michael Lutheran Church Time/Date: 6-7 a.m. Monday

Location: 7000 N. Sheldon, Canton

Details: Praying silently or aloud together; prayer requests welcomed

Contact: 734-459-3333 for additional information Recycling

RISEN CHRIST

Time/Date: 1-4 p.m. third Saturday of the month Location: 46250 Ann Arbor

Road, between Sheldon and

Beck roads, Plymouth Details: Recycle your cell phones, laser cartridges, inkjet cartridges, laptops, iPods, iPads, tablets, eReaders on the third Saturday of each month. Use the doors on east side of church. Contact: Lynn Hapman at

734-466-9023 **SINGLES**

Detroit World Outreach

Time/Date: 4-6 p.m. Sunday Location: 23800 W. Chicago, Redford, Room 304

Details: Divorce Overcomers group is designed for individuals going through divorce, those who are divorced or separated.

313-283-8200; lef@dwo.org **Steve's Family Restaurant**

fourth Thursday Location: 15800 Middlebelt, 1/4 mile north of Five Mile, Livonia Details: Widowed men of all ages may attend the Widowed

Contact: 313-534-0399

SUPPORT Apostolic Christian Church

Time/Date: 5 a.m. to 11 p.m.

Details: Adult day care program at the church's Woodhaven Retirement Community. Funding available from TSA, AAA 1-C

Contact: 734-261-9000; www.woodhaven-retirement.com

Connection Church Time/Date: 7 p.m. Friday Location: 3855 Sheldon, Canton Details: Celebrate Recovery is a Christ-centered recovery for all hurts, habits and hang-ups.

Contact: Jonathan@Connectionchurch.info or 248-787-5009 **Detroit World Outreach** Time/Date: 7-8:30 p.m. Tuesday

Redford; Room 202 **Details:** Addiction No More offers support for addictive

behavior problems Contact: 313-255-2222, Ext. 244 » Farmington Hills Baptist

Time/Date: 7-9 p.m. second Tuesday of the month except January, July and August Location: 28301 Middlebelt,

between 12 Mile and 13 Mile in Farmington Hills

» Merriman Road Baptist

Time/Date: 1-3 p.m. second and fourth Thursday Location: 2055 Merriman,

Details: Metro Fibromyalgia support group meets; donations Contact: www.metrofibro-

» Fireside Church of God Time/Date: 8 a.m. to 5:30 p.m.

Ministry activity-based program for dependent adults, specializ-

ing in dementia care. Not a drop-in center Contact: 734-855-4056 or 734-464-0990; www.firesidecho-

sidechog.org » St. Andrew's Episcopal Church

Time/Date: 10-11 a.m. Saturday Location: 16360 Hubbard, Livonia

in Food Cupboard (nonperishable items) is available

Contact: 734-421-8451 » St. Thomas a' Becket

6:55 p.m.; support group 7 p.m. Thursday Location: 555 S. Lilley, Canton

Details: Take Off Pounds Sen-Contact: Margaret at 734-838-

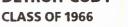
» Ward Evangelical Presby-

Time/Date: 6 p.m. dinner (optional); 7 p.m. worship; 8 p.m. small group discussion; 9 p.m. Solid Rock Cafe (optional coffee/ desserts), Thursday

Location: 40000 Six Mile, North-

Details: Celebrate Recovery helps men and women find freedom from hurts, habits and hangups (addictive and compulsive behaviors); child care is

7400; www.celebraterecovery-



study of Isaiah. Bring your own Bible

Faith Community Wesleyan

Livonia

ST. INNOCENT **ORTHODOX CHURCH**

Time/Date: 6:30-7:30 p.m. Location: 23300 W. Chicago

nig@gmail.com or 630-936-6386 Contact: facebook.com/stinno-

Tuesday and Thursday

Livonia

HEALING SERVICE

Time/Date: Arabic service, 3-4

Details: The service includes prayers of petition and intercession, hymns, Scripture readings and the anointing of

at 734-422-0010 or email Stacey

Christ Our Savior Lutheran Church Time/Date: 9:30-11:30 a.m.

Details: Mothers of Preschoolers (MOPS) is aimed at mothers

Dunning Park Bible Chapel

Road, Redford Details: MOPS is a place where

Location: Dunk N Dogs, 27911

after the service.

St. Edith Church Time/Date: 7-8:30 p.m. Thurs-

ing, praying and short teaching. Fellowship with snacks follows Contact: Parish office at 734-

Friday

LUTHERAN CHURCH

Contact: The facilitator at Time/Date: 9 a.m. second and

Friends Men's breakfast. This is an informal "peer" group where men have an opportunity to meet with others.

