

Young boy inspires others to Race for the Cure

hometownLIFE - SECTION C

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HEALTH - PAGE C6



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Council ready to move ahead on rental checks

BY SUE MASON STAFF WRITER

Westland Building Director Sue Dodson is keeping her fingers crossed that the City Council will approve a new rental inspection ordinance.

The proposed ordinance will be introduced at Monday's city council meeting.

"I hope it's a go," Dodson said. "This is all new for us."

The introduction is the first of a two-step process to approve the ordinance which would require rentalunit inspections every three years.

City leaders had consider a similar ordinance several years ago, but abandoned it amid complaints from some property owners and their attorneys. Landlords had lamented having to pay inspection fees, saying the cost will force them to increase rent.

In response, Dodson said the city would now require inspections every three years, rather than every two.

Inspection fees — necessary to cover the city's costs — also are reduced to \$50 for an apartment, \$100 for a rental home, \$150 for a duplex and \$200 for a four-unit building.

Each property owner would register their rental units and then be scheduled for an inspection. Council President William Wild would like to see the city's older rental properties inspected first. Areas like the Norwayne Subdivision are areas that need the help the most, he said.

We looked at this a year ago, but

backed off," he said. "We got lobbied by the landlords not to do this. They're looking at it from a revenue side, we're looking at it as a way of

improving our rental properties.
"Our home certs (certification) have done a good job of keeping our residential homes up to par, now we'll be able to do that with the rentals and

keep our property values up."
Wild may not get his wish. Dodson
said the inspections most likely will

be done as people sign up.

Landlords will be given a checklist of items for inspection before any city worker ever makes a visit. Property owners who refuse to make repairs to bring their rental units up to code could be ticketed.

The city already can take slumlords to court; the new program is intended to avert problems by requiring the inspections.

According to Dodson, the inspection program would affect more than 15,000 apartments and houses, roughly one-third of the residential property in the city.

The city will not do the administrative end of the program. That will be

handled by CityWorks Inc., which will start by developing a database of all Westland rental properties.

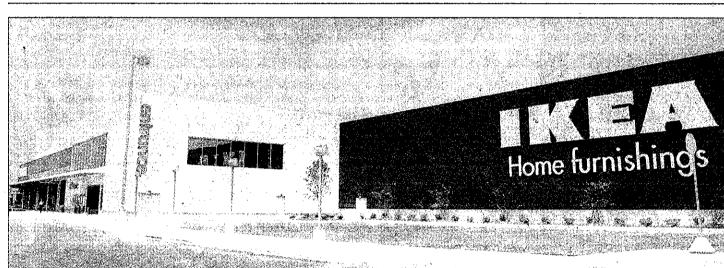
"They anticipate we'll be able to do 50 inspections per day," she said.

Dodson admits that the city is "testing new water" with the ordinance and that it will be tweaked as neces-

"We'll make changes to make it a good fit for the city," she said. "We spent many hours making this fair and equitable to all."

The council will meet at 7 p.m. Monday in the council chambers of Westland City Hall on Ford south of Wayne Road.

smason@hometownlife.com | (734) 953-2112



It's hard to miss the giant blue and yellow building on Ford Road.

PHOTOS BY BILL BRESLER STAFF PHOTOGRAPHER

Destination IKEA

Canton store expects to attract millions to area

THINGS YOU SHOULD KNOW ABOUT IKEA ...

■ 1 - number of days before tKEA management will allow early shoppers to start lining up outside the store. Early birds may start arriving and lining up Monday, June 5.

■ 1 - number of escalators in Canton, and it's at IKEA.

■ 100 - the number of customers who will receive, for being the first 100 adults in line to enter the store June 7, a POANG armchair (priced at \$79 inside the store).

■ 5,000 - the number of IKEA Canton's first customers who will receive gift cards for hot dogs, frozen yogurt, or anywhere from \$10 to \$250 worth of merchandise.

■ 10 - the number of \$1,000 gift cards IKEA will give away in an opening-day drawing.

■ \$10,000 - the amount of money IKEA Canton is donating to First Step women's shelter and programs for abused women.
■ 10,000 - number of items in stock in the store.

BY CAROL MARSHALL STAFF WRITER

Canton resident Diann Geran has mixed feelings about this week's grand opening of IKEA.

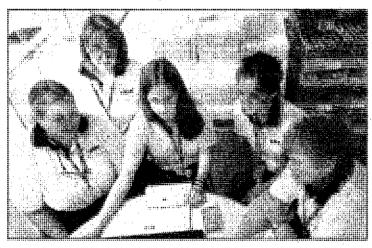
On one hand, she is really looking forward to shopping at the store, having previously shopped at an IKEA store in Pittsburgh. On the other hand, she is worried about all the new traffic the store will create along Ford Road, which is not too far from her home.

"If I didn't live in Canton, I would probably be more excited," said Geran, a social worker at The ARC in Westland.

Despite her traffic fears, though, she is pretty excited about shopping at the store, and is even thinking about braving the crowds to attend Wednesday's grand opening. She said the store's appeal is pretty simple to figure out.

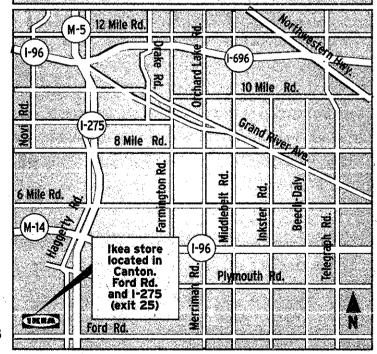
"IKEA has nice, cheap stuff, and lots of it," Geran said. "They just have a great selection of furniture. You can really redo a whole room of your home for very little

PLEASE SEE **IKEA, A5**



IKEA associates Ann Donawick of Canton, Susan Laurain of Plymouth, Stacy DeRonne of Bingham Farms, Harmony Howard of Canton, and Pat Clark of Ypsilanti learn the software that helps customers plan and order kitchens.

IKEA READY TO OPEN DOORS



Salesmen say union vote got them fired

BY TONY BRUSCATO STAFF WRITER

Four salesmen at Don Massey Cadillac believe it's more than just coincidence they were fired a week after the sales staff voted 10-5 to be represented by the Teamsters union.

The four, joined by members of the United Auto Workers, picketed last Thursday in front of the dealership on Ann Arbor Road at I-275, acknowledging honks from supporters.

"They said it was my productivity, but it was primarily because we voted the union in," said Bob Adas. who has been selling cars at Massey since 1980. "We were the most vocal."

The four — Adas of White Lake Township, Richard DeTata of Livonia, Gary Hachigian and Matthew Sebastian of Westland — said they led the effort to join Teamsters Local 283 in Wyandotte after the company established a wage scale that cut their pay by 60 percent.

Adas said last year he earned \$70,000 in commissions, and was looking at earning less than half that amount this

"Somebody has to stand up and take a stand," said Adas, 63. "They just can't push people around. We stood up and said 'enough is enough." The salesmen say Sonic

Automotive, Inc. began making pay cuts soon after the corporation bought Don Massey's 16 car dealerships in 2002. With the latest wage cut in March, in which commissions went from \$400 to \$200 a vehicle, a majority of the sales staff voted for union representation in an effort to re-establish the former wage scale.

Sonic released a statement taking issue with the Teamster claims the four were fired for union activities. "Sonic-Don Massey Cadillac

regrets that the Teamsters union has chosen to picket at the dealership," read the statement. "However, the personnel actions at issue were taken for legitimate business reasons and these personnel decisions are completely unrelated to the outcome of the May 17 union representation election. Sonic-Don Massey Cadillac intends to defend vigorously any claim that these actions somehow

The Teamsters have asked the NLRB to issue an injunction to put the salesmen back to work while a contract is being negotiated.

were unlawful."

Hachigian, 52, has been at Massey for a couple of years since being recruited by Don Massey, and has been selling Cadillacs for 17 years.

"At first they told us we were grandfathered, and wouldn't be affected by the new pay scale," Hachigian said. "We went about our business of selling cars and we became No. 1 in the world for two months straight. Then they hit us with the new pay plan, and said we had no choice, sign it or walk."

That's when the sales reps contacted the Teamsters, which won the election May 17.

