CANTON'S LOU BAECHLER NAMED

City goes traditional for foun

Officials heed residents' pleas for design change

Brad Kadrich

After several well-attended meetings that included a lot of back-and-forth discussion about what was really wanted in the Kellogg Park redesign, the Plymouth Downtown Development Authority board has decided to go with the more

traditional look with the park

SUNDAY 12.18.16 II HOMETOWNLIFE.COM II PART OF THE USA TODAY NETWORK

and the fountain. The DDA board voted unanimously to uphold a decision made by the DDA workshop group, which had voted 9-7 on Dec. 6 to construct a more traditional fountain than the one that had been proposed at the beginning of the project. That decision came after a

third DDA workshop on the topic took place with some 130 people in attendance.

It's the latest step in the process for the \$1 million project, which is being publicly funded by The Wilcox Founda-tion. Next up will be having the landscape architect and the fountain designer produce plans for the final project. DDA officials will then figure out the final cost,

The Kellogg Park reno-

vation project has been split into two phases. The first phase focuses just on the new fountain, while the second phase will focus on the remainder of the park

"That second phase conversation will happen with the greater community at some point in 2017 to get as much public input as possible before moving forward with any additional improvements," DDA chair Oliver Wolcott said. "Kellogg Park is one of the jewels of Plymouth and the goal all along has been focused on making improvements to the park that will sustain its beauty and welcoming appeal for

generations to come."

Wolcott said completion of
the project will largely depend on the weather over the next several months. The initial goal was to have the new foun-

See FOUNTAIN, Page A3



PLYMOUTH-CANTON COMMUNITY SCHOOLS

Canned goods were packed into boxes for the Salvation Army food pantry.

Charity starts at home for local aid groups working together

Brad Kadrich hometownlife.com

There's the old adage that it takes a village to raise a child. Charitable organizations in

the Plymouth, Canton and Northville areas are taking that literally, collaborating in an effort to help as many families who need it as the holiday season approaches.

Groups like the Plymouth Salvation Army Corps, Goodfellows in both Plymouth and Canton, churches and others are sharing information more than ever before for one common purpose: providing a good Christmas for as many families as possible.

'We all work together to

make sure we help our families." said Laurie Aren, director of Family and Community Ministries for the Plymouth Salvation Army Corps. "By working together, we can make sure all families get the kind of assistance they need."

That assistance can vary. The charitable organizations, civic groups and churches who offer holiday help all have their own ways of finding and serving the need. They all keep a list and families, searching for help, frequently sign up with a number of organizations.

Those groups have now begun sharing their lists, cutting down on duplicate services and making sure the

families get the kind of help they need. For instance, Goodfellows are largely about toys and gifts, while church groups often offer food. The Salvation Army has a food pantry, sets up a toy shop at Christmas and helps with things like utilities.

Sharing the lists helps get

See GROUPS, Page A2

Township mails bills for sidewalk replacement work done years ago

Matt Jachman hometownlife.com

The owners of about 800 properties in Plymouth Township got something extra on their winter tax bills earlier this month: Assessments for sidewalk replacement work completed as many as six

years ago. Sidewalk assessments totaling about \$155,000 had apparently been overlooked from past years, said Treasurer Mark Clinton, who took office in November. The late assessments involved about 800 properties in areas around the township and were for work done as long ago as 2010, Clinton said.

Clinton said the overdue assessments were brought to

his attention by the deputy treasurer, Amy Hammye. He considered writing off the charges, "but at the end of the day I didn't think that was the right thing to do," he said.

"Homeowners have been very understanding," Clinton said. "We didn't do as good a job as we should have of in-

voicing the services provided." Clinton said he didn't know

how the assessments had been ignored. Clinton defeated Ron Edwards, a five-term treasurer first elected in 1996, in last summer's Republican primary and took office Nov. 20 after outpolling Democrat Mary Siefert in the Nov. 8 general

election. John Fallon, who lives in the Lake Pointe Village subdivision in the area of Five Mile

and Haggerty, was among the property owners billed this month. Fallon said he was assessed \$112.50 to have one sidewalk slab in front of his house replaced in 2011.

'That was five years (ago)," Fallon said. "This was a surprise when this came and, of course, I recall the work being

See SIDEWALKS, Page A2



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families to the right

"We compare the lists of names to check for duplication," Aren said. "It helps us identify the needs. For example, if the Goodfellows have someone who needs help with utilities, the collaborative gives them some-place to send that fam-

It must be working, because something close to 700 families are being helped this Christmas season. The Canton Goodfellows, for instance, approved 118 families with more than 300 children. Generally, the first local organization to start its application process, the Canton Goodfellows arrange for sponsors for each of the 324 children they signed up to help.