Location: 29667 Wentworth,

Older Americans Act.

Child care is available for free

Location: 23800 W. Chicago,

Church

Details: Western Oakland Parkinson Support Group Contact: 248-433-1011

Garden City

group.com; or call Ruthann with questions at 734-981-2519

Monday-Friday Location: 11771 Newburgh, Livonia **Details:** Fireside Adult Day

g.org; or email to adm@fire-

Details: A twice-monthly drop-

Time/Date: Weigh-in is 6:15-

terian Church

ville Township

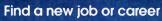
Contact: Child care, 248-374-.com and www.wardchurch.org/



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Pay attention to signs of a good interview

BY MATT TARPEY CAREERBUILDER

ob interviews can be stressful, and that nervousness doesn't always abate immediately after the interview is over. If you find yourself worrying about whether it went well, here are a few key indicators.

Talking about the future

Almost any job interview is going to include some discussion about your plans and your future, so instead, focus on how the interviewers handle the topic. In general, if they stop framing things as hypotheticals, that's usually a good sign. The more concrete they get about future plans, the better.

"Interviewers usually give a few 'buying signs' if things went well, such as laying out next steps or, better yet, asking about a potential start date. Another positive sign is being given a tour of the office and introduced to individuals you may work with," says Daphne Wotherspoon, IT branch manager at HireStrategy, a professional staffing agency.

Nonverbal cues

You should also be paying attention to the interviewer's body language throughout the meeting. To a keen observer,

THINKSTOCK

nonverbal signals can give clear clues about the interviewer's feelings and whether you're on the right track with your answers.

"The body and facial language of the employer is always a strong indicator of how well an interview went. An interviewer who is slumped and looking away from you may infer that he is bored or

no longer considers you a candidate," says James Rice, leader of digital marketing at WikiJob. "By contrast, an interviewer who is constantly paying attention is interested in what you have to say."

Relaxed atmosphere

You may walk away feeling as though an interview went great and not really understand why. In that case, there's a good chance that you simply picked up on the overall tone — which can also be a reliable indication that you're probably right.

"Interviews are often very formal and structured, but it's actually quite easy to tell when you have developed a comfortable rapport with the interviewer," says Justine Miller, a

human resources consultant with The Stir Group. "For example, the conversation may veer into general small talk, which is a great sign that the interviewer feels a connection with you and is interested in your opinion, even when the topic has no obvious relevance to the interview. It might be that the interviewer has subconsciously decided you are a good cultural fit for the company."

Difficult to gauge

Being completely in the dark about how an interview is going can be frustrating, so sometimes the best approach is to be direct.

"If you aren't receiving positive feedback from the interviewer, it's time to push the envelope," Wotherspoon says. 'Ask them about next steps, and then inquire if there are any hesitations or concerns about your candidacy. If they share some, you now have the chance to overcome the objections. Either way, follow up within 24 hours with a well-written thank-you note recapping why you believe you'd be a good fit."

Matt Tarpey is a writer for the Advice & Resources section on CareerBuilder.com. He researches and writes about job-search strategy, career management, hiring trends and workplace issues.

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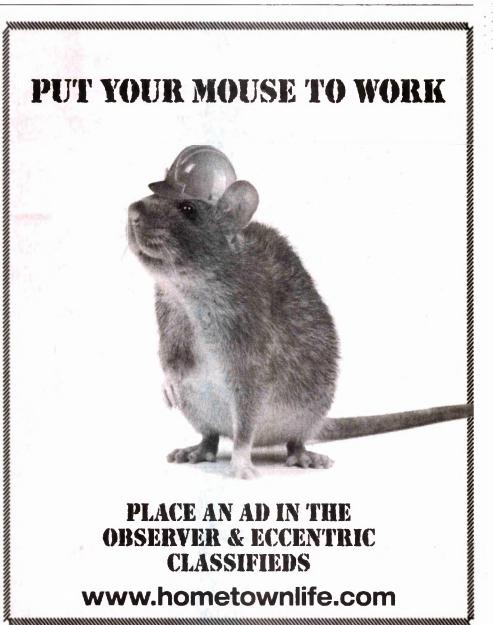
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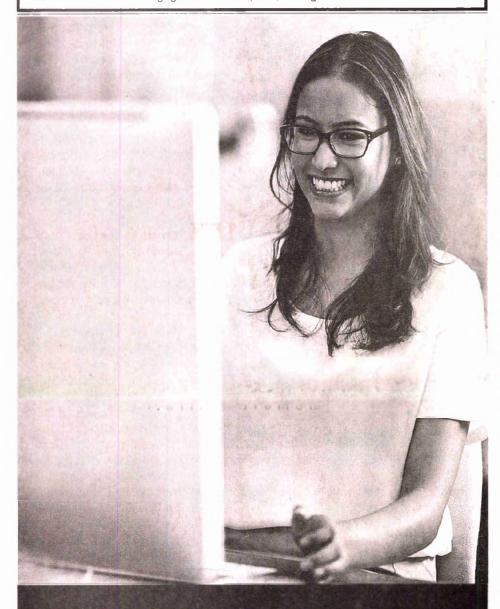
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SUNDAY PUZZLE CORNER