"On the seventh day, the company fielded an objection with the National Labor Relations Board, which is typical," said Todd Lince, Local 283 organizer. "But, last Thursday they fired four of our main supporters. We asked the company to put them back to work, and gave them notice we were coming out to picket."

Richard DeTata, 64, has been selling cars for two decades.

"After 20 years, they said my production wasn't normal," DeTata said. "If my production wasn't normal, they would have found out 20 years ago. They're trying to get rid of the union at our expense."

Matthew Sebastian said he was originally hired to be the Internet sales manager.

"They brought me in and told me I was gone, but they didn't tell me why," said Sebastian. "I made about \$50,000 last year, and this year was looking like only \$35,000. The opportunity just wasn't there."

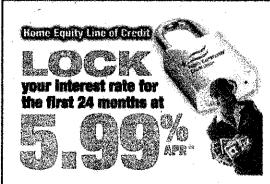
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Volume 42 Number 3







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Coming Thursday in Filter

Next weekend, downtown Detroit hosts two major outdoor events the Detroit Festival of the Arts and the Komen Detroit Race for the Cure.



INFORMATION CENTRAL

On June 10, 1692, the hanging of Bridget Bishop marked the first of 20 deaths that began the period of time known as the Salem Witch Trials. It has been 314 years since what some people call one of the darkest times in American history.

The witch scare started with a group of young girls telling fortunes with the town minister's servant. Shortly thereafter, the girls began having "fits" which they blamed on

Why they decided to accuse townspeople of bewitching them is anyone's guess. Some historians believe it was to keep from getting in trouble for telling fortunes, others think it was a way for the girls to get attention in

their restrictive Puritan town. Others think the girls were being used by their parents to settle old grudges, and still others believe it was

so the accusers could add to their landholdings since those convicted of witchcraft had to give up all their property.

Regardless of the reasons, the trials are now seen today as one of the largest travesties of justice in our nation's history. There was virtually nothing an accused witch could do to save his or her life except to confess and name others. Since witches were believed to be able to send out their spirits, a girl could claim to be getting tormented while her "tormentor" was sitting serenely right across the room.

So how did a panel of respected judges decide to take the word of some young girls rather than some of their most upstanding citizens? And what finally caused the village of Salem to come to its senses?

Well, there are many books you can read to find out. We have non-fiction

books on the witch trials for all age levels in the 133s. There is a biography on one of the judges, Judge Sewall's Apology. For those who like their history fictionalized, try The Crucible by Arthur Miller, or watch the movie of the same name.

We have several young adult books on the topic including Ann Rinaldi's A Break with Charity and Witch Child by Celia Rees, and juvenile fiction books including Priscilla Foster: the Story of a Salem Girl, Beyond the Burning Time, and I Walk in Dread: The Diary of Deliverance Trembley, Witness to the Salem Witch Trials.

To learn more, call us at 734-326-

The Library is Going to the Dogs! 7 p.m. June 13.

The pet psychic Reverend Kathleena returns to the library to

Beginners Stamping with Cari: 7 p.m. June 26. Join us for a session of stamping as we create beautiful cards for many

occasions. All supplies are provided. Call to register. Adult/Young Adult/Children's Summer Reading Programs: June 10-

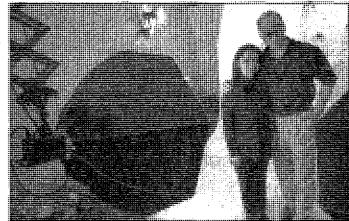
give insight on why your pet acts they

way it does. Bring a picture of your

pet, living or deceased, to get a personalized reading. Call to register.

July 29. Sign up for a whole summer of reading fun and prizes. See each department for details.

Information Central is compiled by Bridget Sturdy, reference librarian, at the William P. Faust Public Library, 6123 Central City Parkway, Westland. For more information, call (734) 326-



BILL BRESLER | STAFF PHOTOGRAPHER

Naoko and John Vena's Canton studio, CLIX, is offering free sittings for military families with a loved one deployed overseas.

Portrait from the homefront

Studio sends troops photos from home

BY CAROL MARSHALL STAFF WRITER

As a former Navy man, John Vena knows how hard it can be to be away from home during active duty service.

"It's tough. When you finally get to make a phone call home, your wife is in tears and the kids are sick and then the car breaks down. And you're in the field trying to do a job," Vena said.

So he and wife, Naoko Vena, Plymouth Township residents who earlier this month opened their new Canton photo studio called CLIX, are trying to help families of servicemen and servicewomen who find themselves in the same position. Military families with a loved one deployed to active duty overseas can get a free portrait sitting. CLIX will

ship two 8-by 10-inch photo sheets to any APO/FPO military address.

And while receiving a family portrait from home may be priceless to a soldier, the Venas, of Plymouth, said it's the least they can do to help lift the spirits of servicemen who are far from home.

"Everyone has a ribbon on their cars, and everyone wants to help. I hope all businesses will want to do something," Vena said. "It's not much, really. We won't go broke, and something like this won't make us rich, but it's just a little something we çan do."

CLIX is located at 6511 Canton Center, in the Canton Crossing Shopping Center. For more information, call (734) 459-2500.

cmarshall@hometownlife.com (734) 459-2700

ACHIEVERS

Jill Simmons, a People Services Coordinator for Wade Trim, recently earned certification as a Professional in

Human Resources. The Wayne resident received the certification from the Human Resource Certification Institute. The certification signifies that



Simmons

Simmons possesses the theoretical knowledge and practical experience in human resource management necessary to pass

a rigorous examination, demonstrating a mastery of the body of knowledge in the field.

HRCI is the credentialing body for human resource professionals and is affiliated with the Society for Human Resource Management (SHRM), the world's largest organization dedicated exclusively to the human resource profession.

Simmons joined Wade Trim in 2002. She is a member of the Society of Human Resource Management and a member of the Human Resources Association of Greater Detroit.

Lauren Perry was named to the Albion College Dean's List at the completion of the spring 2006 semester.

Students named to the Dean's List must achieve a grade point average of 3.5 or above at the completion of the semester, based on at least three units in graded courses and a minimum of four units completed. Students also must attain a minimum 3.7 grade point average for three successive semesters. Perry is a firstyear student at Albion College. She is the daughter of Leslie Perry and Judith Perry of Westland and a graduate of John Glenn High School.

graduates Calynn Lustig and Andrea Reames were among 111 Michigan students who received scholarships from the **Burger King Scholars** Program.

John Glenn High School

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Susan Rosiek **Executive Editor** (734) 953-2100 srosiek@hometownlife.com

Hugh Gallagher

Managing Editor (734) 953-2149 hgallagher@hometownlife.com

Community Editor (734) 953-2112 smason@hometownlife.com Frank Cibor

Retail Sales Manager (734) 953-2177

Retail Advertising Rep.

(734) 953-2073

Sue Mason

fcibor@hometownlife.com **Cathy White**

cwhite@hometownlife.com

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NOTICE OF A **PUBLIC HEARING** ON THE PROPOSED **2006-07 BUDGET**

PLEASE TAKE NOTICE that on June 12, 2006 at 7:00 o'clock in the evening at 15125 Farmington Road, Livonia, Michigan, the Board of Education of the Livonia Public Schools School District will hold a public hearing to consider the district's proposed 2006-07 budgets.

The Board may not adopt its proposed 2006-07 budgets until after the public hearing. A copy of the proposed 2006-07 budgets including the proposed property tax millage rates is available for public inspection during normal business hours at 15125 Farmington Road, Livonia, Michigan.

The property tax millage rates proposed to be levied to support the proposed budgets will be a subject of this hearing.

This notice is given by order to the Board of Education.

> LYNDA L. SCHEEL, Secretary

Publish: June 4, 2006

WILLIAM P. FAUST PUBLIC LIBRARY OF WESTLAND INVITATION TO BID

Sealed proposals will be received by the William P. Faust Public Library of Westland, 6123 Central City Parkway, Westland, Michigan 48185, on or before June 14, 2006 at 10:00 a.m. (no exceptions) for the following:

LANDSCAPING MAINTENANCE SERVICES

Scope of Work

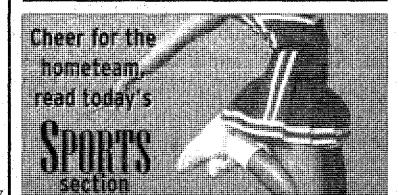
The contractor shall furnish all labor, equipment, materials and supervision required to properly maintain the landscaped areas in an attractive condition throughout the term of the contract at the William P. Faust Public Library of Westland located at 6123 Central City Parkway, Westland, Michigan 48185.