Natalie Theisen, sec-

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PLYMOUTH-CANTON COMMUNITY SCHOOLS

Junior National Honor Society students from Pioneer Middle School helped raise food for the Plymouth Salvation Army

retary for the Canton Goodfellows, said the collaborative effort extends to more than just the list of names. If the Goodfellows have extra

toys, for instance, at least a portion of them are then sent to the Salvation Army for inclusion in its giving.
"The collaborative

effort isn't just in the sharing of our lists, it's also in the sharing of our items," Theissen said. "It makes sense, since the Salvation Army serves those families which we could not, due to financial or time restraints. All of our local organizations would rather serve more families ... in fairness to the numerous families in our area who need assistance.'

And it's not just families. According to Aren, some of the largest growth in need is in senior citizens, single people and couples without chil-

"We're noticing a new trend there," Aren said. "That's our area of biggest growth right now among our clients."

SIDEWALKS

Continued from Page A1

done."

Fallon said he wondered what took so long. "They could've gotten their money way back then," he said.

That's what the Plymouth Goodfellows noticed, too. The group helped 61 families and a total of 226 people. They had 135 children, caregivers, some parents, grandparents and even great-grandparents.

The Plymouth Goodfellows provide clients with gift vouchers for toys and clothes to be purchased at the Kmart on Ann Arbor Road in Plymouth. Families also get gift cards to Busch's in Plymouth for the fixings for Christmas din-

"The community, citizens as well as local businesses, are very generous," said Lillian Drauss of the Plymouth Goofellows. "We would not exist with their support.'

Students from the Plymouth-Canton Community Schools district get involved, too. National Honor Society stu-

Edwards, reached Thursday, said he didn't know anything about the late assessments. He said the township has followed the same procedure for billing sidewalk replacements since 2001.

"There was a procedure that's been done,' Edwards said. "I don't work there any more.' He would not explain the procedure or answer

National Honor Society students help set up the Toy Shop at the Plymouth Salvation Army Corps. dents were at the Plymouth Salvation Army on Monday, despite the fact it was a snow day, to get the corps' Toy Shop set up. And Junior National Honor Society students from Pioneer Middle School held food

"Our students have big hearts and love helping others; they're not going to let weather get in their way," said Gwenn Marchesano, faculty adviser for the

drives to help stock the

Salvation Army pantry

shelves.

further questions.

Clinton said he didn't think his office had yet run across any cases in which a property was sold after sidewalk work was done, but before bills were sent. Such cases will have to be looked at individually, he said.

If assessed property owners hired their own contractor instead of using the township's

Junior National Honor Society at Pioneer. "Anytime students have the opportunity to be part of something bigger than themselves, it's a chance for growth. They learn so much about themselves and the world around them. They're excited when they can make a positive impact on someone else's life. We hope it's the start of a lifelong habit of service to others."

bkadrich@hometownlife.com Twitter: @bkadrich

sidewalk contractor, they can get the sidewalk assessment dropped, Clinton said.

"If we can verify that, if people can provide proof of payment, then obviously we remove it from their tax bill," he

miachman@hometownlife.com 734-678-8432 Twitter: @mattjachman



COMMERCE CANTON LIVONIA YPSILANTI





1

All Saints students bring joy to Detroit kids' holiday

Thirty-one metro Detroit area families will have a brighter Christmas, thanks to gifts donated from All Saints Catholic School families.

For the past three years, the Canton-based school has hosted its Advent Giving Tree program to benefit the All Saints Soup Kitchen & Food Pantry in southwest Detroit. The two organizations, which happen to share the All Saints name, partner to assist members of the Metro Detroit community.

On Dec. 8, members of the All Saints National Junior Honor Society and Student Council, assisted by staff and parent volunteers, filled a 10-foot U-Haul truck and delivered hundreds of gifts to the food pantry. During the visit, students received a tour of the soup kitchen and food pantry and had a chance to connect one-onone with some of the people they helped. At one point, students start-



All Saints students help load a truck for delivery to Detroit that will make others kids' holiday brighter.

ed singing Christmas carols with soup kitchen patrons.