CROSSWORD PUZZLER

ACROSS 51 Getting the 1 Use for airborne target practice, say matter from perhaps 55 Art Deco

8 They're littler than mediums 14 Mongol invaders 20 See 125

Across 21 Dine at a restaurant 22 Lucky charm 23 BB rifles 24 One going from station

to station 26 Bohemian dance 28 Icicle sites 29 DVR giant 30 Oscarnominated actress in "Victor/

Victoria" 36 Censoredword sound 37 "I haven't — ("Beats me") 38 Very old boys' school

40 Mother of Zeus 41 Rue Morgue 43 Grow up and from home

67 Eight three-letter ones are found in novel) appropriate places in this puzzle show mosaic tile

76 Western flick 79 Befuddles

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57 Opening opera part - Cherry You" 94 - daily (Ocean basis Spray flavor) hairstyle 59 Hulk of pro

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6 Bug thing

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27 Heavily 30 Hog product 32 Plethora

33 Capital of Angola 34 Jackal's kin

36 Flying 39 Least bold 41 Pizzeria unit 42 Slip-(pullovers)

44 Say yes to

45 Winery 93 Expert chat room tank 5 Fake locks 98 Whispers in 47 It fits into a 7 Edison rival mortise 99 Place 48 Wandering 8 Reciprocal of 100 Lock parts 101 Eyelike 49 Plate 9 — -jongg position

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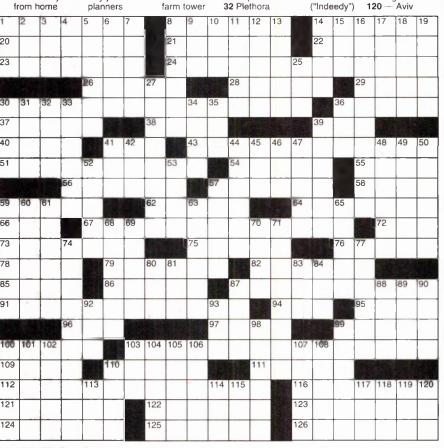
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Abbr. 117 Unit of 77 Promise

118 Actress 119 12/24

e.g. **120** — Aviv



For assistance or suggestions on the Puzzle Corner, contact Steve McClellan at (517) 702/4247 or smcclellan@michigan.com. Want more puzzles? Check out the "Just Right Crossword Puzzles" books at QuillDriverBooks.com

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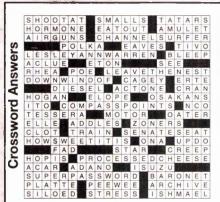
Here's How It Works: Sudoku puzzles are formatted as a 9x9 grid, broken into nine 3x3 boxes. To solve a sudoku, the numbers 1 through 9 must fill each row, column and box. Each number can appear only once in figure out the order in which the numbers will appear by using the numeric clues provided in the boxes. The more numbers you name, the easier it gets to solve the

puzzie!									
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Find the words hidden vertically, horizontally & diagonally throughout the puzzle

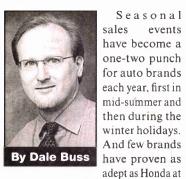
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Car Report

With 'Now Is the Moment' Campaign and Its Love of Music, **Honda Tries To Break Through Seasonal Marketing Clutter**



throwing right-left combinations at stocks of vehicles with promotional programs.

Its "Happy Honda Days" theme before Christmas has allowed Honda to compete for attention with the luxury brands that try to dominate that season. And Honda's Summer Clearance Event has become an annual exercise to behold as well.

This year's summer-clearance campaign, dubbed "Now Is the Moment," also provides a new twist on Honda's long-running and increasing use of music as a promotional medium. The initiative debuts six music-themed videos that attach a particular song to each of a half-dozen Honda models and, as the brand put it, "bring to life the love-at-first-sight feeling that happens when someone finds their



dream ride."