Proposals must be submitted by the time stated above or they will be returned. Please direct questions pertaining to specifications to Debbie Nogle at (734) 326-6123. The William P. Faust Public Library of Westland reserves the right to reject any or all bids.

DEBBIE NOGLE,

Publish: June 4, 2006

Executive Assistant





Car bomb group headed to jail

BY DAN WEST

Four Livonia men will serve jail time for their roles in blowing up a car with a homemade bomb in a southern Livonia neighborhood.

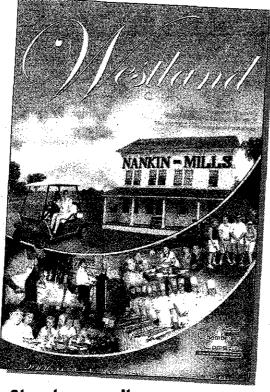
The foursome were sentenced Tuesday in Wayne County Circuit Court by Judge James Chylinski after each of them pleaded guilty to felony charges stemming from the incident. Isaac Schwartz, 20, was sentenced to six months in jail. Trevor Kogut, 18, and Matthew Wesley, 21, were each ordered to serve 45 days in jail and 18 months probation. Christopher Szado, 18, was sentenced to 35 days in jail and two years probation.

Also, the foursome must pay \$9,800 in restitution to the owner of the car. No one was hurt in the Dec. 27 blast that totaled the 1999 Mercury Cougar and propelled debris some 100 feet. The car was parked on Danzig, off Joy between Middlebelt and Merriman.

Kogut, Wesley and Szado – each of whom plan to attend college in the fall – will have the chance to clear these convictions from their record if they follow all terms of their probation. Chylinski sentenced the trio under the Holmes Youthful Trainee Act, a state law that provides this opportunity to young adults who are first-time felons.

"They will serve their sentences over the summer and be free to go to college in the fall," Detective Erik Leinonen said. "If they stay clean for the next few years, they will be able to go for jobs and not have this on their record."

All four men pleaded guilty to malicious destruction of property worth more than \$1,000 and for placing an explosive device near property. Schwartz, whom police considered the leader of this episode, also pleaded guilty to charges he illegally possessed mercury and a gun silencer.



Chamber unveils new directory, city profile

It's a colorful book that contains information about Westland along with phone numbers of the businesses and residents who make up this city. The Westland Chamber of Commerce's 2006 Membership Directory and Community Profile has arrived, and it is available for free at the chamber office on the north side of Ford Road, between Newburgh and Central City Parkway. "We are very proud of this year's directory," chamber President Lori Brist said. "Thanks to the support of our members, we were able to produce this full-color directory once again this year."

School board members: Recall numbers fall short

BY STEPHANIE ANGELYN CASOLA Staff Writer

Five current Livonia Public School trustees who are named in a potential recall will file a formal challenge against the effort with the Wayne County Elections Division.

Dan Lessard, Rob Freeman, Lynda Scheel, Cynthia Markarian and Kevin Whitehead have hired legal counsel and met with representatives from the Wayne County Clerk's office. The current board of trustees are disputing the number of signatures required to force a recall election in August.

On Monday, the board members' own attorney, David W. Gillam, will file the petition. According to Whitehead, it calls into question the number of valid signatures required.

In a statement released Friday, Whitehead said: "There have not been enough signatures collected as defined by law."

The law states that recall petitions must be signed by registered voters representing at least 25 percent of the votes cast in the last gubernatorial election in the district.

"Eight Livonia precincts and six Westland precincts were omitted during the ealculation to determine the total number of signatures needed for a recall ballot initiative," according to Whitehead. "Therefore, the

number of 8,923 signatures given as required (to force a recall) was well short of the 11,464 actually needed."

Holly Burr, a member of the Citizens for Livonia's Future group which is spearheading the recall effort, said she hasn't heard about a discrepancy in the required number of signatures.

The recall petitions have been verified by the Livonia and Westland clerks, and were sent back to Wayne County on May 26, Burr said. "The board has 10 days to contest any signatures."

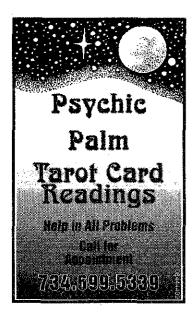
She expects to hear by June 10 whether the recall will appear on the Aug. 8 ballot as the CFLF has planned.

The five trustees named in that potential recall have said they stand by their decision to support the district's Legacy Initiative, a plan to close and reorganize schools, as well as save \$1.5 to \$2 million.

"Livonia School Board trustees made the best decision possible, both educationally and fiscally, in the best interest of the district, our community, and most importantly, the students of Livonia Public Schools," said Whitehead in a press release.

Burr wasn't convinced.

"It's pretty sad when they still can't realize that we don't want this plan," said Burr.
"They're fighting even harder against the signatures. It just doesn't make sense." scasola@hometownlife.com | (734) 953-2054





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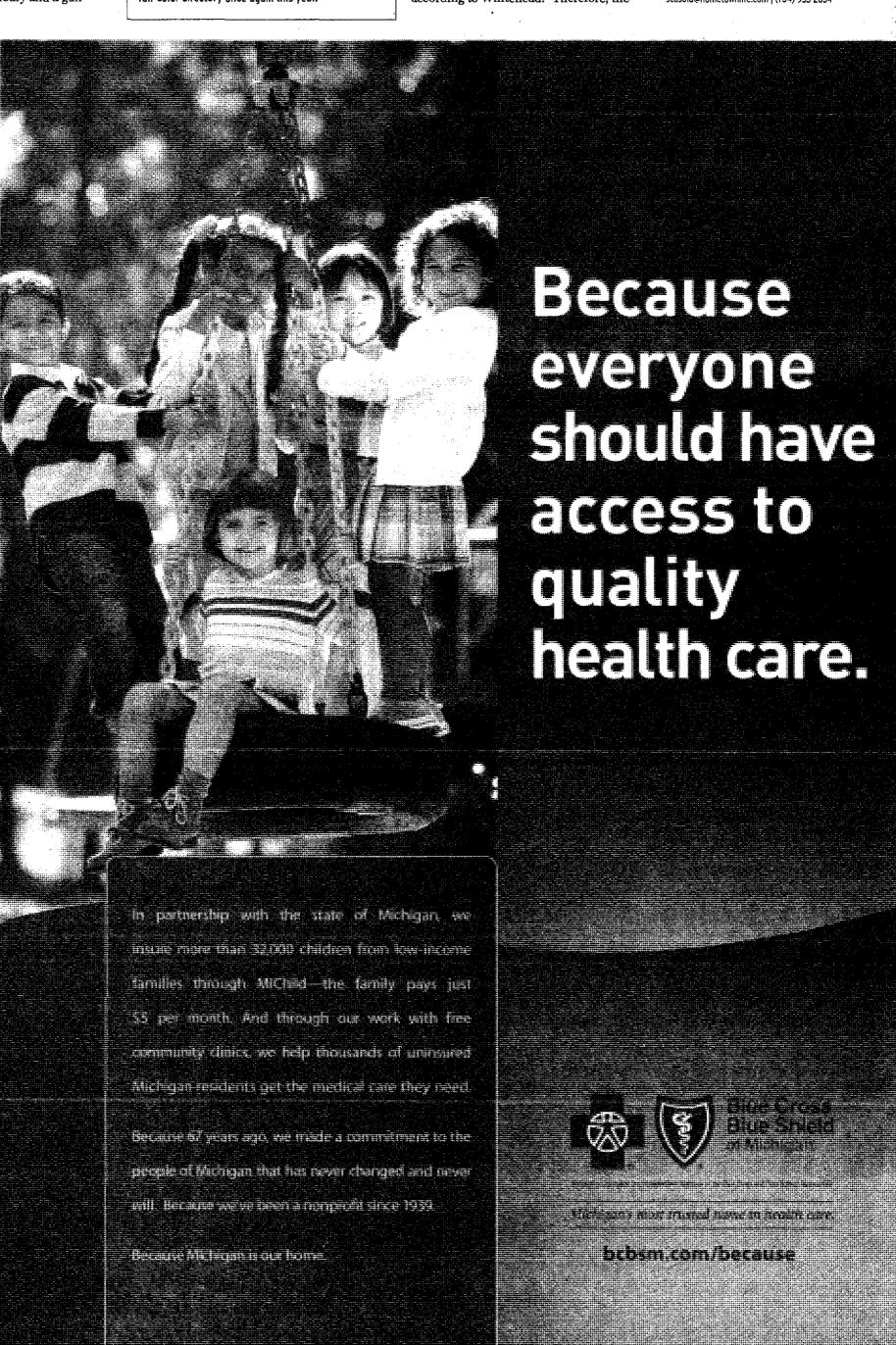
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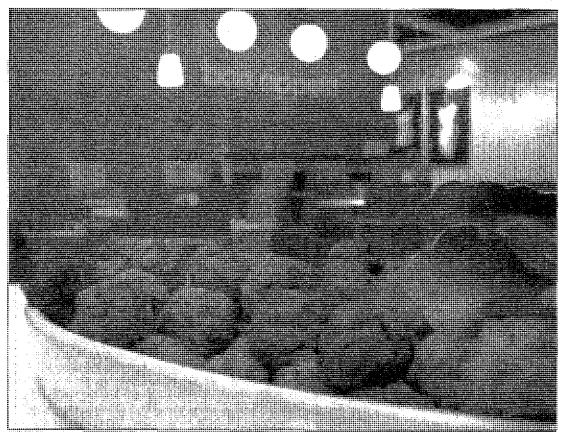