"We are grateful for the support from the families," said Dave Allen, program manager at All Saints Soup Kitchen & Food Pantry. "I have seen recipients who are moved to tears because they know they can provide Christmas presents for their children.'

Kicked off in mid-November, All Saints Catholic School families signed up to buy specific presents for those in need. Students and teach-

"I think it's a wonderful opportunity for us to continue this partnership with our namesake," All Saints Principal Kristen Strausbaugh said. "This

ers wrapped the gifts in

advance of delivery. Be-

children will have sur-

mas season.

cause of the program, 102

prises to open this Christ-

Adam Christie, an eighth-

chance to see a little girl

with her family at the

soup kitchen and it was

moving to know that we

"It was an important

experience," eighth-grad-

er Ava Rund said. "I think

grader. "We had the

may be helping her.'

we, as students, think

about studying for tests

as stressful. But I think

year, having the students help deliver the gifts was a great way for us to strengthen our partnership and make an even stronger connection with the people we are help-"It was inspiring," said In addition to the Ad-

seeing the stresses that people must feel about

providing for their fam-

Christmas puts our con-

cerns into perspective."

having something for

ilies and worrying about

vent Giving Tree pro-gram, All Saints Catholic School has held collections for food and school supplies to assist families served by the All Saints Soup Kitchen & Food Pantry. A few years ago, the school's Catholic **Identity Committee was** looking for community service projects for students.



An expansive HO-scale model train system featuring European landmarks will be on display at the Plymouth District Library starting later this month.

Alle an Bord! Model trains to tour **European countries**

The splendor of a European landscape and the Continental railroad system will be on display, in miniature, at the Plymouth District Library for four days after Christmas.

The library will host an expansive HO-scale model train display, featuring European landmarks such as a Dutch windmill, a German beer garden and the Berlin Wall, from the Great Lakes chapter of the European Train Enthusiasts.

The display will be available for viewing during library hours Thursday and Friday, Dec. 29-30, as well as Monday and Tuesday, Jan. 2-3.

The display will take up much of the two adjoining meeting rooms on the library's first floor. It will consist of many interchangeable modules, each measuring two

feet by four feet, that will be attached togeth-

The display will be equipped to run up to four model trains simultaneously, with electricity to power the engines conveyed by overhead wires, as is the case for many real trains in Europe.

Jan Eisen, a member since 2000 of the Great Lakes chapter of the European Train Enthusiasts, will oversee the installation of the display. Eisen once owned Eisenbahn Model Trains, a shop that was located in Plymouth.

There is no admission charge for the train display, which is being sponsored by the Friends of the Plymouth District Library. It will be available from 9:30 a.m. to 9 p.m. Dec. 29-30 and Jan. 2-3.

The library is located at 223 S. Main Street in downtown Plymouth.

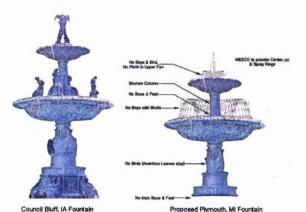
FOUNTAIN

Continued from Page A1

tain operational by summer 2017, in conjunction with the city of Plymouth 150th birthday.

"With winter now upon us, that has become increasingly more challenging," Wolcott said. "The construction schedule needs to take into account a number of factors that make it difficult to determine exactly when we will be able to start and finish.'

Wilcox Foundation chair Win Schrader said the foundation board is satisfied with the decision to go with the more traditional fountain. Schrader believes it would have pleased Jack



PLYMOUTH DDA

Proposed traditional option for the new Kellogg Park fountain.

Wilcox, as well.

"With the two choices (traditional and contemporary), we reflected on Jack's personality,' Schrader said. "Though

he was aware of contemporary matters, he also relished the past. He paid attention to history and historical documenta-

The project started when the DDA went out for bids in winter 2015. The city contracted with Russell Design of Northville, which partnered with WESCO Fountains in North Venice, Fla. The DDA held its first workshop meeting in Februarv and two more since then, including the Dec. 6 meeting.

Schrader said the process has been impres-

"The manner in which the decision was reached, with open and courteous discussion, was excellent," Schrader said. "I was really impressed by how they compromised. It was very well-thoughtout and managed."

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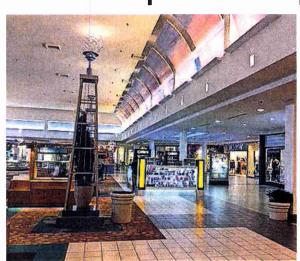
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H&M plans to open new location in Westland Center

WAYNE COUNTY CALENDAR



H&M will open in the Westland Center in 2017.