"This eye-catching campaign celebrates that moment when a buyer falls for a new Honda, and the Honda brand begins an enduring connection with the consumer," said Susie Rossick, assistant vice president of marketing for American Honda. "Ultimately, our goal is to break through the car sales-event clutter and remind people that summer is the best time to get a great deal on

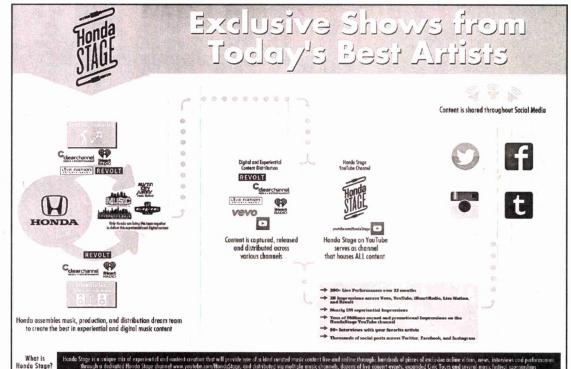
a Honda." The music choices include "Crazy in Love," "My Life Would Suck Without You," "I Was Made for Loving You," and "Head Over Heels." The campaign has begun on TV as well as in digital and social media placements, along with print, radio and dealership pieces.

I talked with Rossick about "Now Is the Moment" and Honda's music marketing:

Q: Honda has become well known for leveraging music in your marketing. Do you take that idea more seriously than other auto brands do?

Susie Rossick: I think so. Each year we look at new concepts. The real goal of any sales event is to break through the clutter because all manufacturers are doing this at the same time. I'm always thinking about it as everyone is watching TV and looking at their phone at the same time, and we want to give people a reason to look up from the phone. If I'm hearing "Crazy In Love" a cappella, I'm going to look up -- and watch -- and hopefully that message of, "Now Is the Moment" to buy the Honda of your dreams resonates.

Q: Yet music has become pretty cluttered in automotive advertising. Rossick: You're right; sometimes



Here's how Honda's Music Stage online platform works.

brands do bad covers of songs, and that's not fun to watch. In this campaign we targeted each product with a sing that we thought was appropriate. So for Civic, "My Life Would Suck Without You" appeals to a bit younger demo, and we knew the a cappella format would really get their attention.

Q: How is Honda Music Stage, the big music-marketing and -sponsorship online platform you launched a couple of years ago, going?

Rossick: Really well. This is our third year. We're promoting it and getting a lot of views. That was the goal -- to drive people to the Honda channel to see the live performances.

Especially with millennials and younger consumers, we wanted to make sure we were respectful of when they wanted to watch something. So we've been driving a lot of views there of performance by both established and up-and-coming artists.

Q: Have Honda's objectives for seasonal clearances evolved over time, or is it all just about moving the metal?

Rossick: The one consistent goal is to break through the clutter, for summer or year-end. Last year with Happy Honda Days we used a more subtle format to do that; we didn't just scream "sale, sale, sale!" These are the two times of the year that people are looking for deals, so there's no reason to scream, "There's going to be a sale!" It was nice for Happy Honda Days to say that in a friendly way.

Similarly, with this summer's campaign, we wanted to have fun and have people enjoy watching it. And there's a social extension, too. We took "Crazy In Love" and filmed it with cats "singing" the song, with the theme, "Meow is the moment." These are going to run socially beginning on August 8 which, not by accident, is International Cat Day. Who can resist a cat video?

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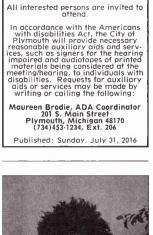
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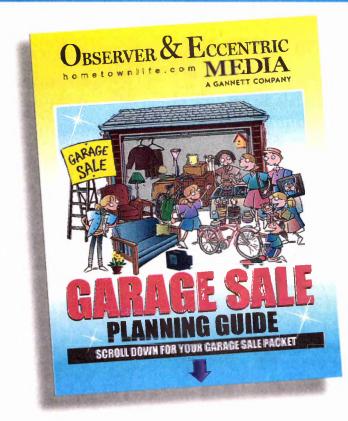
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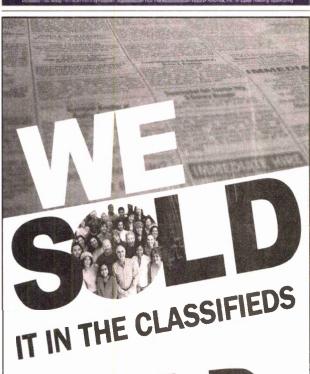
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