KNOW THE SCORE check out the numbers in today's SPORTS section



Don't forget about those IKEA store 'extras'



Observer & Eccentric | Sunday, June 4, 2006

PHOTOS BY BILL BRESLER | STAFF PHOTOGRAPHER

One of the most popular food items sold at IKEA is the Swedish meatballs.



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References Available



BY STACY JENKINS STAFF WRITER

It's a clever mix between D.I.Y. and V.I.P. At IKEA, you can shop solo, fetch your own goods off the warehouse shelves, ring up your items at self check-out, load your own treasures into your vehicle and even grab the trusty Allen wrench to assemble your goods yourself at home,

Leaving the "work" up to the customer keeps product prices low, but IKEA strikes a balance by adding those little extras we're all looking for when daring to tackle the typical 311,000square-foot home decor kingdom.

When planning a trip to the new IKEA store on Ford Road and Haggerty in Canton, keep in mind, there are comforts to be found amid the sea of sofas and droves of draperies and duvets.

KIDS RULE

For starters, know that IKEA loves children and they're not afraid to cater to them.

"Children can run around and climb on the furniture, and no one will clip their fingers," said Carl Proctor, a UK transplant who is an assistant manager at the new Canton IKEA. "In addition to being an adult playground, you can bring your children to have fun, too."

From the bottle warmer in the 300-seat IKEA Restaurant to the various playhouses strategically placed in each department, there's no doubt kids rule at IKEA.

"We are a unique retailer in this market," said Proctor. "We're very family-friendly."

For parents who'd rather shop sans kids, there is the magical Swedish forest called Smaland, a supervised children's play area that replicates a Swedish farmhouse and forest. Drop-off is by instore appointment and there is a 45-minute

There is also an interactive Children's IKEA area in the showroom to occupy the little ones while moms and dads shop. Other familyfriendly features include strollers, which resemble shopping carts, but instead of a bulky shopping basket, there is a space to hang your yellow IKEA shopping bag as you travel through the store. Baby care rooms and private rooms for nursing mothers are also available.

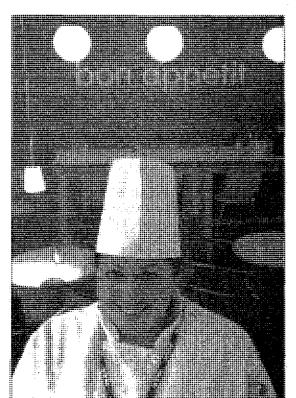
FOOD

For those who work up an appetite, the IKEA Restaurant offers traditional Swedish delights, such as shrimp sandwiches, salmon platters and of course, meatballs. Kids' meals are offered, and come with the essential bib.

The restaurant opens an hour early, at 9 a.m., and offers a 99-cent eggs and bacon breakfast

Cafe Bistro, near the store's exit, has quick, carry-out foods such as 50-cent hot dogs, cinnamon buns, frozen yogurt and beverages.

"Some people will come and take 20 hot dogs



IKEA Restaurant features Swedish mainstays, Rachel Loftus of Canton can name all six varieties of herring.

back to the office," said Proctor.

To take home, there are Swedish delicacies offered in the Swedish Foodmarket. Items in this section include the "best of Sweden," including jams, crackers, cheeses, herring and yes, frozen meatballs to take to your dinner table.

MORE AMENITIES

IKEA has lockers for customers to stash their belongings, wheelchairs, an ATM, measuring tapes, store maps, pencils and large, yellow shopping bags to borrow while shopping.

While most shoppers will make their way through the massive store by following the arrows and using the store map and shopping list, others may prefer a bit of assistance. That's where the home furnishing consultants come in. By in-store appointment, they will escort shoppers through the areas and assist them in retrieving the goods from the warehouse.

Consultants are also available to help small business people design an office.

"That's very popular," said Proctor, who noted owners of salons, restaurants and office buildings often seek this service.

He said IKEA shoppers never have to worry about pushy salespersons while shopping solo or with a consultant.

"We want you to take your time and buy what you want to buy," he said. "No one will pester you."

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IKEA knows its customers

All 56 showrooms are set up for a specific demographic

BY CAROL MARSHALL STAFF WRITER

You can tell by the woman's kitchen that she has two things — an impeccable sense of style and at least one young child.

In her traditional country kitchen, whimsical kitsch sits on the ultra-clean wood cabinetry painted high-gloss white. Except no one ever really cooks or makes coffee for friends in that kitchen, because it's a showroom inside IKEA Canton, which opens for business Wednesday.

Still, the fictitious woman who owns the kitchen exists in the mind of IKEA design manager Heidi Tippery. Every room design in the store's showroom starts with a fictitious person — or family — with lives very similar to the people who may be shopping there.

"We get quite deep into their thoughts," Tippery said. "She likes to bake and she's into collectibles." And, of course, because the divorced working mother with young children is very safety-conscious, so are the design managers, who integrated guards on the stove to keep splatters and pot handles away from the imaginary woman's children.

Every one of the 56 room designs in IKEA starts out exactly the same way, IKEA spokesman Joseph Roth said. A team of design managers gets together and decides who "lives" there, and what type of lives they lead.

Then they brainstorm.

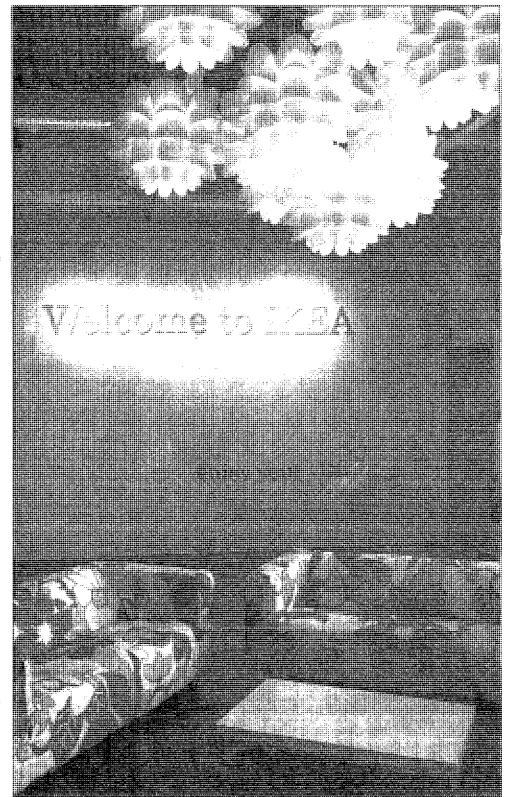
Ayoung person with a tiny apartment needs plenty of storage, and a loft in her efficiency apartment's single room. A young couple with a baby needs a small apartment that's practical and stylish, but still safe for the baby. A single professional man needs his small kitchen to be clutterfree. And an empty-nester couple needs plenty of room in the upscale kitchen with granite countertops, and a wine cellar just off the dining area.