H&M, one of the world's largest fashion retailers is expected to open in fall 2017 in 20,000-square-feet in the Westland Center, joining 14 other open stores in the state.

The new H&M location will offer Westland residents a one-stop shopping destination for quality clothing for the whole family, with collections for ladies and men, as well as separate "store within a store" sections for accessories, company officials said.

The Westland Center location will also carry the H&M Kids collection

for newborns to 14 year olds. H&M is known for its emphasis on design, quality and sustainability "at an unbeatable value."

H&M prides itself on its support of local economies by adding jobs with each new location, according to a press release. As a continuously expanding brand, H&M constantly searches for new talent to grow within the company. With the opening of the Westland Center location, H&M will add employees to the current total of approximately 16,000 U.S. emplovees.

In 2016, H&M was

ranked number 20 on Interbrand's list of 100 Best Global Brands and was selected by Great Place to Work as a top 25 Best Multinational Workplace. H&M was also ranked number 199 out of 500 on Forbes' list of America's Best Employers. For available job opportunities, go to career.hm.com.

Sustainability is an integral part of H&M. The brand is growing and making significant long-term investments for sustainable development. In 2013, H&M launched Garment Collecting, an in-store clothing recy-

cling project and was the first global fashion company to implement such a program. Since 2013, approximately 87.3 million lbs. of garments have been collected globally. In 2015, H&M was selected as a U.S. EPA Green Power Leadership Award winner and in 2016 was named by Ethisphere as one of the World's Most Ethical Companies for the sixth year.

Since H&M opened the doors to its first U.S. store 16 years ago, the U.S. has been one of the retailer's most successful markets.

Live Nativity

The Memorial Church of Christ presents its Live Nativity scene 5-7 p.m. Dec. 18 at the church, 35475 Five Mile, Livonia.

Living Nativity

The Living Nativity, a 15-minute outdoor walking tour depicting the story of Christmas will offer translation in Mandarin, Hindi, Spanish and Albanian. The lighted outdoor walking path passes through scenes of costumed characters of shepherds, angels, wise men and the manger. Real Life Farm's Don Fraser has provided the sheep, goats, donkey and calf. This year, for added realism, a camel named Humphrey will join the cast from its home in Grand Rapids. Scenes are added and changed each year, providing a new experience for people who have attended in the past.

There is no reservation necessary. Guests can visit any time during the evening. For those with mobility issues a golf cart is available to enjoy the tour. The free

December 21

St. Mary Mercy Livonia Classrooms 1 and 2

36475 Five Mile Road, Livonia

Please call 734-655-1980.

5:45 p.m. - Check-in • 6 p.m. - Presentation

Presentation is free but registration is required.

BeRemarkable.

stmarymercy.org/westside

event is 4:30-8 p.m. Sunday, Dec. 18, on the church grounds at 1240 N. Beck Road, one-half mile south of Ford Road.

Holiday decorating contest

"All American Holiday Decorating Contest" is underway and runs until midnight Saturday, Dec. 24. Residents can visit the city of Westland website to nominate themselves or a friend in one or all of the three categories: Best Traditional Display, Most Creative Display and Over the Top Display. Nominees will be asked to enter a picture with their submission.

You can also enter the contest by posting your picture publicly on Twitter or Instagram, tagging @CityofWestland and using the hashtag #westlandholidaypride. Anyone can go onto the website, view the entries and vote for the holiday decorating display they think should win. Voting will close at midnight on Christmas Eve. Winners will be announced and awarded with prizes at the first council meeting

of the new year Monday,

Jan. 9.

FILE PHOTO

Youth Christmas concert

The Livonia Youth Symphony Orchestras of Michigan will host its Christmas Concert at 3 p.m. Sunday, Dec. 18, at William F. Weber Performing Arts Center at Thurston High School, 26255 Schoolcraft, Redford. Tickets are \$7 at the

door, \$3 senior citizens.
The LYSO is a nonprofit youth organization
celebrating its 57th year
in Livonia. It is comprised of school-age
string players, winds,
brass and percussionists,
and dedicated parent
volunteers.

Secondhand Prose closes for renovations

Canton Public Library's Secondhand Prose Bookstore will be closed for renovations from Dec. 23 to Feb 1.