"From there, the designs are tweaked depending on the demographics of the community," Roth said. For example, Canton shoppers, and other suburban visitors, are more likely to have children at home than their urban, loft-dwelling counterparts. "Every room is designed with a different lifestyle in mind."

Like the 592-square-foot "home" set up inside the store.

"He's a paramedic, and she's a copywriter, and they have 6-month-old baby," store manager Mark McCaslin said.

The apartment combines the four style groups at IKEA - modern, Scandinavian, country and "young Swede," which includes more do-it-yourself elements than the rest of IKEA's furniture. All IKEA furniture is assembled at home, but "young Swede" styles also appeal to those shoppers who are willing to paint their own furniture, and who are going for brighter colors and the lowest prices, according to Tippery.



PHOTOS BY BILL BRESLER | STAFF PHOTOGRAPHER

Welcome to IKEA greets shoppers at the entrance. The store contains 56 different rooms, all geared toward a specific type of shopper.

Every design element in IKEA is at eyelevel, though, Roth said.

When shoppers look down, they see unembellished concrete floors, and if they look upward, they see bare open steel

"We try not to invest too much in the structure of our store," Roth said. "We put everything into the things you came to see, not in the building itself."

IKEA opens its doors at 9 a.m. June 7. Regular business hours will be 10 a.m. to 9 p.m. daily. It is located in Canton, off I-275 at Ford Road.

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ike's

Marketplace

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MORE IKEA FACTS

■ 14.8 billion - total sales, in Euro, for IKEA in 2005 **400** - number of employees at the new IKEA Canton store.

■ 1943 - the year IKEA was founded by Ingvar Kamprad. He was just 17 years old, and used money that was a graduation gift to launch IKEA.

1985 - the first IKEA store opens in the United States. 160 million - number of IKEA catalogs that were printed last year.

麗 IKEA - is an acronym for the founder's name (inquar Kamprad) and the first letters of Elmtaryd and Agunnaryo, the farm and village where he grew up. ■ 19 - the number of new

IKEA stores opening this year, including the first store in Japan, which opened in April. 2 million - number of vis-

itors expected annually at

the IKEA Canton store.

IKEA shappers will find showrooms of merchandise for every room in the home or office, including this contemporary kitchen design.

IKEA

FROM PAGE A1

money. It's just a really cool store."

That's the sentiment that is expected to draw two million shoppers a year to the store at Ford and Haggerty roads in Canton, just a stone's throw from I-275. When the new IKEA Canton store opens Wednesday, the cash registers will start ringing, pumping millions of dollars into the state and local economy. And Monday, the store will allow its first shoppers to start lining up - two days before the grand opening — outside the front door.

But just a little more than a year ago, IKEA was the "the store that almost wasn't." At one point IKEA had called off its plans to build the 311,000square-foot furniture store in Canton.

In February 2005, IKEA officials had backed out of a deal to buy the former site of the Super Kmart at Ford and Haggerty, because of a dispute over shared parking spaces at the adjacent ABC Warehouse property. Ultimately, IKEA hought the property, and is leasing it to ABC Warehouse through 2015, with three fiveyear options after that.

Demolition of the old Super Kmart began May 17, 2005.

Ever since, Canton officials - and more than a few eager shoppers — have been anticipating the cutting of the Swedish log, which will be at 8:30 a.m. June 7.

"Instead of ribbon cuttings, we have a log cutting," IKEA Canton store manager Mark McCaslin said. "It's a tradition - cutting the log brings good luck to our new home and to all those who enter it."

What some local officials hope it will bring is money and lots of it.

IKEA is expected to generate about \$1 million in annual property taxes and about \$5 million in state sales taxes.

It also is expected to pump up the local economy, bringing in about \$13 million for local stores, gas stations and hotels.

Canton officials believe the store will be a destination location — with visitors not only from metro Detroit, but also from other areas of Michigan, northern Ohio and even Ontario. Currently, the closest IKEA store is in Illinois. The retailer has a total of 22 stores in the United States, and did \$1.7 billion in sales from those locations last year.

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AROUND WESTLAND

Relay for Life

You can help raise money for the Westland Relay for Life and all it takes is making the highest bid at a silent auction being held Thursday, June 8, at Malarkey's Irish Pub, 35750 Warren Road.

There will be guest hosts, drinks, a 50/50 drawing and good times.

Meeting changed

Residents interested in attending the next Westland Library Board meeting should plan to be at the William P. Faust Public Library on Central City Parkway a few days earlier than planned.

The board, which oversees the library, has decided to change its meeting date. The new time and date is at 7 p.m. Monday, June 12.

Summer Picnic

Sunshine, lightening bugs and the sounds of ice cream trucks ... It's time for summer and the annual Westland senior Friendship Center summer

The get-together will be noon-3 p.m. Friday, June 16, at the center. There will be the customary barbecue fare of chicken, ribs, salads and strawberry shortcake as well as dancing and listening to the music of the Tommy James

Tickets for the picnic are \$8 for Friendship Center members and \$12 for non-members. They're available at the center, 1119 Newburgh, south

of Ford. Westland. For more information, call (734) 722-

Flag Day

Observer & Eccentric | Sunday, June 4, 2006

Help wish 229th happy birthday to "Old Glory" at a Flag Day ceremony on Wednesday, June 14, at the flagpole between Westland City Hall and the Bailey Recreation Center, 36651 Ford.

Hosted by Harris-Kehrer VFW Post 3323 and its Ladies Auxiliary, the Westland Civitan Club and the city of Westland, the ceremony will be at 5 p.m.

The ceremony will include the Pledge of Allegiance, a performance of the Star Spangled Banner by Stevenson Middle School trumpet player Bennie Clemente and a sing-along of patriotic songs.

Antiques appraisals

The Westland senior Friendship Center will host its fifth annual Newburgh Road Show, an antiques appraisal, 9:30 a.m. to 3 p.m. Friday, July

Admission will be \$1. Col. Thomas Moody of Blue Willow Antiques will be doing the appraisals. He specializes in glass, pottery, furniture, radios, kitchenware, war memorabilia, quilts, dolls and toys.

There will be a charge of \$3 per item appraised, with a limit of three appraisals. Refreshments will be available for a small donation.

The Friendship Center is at 1119 N. Newburgh, south of Ford, Westland. Call (734) 722-7628.

'Remember When'

Bonnie Hilberer will be at the William P. Faust Public Library Wednesday, June 21, for a seminar on preserving

Hilberer will teach participants how to preserve life events to create an oral history of a parent or grandparent's

Each participant will receive a copy of the book, Just a Few Memories to Share, to help them organize their memories and translate family history into print.

The workshop is free, but participants need to register in advance at the library's reference desk.

The library is at 6123Central City Parkway, north of Ford Road. For more information, call (734) 326-6123.

Charger alumni bash

All alumni of Churchill High School - Class of 1971 through Class of 2006 - are invited to the annual Churchill Alumni Summer Bash from 10 a.m. to 6 p.m. Saturday, June 17, at the Waterford Bend Park at Six Mile and Northville Road.

"Three years ago, we decided to throw a gathering for every person who ever attended Livonia Churchill," writes "Don" Chris Nicholson, Class of '73. "This has become an annual gathering called the Churchill Alumni Summer

There's no fee, but donations are accepted. The pavilion, park and baseball diamond are reserved and picnic-attendees are invited to bring their own food, beer and sports gear. No other alcohol or glass bottles are allowed. Charcoal is provided. Bring a camera and yearbook.

"We try to hold it the Saturday before Father's Day each year," Nicholson adds. "Any funds we raise over our expense from passing the hat or an auction are donated to the Western Wayne Skill Center."

For more details, send an email to

Chris@ChurchillAlumni.com.

Summer Picnic

The Westland senior Friendship Center will hold its annual summer picnic noon-3 p.m. Friday, June 16, at the center on Newburgh Road south of Ford.

The cost is \$8 for members and \$12 for non-members and includes entertainment by the Tommie James Trio and a meal of chicken, barbecued ribs, potato salad, green salad, fresh fruit salad, baked beans, corn bread, rolls and butter.

For more information, call the center at (734) 722-7628.

School fund-raiser

Heads up, residents in the John Glenn High School attendance area. Representatives of the school will be calling you between 4 and 9 p.m. Monday through Thursday for he next few weeks in an effort to raise money for the purchase of uniforms, music supplies and equipment and to support student activities.

Callers will be offering a choice of frozen pizza, homestyle fudge, gourmet coffee samplers, eight varieties of cookie dough, roasted mix nuts, flexible driver tool sets, fire extinguishers, long-life light bulbs, first aid kits and durable 13- and 33-gallon trash bags.

All to the products are guaranteed and will be delivered to residents' homes at no charge.

Summer camp

The Wayne Parks and Recreation Department is accepting registration for 2006 Summer Day Camp at the Wayne Community Center, 4635 Howe, Wayne. Registration will be accepted in person 4-6 p.m. June 6, 8, 12 and 13. For an appointment, call (734) 721-7400, Ext. 1306.

Day Camp begins June 14 and runs through Aug. 25. It will be 7:30 a.m. to 5 p.m. Monday-Friday for children ages 5-13. Daily, weekly and full season rates are available.

Daily activities include swimming, ice skating (August only), arts and crafts, sports and board games, wallyball, outdoor play and more. There also will be field trips every week and special events.

Pancake breakfast

The Westland senior Friendship Center holds an allyou-can-eat pancake breakfast 8:30-11 a.m. the second Thursday of the month at the center on Newburgh south of

The cost \$4 per person for buttermilk or multi-grain pancakes, coffee, juice, low fat milk, sausage and bacon. Sugar free syrup will be avail-

Eclectic Crafters

Ever thought of trying a craft but were afraid of investing too much before you knew if you were going to like it? Ever wanted a quiet place to do your scrapbooking? Ever wonder if there are others as crazy about art and crafts as you are?

The answer to those questions could be the Eclectic Crafters which meet 10 a.m. to 2 p.m., the second and third Monday of every month and 5:30-8:30 p.m. the first Monday from at the Bailey Center in the Westland Civic Center Complex on Ford Road west of Carlson.

The program is offered in association with the Westland Parks and Recreation Department. For \$3, participants can try out different crafts, art materials and tools or bring their own project to work on.

There will be inexpensive make-and-takes available. For more information, call (734) 620-3938.

Senior volleyball

The Westland senior citizen Friendship Center hopes to start a co-ed volleyball team to compete in Wayne County's 2006 Senior Olympics.

If interested, call Mel Tockstein at (734) 722-0159.

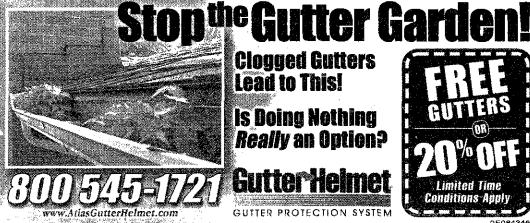
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(W)

FRANKLIN HONOR ROLL

Named to the honor roll for the marking period at Franklin Middle School were:

Victoria Adeshina, Rediana Afesllari, Adeela Ali, Danielle Anderson, Samantha Anderson, Shelby Arnold, Robert Baker, William Baker, Alexander Balli, Farrah Barnes, Tequeria Barrett, Avery Barron, Michael Battaglia, Elaine Bazan, Shelby Benefield, Jaspreet Benipal, Brandon Bennett, Leanne Benson, Cynthia Berean, Navneet Bhangu, Chelsea Blamer.

Karissa Bolish, Marshall Borsos, Christopher Bowie, Brian Browning, James Bryant, Aaron Buchanan, Samantha Buglione, Dominic Burnett, Cassidy Burns, Jazzmyn Burns, Alaina Butner, Aaron Byrd, William Cain, Dean Caldwell, Cody Campbell, Danielle Campbell, Amanda Chalmers, Tiara Childers, Shane Christnagel, Taylor Clark, Angelique Clemons.

Candice Cole, Samantha Collins, Megan Connolly, Heather Copeland, Christopher Coscia, Michael Creger, Amanda Crill, Nastika Cukali, Erika Culey, Victoria Deblaere, Cierra Decraene, Staci Delezenne, Ann Demetriou, Mary Demetriou, Jessica Denny, Michael Dewulf, Jose Diaz, Samantha Domeier, Cody Dotson, James Doyen, Stephanie Dulapa, Ashley Elliott.

Shelby Erickson, Jennifer Farley, Krystin Fisher, Alyssa Florn, Anissa Forbes, David Fourment, Scott Franklin, Scot Fretwell, Gabriel Garcia, Thomas Goachee, Michelle Good, Elizabeth Gottlieb, Jenna Graham, lan Green, Jared Green, Samantha Grubb, Charles Gutzman, Richard Hardyniec, Zakkary Hardyniec, Brandon Harnos, Keisea Harris, Ryan Harris.

Jacquelyn Harter, Renee Hartert, Amber Hartford, Carletta Hatch, Lalita Hayes, Unique Hayes, Christopher Henisse, Megan Henisse, Michael Herndon, Keslie Honeycutt, Jeffrey Horne, Cody Huffaker, Stefanie Huffman, Zackery Huffman, Briana Hunter, Jacob Hurst, Frances Jackson, Alicia Jacobs, Taylor Jacobs, Tristan Jarosiewicz, Cody Johanesen.

Danieł Johnson, Jenna Johnson, Kaitlyn Johnson, Nicole Johnson, Tyler Johnson, Alexis Jones, Katlaind Jones, Hope Kaminski, Jordyn Karpinski, Ishpreet Kaur, Hunter Kennedy, Kaylie Knizewski, Jim Kodra, Dylan Korzetki, Kyle Kotajarvi, Jeremy Kowalczyk, Henry Kozlowski, Mary Kreutzkamp, Courtney Kucharski, Sean Kunde, Jessica Labean.

Amber Ladd, Patrick Lafferty, Kayla Lambert, Halee Lankton, Zachary Lankton, Tony Lave, Patrick Leonard, Michael Little, Trisha Lloyd, Meah Long, Joshua Lowe, Eric Macdonald, Kristina Macek, Kayteland Manning, Keena Marable, Ashley Mashatt, Brianne Mason, Jennifer Mccaffery, Sinead Mcgiffert, Megan Mcgregor, Marquis Miller, Samantha Miller.

Brianna Minor, Christina Mitchell, Sarah Mitchell, Chanice Moore, Lucas Moore, Gary Neill, Jenna Neumann, Brittany Nichofs, Alicia Nielsen, Stephani O'Harris, Jacqueline Odien, Kelsey Osborne, Chelsea Ouellette, Courtney Ozog, Aimee Papineau, Cailee Parendo, Cory Parendo, Emily Penner, Kayla Perdue, Glendy Perez, Korinn Pintar, Kayla Pio.

Jacob Pipe, Daniel Pixley, Chelsea Pobur, Kayley Porta, Stephanie Quammen, Samantha Rainey, Lillian Reid, Jasmine Richardson, Ashley Riggle, Dylan Ritter, Anthony Roberson, Alyssa Roberts, Daniel Ross, Keshia Ross, Chelsea Rowland, Rebecca Rowlings, Samantha Rowlings, Jerold Runion, Natalia Rutledge, Tremor Sambrone, Ashley Schaefer, Cody Schaffier.

Kelsey Schmittou, Tyler Schmittou, Kevin Scott, Michael Sharp, Catherine Shipley, Yasmine Shitta, Michael Shock, Andrea Sigler, Gunnar Smith, Zackary Smith, Donavan Snow, Jamie Southard, Bernardina Spaqi, Makayla Spencer, Ashley Stamper, Keiara Stevenson, Chorey Stewart, Taylor Stewart, Eryn Struppa, Rachel Sullivan, Brianna Swales.

Sara Tackett, Natasha Tarnowsky, Annmarie Temmen, Chris Thalacker, Jane Thayer, Amanda Thomas, Brandon Thomas, Kristy Thomas, Mark Thompson, Steven Thompson, Jeanne Tolliver, Alyssa Torres, Taylor Tucker, Jazzietta Turner, Toby Underwood, Martin Urbaniak, Torrey Vance, Adam Vojtkofsky, Michael Wallace, Neil Wasinski, Dixie Watkins.