In December hardcover books and children's book will be sold at reduced prices. A special \$6 Fill-a-Bag Book Sale will take place Dec. 16-19. Friends of the Canton Public Library support

the library through advocacy and fundraising for resources beyond the scope of the operating budget.

Wayne Memorial Parent Night

Wayne Memorial High School will host an eighth-grade parent night for those transitioning to ninth grade or interested in getting more information about Wayne Memorial High School for the 2016-17 school year. Students do not have to be currently attending a Wayne-Westland Community School to attend. The event will be held 6:30 p.m. Feb. 8 in the Wayne Memorial High School Stockmeyer Auditorium. Topics covered will include scheduling, graduation requirements, testing out requirements, direct college courses, AP courses, extracurricular activities and much more. All are welcome to attend and questions are encouraged. Parking is available in the Glenwood Street parking lot and guests should enter through the front of the

auditorium. Any addi-

tional questions should

be directed to the Counseling Department at 734-419-2215.

Christmas Celebration by Candlelight

The Crossroads Church, 34500 Six Mile, Livonia will host a Celebration by Candlelight in the Worship Center in the lower level of Trinity Church at 6:30 p.m. Wednesday, Dec. 21. This is a family-style Christmas celebration featuring dinner, crafts, carols and candlelight worship service. Dinner is potluck style. Go to www.CrossroadsNow.org.for more details, email info@crossroadsnow.org or call or text the church office at 734-338-5149.

Free open skate

The Redford Ice Arena offers free, open skate at the Redford Ice Arena or all residents and students 6:05-7:05 p.m. each Sunday. All residents and Redford students are free. Cost for others is \$5 for adults, \$3 for students and children. Skate rental is \$3. The arena is at 12400 Beech Daly

Road.

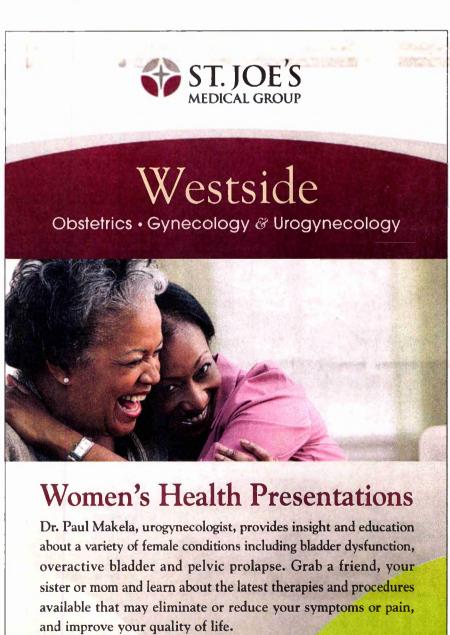
The annual Resident Appreciation Skate is 4:30-6:15 p.m. Thursday, Dec. 29. All Redford residents and students are free. Skate rental is free though the number of skates is limited.

The holiday skate schedule is 1:30-2:50 p.m. Monday, Tuesday and Wednesday, Dec 26-28; Tuesday and Wednesday, Jan. 3-4; and 1-2:20 p.m. Thursday, Jan 5.

All Christmas skates are \$3 per person. Skate rentals are \$3.

Winter Survival Gear Drive for the

Homeless Crossroad Church, 34500 Six Mile, Livonia, will host a drive for the homeless 10:30-12:30 p.m. through Sunday, Feb. 12. The church is accepting donations of men's new/ used work boots, men's new/gently used white socks, ladies new/gently used turtlenecks. Contact www.CrossroadsNow.org info@CrossroadsNow.org or the church office at 734-338-5149





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Holiday parties? Let the pros help you

Jill Halpin Correspondent

'Tis the season to throw a fun and stressfree holiday gathering and if that sounds impossible, rest assured it can be done.

The keys to a great party are fairly simple, local experts say - with the emphasis on delicious food and the overall mood. Eating, drinking and celebrating the opportunity to be together are what it is all about: lightening the workload by leaving the cooking to someone else may be your best option.

Tonya Rice, delicatessen manager at Canton's Holiday Market, said that purchasing pre-made appetizers and party trays help keep the focus on enjoying time with

your family and friends. "Remember that the main goal is to have a happy and care-free event," Rice said.

It is just one reason that already prepared appetizers are so popular during the holiday season: they allow hosts and hostesses short on time to put together a delightful event and still be able to enjoy mingling with their guests.

Serving appetizers rather than full meals also allow for more variety in the menu and the opportunity to appeal to a wider variety of palates.

Rice also recommends including both sweet and savory when selecting appetizers.

"Holiday gatherings are a perfect time to go beyond the everyday and try something new. Expand your guests - and your own - taste repertoire by experimenting with new flavors," she said.

Santo Bruno, wine manager at Holiday Market, reminds that the holiday season is truly about the coming together of friends and family and beverage selections should be reflective of

"You want to choose something that is versatile and appeals to all something that you don't have to have a sophisticated palate to enjoy," he

"Don't stress- call the chef," should be the mantra for the season, according to Chef Carl Hakim of Johnny Pomodoro's Fresh Market in Farmington Hills.

"People get stressed out at the holidays but that is not what it is all about. You want to be

able to enjoy your guests and not have to worry about the food," he said, and those in need of help setting a menu should not hesitate to reach out to professionals.

"If you are unsure about what to serve, call your local catering manager to help guide you through the process. We are here to help," Hakim said.

In addition to offering help with your food menu, most local grocery outlets and markets offer wine staff available to help you select the perfect beverage for your repast.

Rene Parks, beverage consultant for Busch's Fresh Food Markets said it is important to keep your guests in mind when choosing.

"Try to serve something that you wouldn't mind drinking yourself," she said.

Some suggestions

Listed below are some special holiday appetizers and wines available from local groceries and markets to help set your party off on the right note. Most appetizers listed must be ordered in advance; please be sure to check availability with the store prior to shop-

Čanton's Holiday Market's Antipasto Tempter Tray is an "extravaganza of Italian flavor" said Rice. This tray features 24-month aged Black Label diParma prosciutto; spicy Calabrese salami; rosemary ham; picante provolone; capicolla; sopressata; fresh mozzarella; asparagus; marinated mushrooms; feta stuffed and Greek olives and much more. This tray comes in three sizes and ranges in price from \$39.99 to \$79.99. Serving size for this tray

ranges from 15-35. Rice also recommends the European Delight Cheese tray which features a variety of cheese including Havarti; smoked cheddar; imported Brie; Gouda; two different sharp cheddars; garlic herb Alouette goat cheese with spinach alongside fresh strawberries and grapes. This tray comes in three sizes and ranges in price from \$39.99 to \$89.99. Serving size for this tray ranges from 15-35.

Wine manager Bruno said Beaujolais Nouveau is perfect for any holiday gathering. It is very versatile and it's light, fruity and fresh taste works beautifully with every



Chef Carl Hakim of Johnny Pomodoro's Fresh Market in Farmington Hills with a Cooked Beef Tenderloin appetizer.

2016 priced at \$8.49 and

Beaujolais Villages Nou-

Lee Ulrich, executive

the Georges Duboeuf

chef at Joe's Produce

Gourmet Market and

ommends Gourmet

Catering in Livonia, rec-

Stuffed Mushrooms for

mushrooms are available

in two varieties: Spinach

Gruyere and Crab Moz-

white button mushrooms

stuffed with jumbo lump

crab mixed with onions,

pepper and mozzarella

cheese as well as white

with fresh spinach sau-

button mushroom stuffed

teed with gruyere cheese

and panko and serves 12

Ulrich also recom-

mends a Baked Caramel

fresh-baked warm Brie

caramelized apples and

as is or with crackers.

selection, Mike Welsh.

The dish is \$9.99 and

walnuts. It can be served

serves 12. For a beverage

Apple Brie- made of

in a putt pastry with

zarella. They features

your holiday fete. The

veau; \$10.98.

food, he added. "It is the the wine buyer at Joe's perfect wine for holiday suggests serving the toasts- to drink it is good Louis Roederer Brut luck for the coming year and signifies hope," he Premiere champagne (39.99), terming it 'the said. He suggests trying perfect champagne for the Albert Bichot Beaujoall holiday occasions. lais Villages Nouveau

Milford

In Milford, Matti's Fresh Market store manager Martin Matti, suggests adding their Homemade Shortbread Tray featuring a variety of frosted and plain shortbread cookies in a variety of holiday shapes and made with real butter. The cookies are prices at \$9.99 per pound; each pound serves approximately four. A healthy choice to offset richer menu items is the Tabouli Tray, made with fresh parsley, tomatoes, onions, lemon juice and olives, Matti said. It is priced at \$89.99 and serves 20

people. For a nice wine, Matti recommends a Francis Coppola 2014 Black Label Claret – "a full-bodied red," available for 15.99 and the Chateau de Costis 2014 Bordeaux, a "well-balanced ripe and fruity" choice available