Bijan Weaver, Onyx Wells, Alyssa White, Brandon Whittenberg, Kayla Wilkie, Sada Williams, Brieanna Wilson, Joanna Witte, Zachary Woodworth, Ryan Wright and Torri York.

GOLF OUTINGS

D.A.R.E.

Westland police have announced the 16th annual golf outing for the department's D.A.R.E. (Drug Abuse Resistance Education) program on Tuesday, June 13.

Registration will start at 7 a.m. with the event following at 8 a.m. at Woodlands of Van Buren, 39670 Ecorse Road, east of I-275, in Wayne. Cost is \$125 per person and

includes a golf cart, lunch and dinner.
Businesses and others also may be a par sponsor for \$100, which includes getting a sign placed on the course and a quarter-page ad in the program; a birdie sponsor, which includes providing a cash or door prize and being recognized in the program; or an eagle sponsor for \$700, which includes four green fees, two signs placed on the course, a fullpage ad in the program and a special framed certificate.

There will be a hole-in-one contest sponsored by North Bros. Ford. For more information, call D.A.R.E. instructor Ken Kline at

(734) 722-3273.

Garden City Hospital
The Garden City Hospital
Foundation's annual golf outing
Monday, June 26, at Walnut Creek
Country Club in South Lyon.
Registration will be at 11 a.m. with a
shotgun start at 1 p.m. Call (734)
458-4331 for more information.

Lyman Foundation

The 27th annual Lyman
Foundation Golf Outing Aug. 12 at
Hickory Creek Golf Course in
Superior Township. All proceeds benefit Burger School for Students with
Autism. Shotgun starts will be 7:15
a.m. and 1:15 p.m. Donations, volunteers and players are needed.

To register, call (734) 454-1850. For information, call Sharon Lundie at (734) 728-4919.



Hipple headlines benefit golf tourney

Eric Hipple, popular former Detroit Lion®s quarterback, remembers the tremendous support he received from others following the death of his son, Jeff, in 2000.

Returning the favor by helping bereaved families from the area and throughout the country, Hipple will be Honorary Chairperson of The Compassionate Friends Charity Golf Outing Saturday, June 10 at Fox Hills Golf Course in

Plymouth.

The charity event, a special tribute to all children who died too soon, includes a shotgun start at 1:30 p.m., with Hipple present, and a charity dinner at 7 p.m. at which he will speak.

"This is one of the ways in which I'm trying to help others like myself who have had a child die," said Hipple. "The Compassionate Friends is an inspiring organization dedicated to helping those across the United States who have been devastated by the death of a child within their families."

All proceeds from the golf outing, the eighthannual Steve Herrick/Brian McLean Golf Classic, will be used to offset expenses of the upcoming 29th National Conference of The Compassionate Friends July 14-16 in Dearborn.

The conference, which is expected to draw up to 1,500 people, will feature 114 workshops, a complete sibling program, sharing sessions, butterfly release, and Sunday morning's seventh-

annual "Walk to Remember." Among the keynote speakers will be Chet Szuber of Harrisville, who received the extraordinary gift of his daughter's heart, even as he grieved her

death.

A pre-conference professionals day will be held Thursday, July 13 for those who work with families before, during, and after the death of a

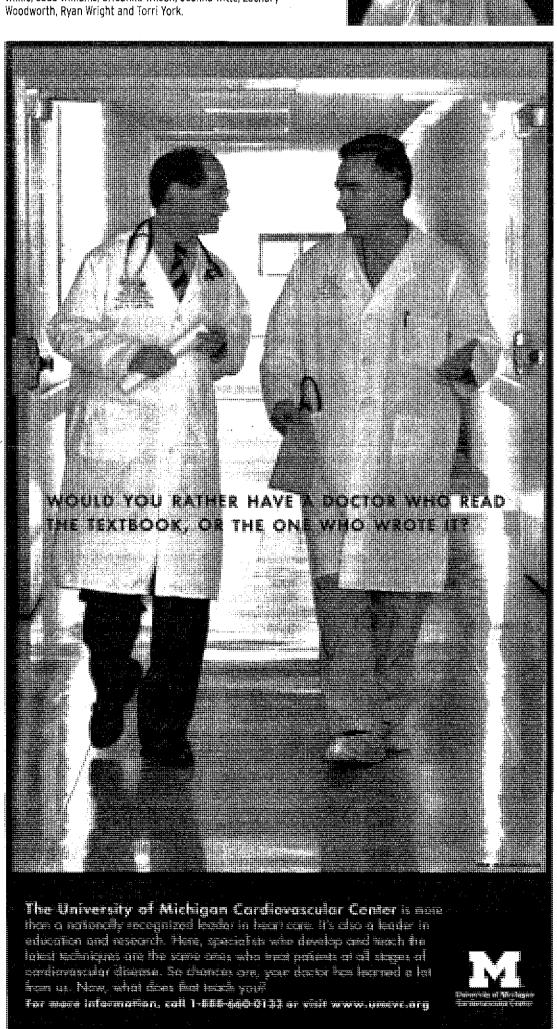
More than 1,000 are expected for the two-mile Walk to Remember Sunday, July 16, where the names of as many as 10,000 children will be carried.

The Compassionate Friends is a national self-help support organization for families that have experienced the death of a child. There are nearly 600 chapters serving all 50 states, including 19 in Michigan.

Call (734) 765-8401 (evenings) or (313) 496-7548 (daytime) to receive a registration brochure for the golf classic, created to honor the memories of good friends Steve Herrick of Livonia and Brian McLean of Westland, both of whom died of pancreatic cancer in 1999. There are a limited number of foursomes and early registration is suggested.

For more information on The Compassionate. Friends or the upcoming national conference, call toll-free (877) 969-0010 or visit www.compassionatefriends.org.







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Canton's own 'idol'

Man headed to Vegas to compete in Karaoke championship

BY CAROL MARSHALL STAFF WRITER

While much of the country is talking about new American Idol Taylor Hicks, in a little corner of Canton, Dan Carter is getting ready to compete for the title of National Karaoke Idol Champion.

Carter entered the contest on a bit of a fluke. His wife, Kelly, was driving along Ford Road and saw a sign in front of Super Bowl Lanes, advertising a Karaoke contest.

She encouraged him to enter the contest, and he did. And he won. Then he went on to state finals in Lansing. And Carter won again, beating out 34 Karaoke enthusiasts. Now he'll go up against seven other Karaoke singers in the National Karaoke Idol Championship in Las Vegas on June 26.

If he wins, Carter will get \$5,000, 20 hours of studio time and a record deal with Remedy Records. But what he's most excited about is being able to perform on-stage with Kool & the Gang.

Carter has been singing most of his life, and is the lead singer in a metro area top-40 band, Chateau. He describes himself as a mix of Luther Vandross, Marvin Gaye and Teddy Pendergrass.

"I grew up on Motown music," said the Ann Arbor native who moved to Canton a decade ago. "But I never really got serious about singing until I was in junior high."

But he's serious now, busy preparing for his trip to Las Vegas. He's still choosing his music, but Carter is pretty sure he'll sing "Disco Inferno" by The Trammps, one of the songs he sang while qualifying for the championship. After belting out "Shining Star," as performed by The Manhattans, solidly hitting every high note, he said he may also sing that tune in Las Vegas.

"I just want something peo-



Dan Carter, shown her belting out "Shining Star," as performed by The Manhattans, earned the right to compete against seven others in the National Karaoke Idol Championship in Las Vegas on June 26.

Dan Carter has been singing most of his life, and is the lead singer in a metro area top-40 band, Chateau. He describes himself as a mix of Luther Vandross, Marvin Gaye and Teddy Pendergrass.

ple would relate to right away. And then I want something up-tempo, so 'Disco Inferno' works," Carter said.

Carter is sure that part of the excitement surrounding the Karaoke contest is the popularity of "American Idol" on television, adding that he and his wife are also huge fans.

Winning Karaoke Idol, which is part of the entertainment lineup for the Bowling Proprietors' Association of

America (BPAA) International Bowl Expo, won't change his life the way sudden fame is getting ready to change Taylor Hicks'. Carter won't be suddenly wealthy or famous. And it won't change his regular life besides singing with Chateau, he works as a caricature artist, and spends time with his 3year-old son - but it will be a fun getaway for the Carters, who haven't had a real vacation since before the birth of their

Carter modestly nodded and admitted that he may be a better singer than most people who, with or without tequila, sing at Karaoke bars, but good Karaoke isn't hard to do, he

"Good Karaoke is just having the nerve to get up and have

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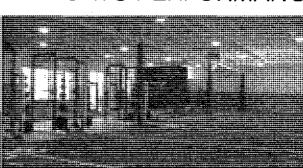


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anufacturing in Michigan ndergoing massive rebirth

ne so-called advanced thinkers who have en claiming that manufacturing will "van-1" over the next generation would have been ed if they had attended the CEO Forum put t month by the Michigan Manufacturers

is asked to moderate a panel on the igan manufacturing transformation and t means to the state." The participants were of our top manufacturing executives -- and hey had to say made my eyes widen. rufacturing, they assured us, is anything but

lichigan, of course, manufacturing plays an ious role, accounting for nearly a quarter of

gross state product (almost twice the average national rate) and 15.3 percent of the state's workers. Nationwide, barely one in 10 workers toils in manufacturing today.

But manufacturing employment in Michigan has been plummeting for years. That's partly the result of offshoring of low-skill jobs to low-wage countries like China, but also the consequence of astonishing productivity gains.

in Michigan's economy? Not at all. Frank n, senior vice president of Chrysler, characterized the future of the "lean, smart, moving forward."

bes that mean that manufacturing has no

hat possible, with Michigan hemors and the economy the raging political

se of history might help us underrially when we consider the evolution once the mainstay of the American 1900, 40 percent of U.S. jobs were on oday, less than one percent toil in agri-

small number of farmers now produces ed of high enough quality to feed the d — thanks to fantastic increases in

turing accounted for around 40 per-U.S. jobs in 1950. That had fallen to 14

any economists estimate that will fall less than 10 percent by 2025. Once t's mainly the consequence of enormous in productivity.

does this mean for us in Michigan? to my panelists, it's all about autos. The oblems of manufacturing in our state y large part the result of particular probe domestic auto industry. That's because ness model is now out of sync with the g world economy.

tracts hinder productivity growth, "Legacy costs" such as fat pensions and gold-plated health care programs add thousands to the cost of each car.

Yet once these problems get worked out, the future looks pretty bright. Peter Alvarado, vice president of U.S. Steel International, offered some interesting comparisons. The steel industry in the 1990s, he explained, went through much the same kind of transition the auto industry is experiencing today.

High wages and restrictive work rules made the industry's cost structure uncompetitive. Plants were closed, workers laid off. Companies went broke or consolidated. But a smaller and healthier steel industry arose from the wreckage; an industry that was more productive, competitive and profitable.

Look for the domestic auto industry to go much the same way. Already, factories like the Chrysler engine plant in Monroe County are showing that a skilled labor force (community college degree or better required), sane work rules and flexible labor contracts can result in productivity gains that make the plant cost competitive — even paying United Auto Workers' wages.

Nobody wants to talk about it, but plants like that will set the pattern for the national labor contracts that will be renegotiated in 2007. And already the auto industry is closing plants, laying off employees, shedding costly pension and health care practices.

Everybody hopes that the result will be a healthier, if smaller, industry. And a lot of it will be happily located right here in Michigan.

Toward the end of our discussion, talk turned to what, if anything, state government can to do help. In a series of straw votes, the manufacturing CEOs present produced some surprising conclusions. Making sure we have a quality educational system, both K-12 and higher education, was deemed the most important factor in the survival of manufacturers. Education was ranked ahead even of labor relations, restrictive union contracts and state tax policy.

Those who claim that cutting taxes alone is the recipe for a healthy Michigan economy ought to sit up and take notice.

Speaking of which ... at lunch, former Gov. John Engler advocated a "no skills, no sports" policy for high schools and urged that schools develop a specific skills plan for every student.

His remarks hammered home the message that in the game of economic survival, skills, talent and knowledge trump everything else.

Gov. Jennifer Granholm, GOP challenger Dick DeVos and all the rest of us would do well to pay close attention.

Phil Power is a longtime observer of politics, economic and education issues in Michigan. He can be reached at ppow-

Student grants are available regardless of income level

an you predict which colleges have a higher probability of admitting your student? Can you determine ahead of time which colleges are likely to offer your student a scholarship?

The answer is yes.

Oestreich

The truth is what happens inside an admissions committee is not as big of a crap shoot as some say. From one year to the next, the statistical profile of both the applicant pool and the admitted class looks nearly the same, even at elite colleges. For the admissions officer, the freshman class will look pretty much like the sophomore class, whether at Harvard, Princeton, Stanford or anywhere else.

However, most admissions offices won't give a clue about chances of getting in. Committees want to attract the biggest pool of applicants they can because admissions is a college profit center. Eyecatching, glossy brochures tell your clients what they already know: grades, test scores and extracurricular activities all matter, and qualifications to get into a selective school at

least seem to be arbitrary and subjective. In reality, 75-80 percent of the admissions process is not really subjective at most selective colleges. GPA, class rank, test scores and rigor of curriculum carry the biggest weight.

Each school decides who gets in using a set of objective criteria. These criteria vary from college to college. But the mysterious admissions process really comes down to nothing more than matching the strengths of the various applicants against the attributes a particular college is looking for.

Each college creates a profile of the types of students they are trying to attract. What does this mean to you? If your student happens to match that profile, not only do your student's chances of getting admitted increase substantially, the chances of being offered money to attend also increase.

So where should you start? Research is the key. Your student needs to evaluate how their strengths stack up.

He or she needs to build models based on statistical profiles of recent freshman classes at the schools, data on their applicant pools and analysis of other primary sources of information such as what type of merit aid they have awarded in the past.

You need to help your child put together this information and, more importantly, match your student's profile to those of the colleges he may be interested in attending. You want to identify a number of colleges that

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So where should you start? Research is the key. Your student needs to evaluate how their strengths stack up. He or she needs to build models based on statistical profiles of recent freshman classes at the schools, data on their applicant pools and analysis of other primary sources of information such as what type of merit aid they have awarded in the past.

are looking for someone like your student, and potentially willing to pay money to attract him. These awards, by the way, have nothing to do with your family's finances. They are merit-based scholarships — not based on financial need. These scholarships are based on things such as academic achievement, talent, declared major or extracurricular activi-

Colleges which award these types of scholarships routinely dole out \$5,000-\$15,000 per year. This one strategy has the potential to save your family the price of one full year of

Parents may assume their student needs to have a 4.0 (or higher) grade-point average to be wooed by good colleges. Not true. There are wonderful colleges looking for and willing to award scholarships to "B" students who have other characteristics or talents to add to the diversity of their freshman class. Many colleges consider the "whole" person, not only a student's GPA and test scores, in the admissions process.

The college selection process should begin as early as the freshman or sophomore year. The sooner your family begins the planning process, the more likely your student will be able to position himself to match the profile of the type of college they are interested in attending. With some advance planning, your family can potentially knock off tens of thousands of dollars from your college expenses.

Aaron M. Oestreich is a select college funding specialist with Fox College Funding, LLC, in the southeastern Michigan area and specializes in working with families to help them significantly reduce their college expenses. He provides a college matching service that can better predict the probability of your student not only getting admitted to, but being offered money to attend colleges that would be a great fit for your student. He can be reached at (248) 214-3336.





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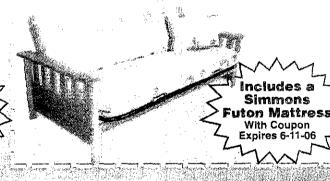




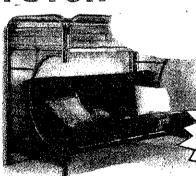
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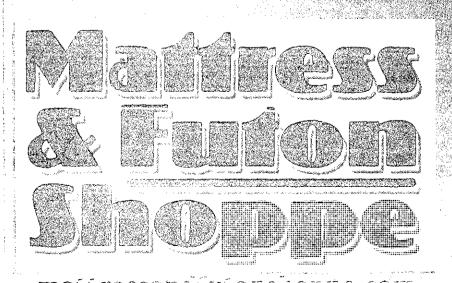
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