Janey Kyle, assistant delicatessen manager at Busch's Fresh Food Market in Novi said the Roast Beef Crostini, which features roast beef and fresh horseradish spread on crostini and topped with roasted red peppers is a good choice for holiday menus, as well. It is priced at \$44.99 and feeds 16-20. They also offer a Premier Appetizer Spread tray with crab cheese spread; smoked salmon spread; ham, green onion and cheese spread and a blue cheese, cranberry and walnut spread with crackers. This tray is priced at



SUBMITTED manager at Canton's Holiday



TONYA RICE delicatessen manager. Canton Holiday Market

\$39.00 and serves 16-20. Busch's Beverage Consultant Rene Parks said Veuve Clicquot is the "Cadillac of french wines" and offers incredible value it you are looking for an excellent champagne. "It features crisp, small bubbles and is packaged in a lovely, orange box which makes it great for a gift as well," Parks said. It is priced at \$49.99. A bottle of Bogle 2014 Essential Red, priced at 9.99, is a blend of petite Syrah; old vine zinfandel and ca-bernet sauvignon. "This wine over delivers - it is a tremendous value," she

said.

In Birmingham, Papa Joe's Gourmet Market and Catering's Lisa Monroe is the director of Catering Sales and Event Planning. She said two of the most sought-after appetizers this holiday season include the Mini Beef Wellington, priced at \$39.99 for 12 and featuring Angus beef tenderloin with fois gras, mushroom duxelle, wrapped in puff pastry and served with a housemade demi glaze. Also recommended is the Finger Eggplant Rollotini, featuring mini seared eggplant stuffed with angel hair pasta, basil pesto, toasted pine nuts and Parmesan cheese, served with house tomato basil sauce. It is priced at \$23.99 per dozen. Monroe suggests two different white wines: the "fresh, zesty, and lingering" Kim Crawford Sauvignon Blanc, priced at \$18.99 and Butter Chardonnay, a creamy, vanilla-scented oak Chardonnay with flavors of pineapple and honeydew melon. It is priced at \$18.99.

Farmington Hills

At Johnny Pomodoro's Fresh Market in Farmington Hills, Hakim recommends the Salmon Platter, which includes a mustard dill sauce and crackers. Serving up to 20, it is priced at \$110 and is "one of the most popular menu offerings, Hakim said. The Mini



Bruno

Spinach pie appetizer features miniature spinach pies in phyllo dough and encrusted in parmesan cheese, priced at \$75 for 50 pies.

These selections can be complemented with a Louis Jadot Pouilly-Fuisse that has aromas and flavors of toasted nuts and citrus for \$21.99 and Monetto Prosecco DOC Treviso Brut, a crisp sparkling white wine with notes of green apple, white peach and honey. It is available for

\$11.99 Alex Bazzy, general manager and sommelier at Cantoro Italian Market and Trattoria in Plymouth, advises serving guests the Zuppa Di Cozze, which includes mussels from Prince **Edward Island simmered** in a house-made fish fume featuring a fresh garlic, chili flake, tomato an white wine reduction. A large bowl contains approximately 15 mussels and serves two for 15.99. Carpaccio, very thin-shaved beef tenderloin topped with capers, chopped red onion, parsley, lemon, arugula and shaved Parmigiano-Reggiano is

served with a dash of olive oil and is available for 15.99 and serves two. Bazzy suggests pairing the Zuppa Di Cozze with an Italian white wine such as the 2014 Vietti Arneis, retailing

for \$23.99. "It is an unoaked, medium dry with a balanced acidity which makes it a great food wine," Bazzy said. Another wine to try is the Campo Alla Sughera 1024 'Adeo," a blend of cabernet sauvignon and merlot that Bazzy called 'a tremendous value for the price." It is priced at

Westborn Market has locations in both Livonia and the city of Plymouth. Brian Bandyk, brand director, suggested Cherry Spiced Short Ribsfeaturing Michigan dried cherries, maple Sriracha and garlic all in a Cherry Stout beer, available for \$11.99/lb or Aged Swiss and Asparagus Stuffed

Chicken Breasts avail-

able for \$7.99/lb. Westborn Beverage Specialist David Reno recommends Domaine Chandon Limited Edition Holiday 2016 Black and White, with a "classic flavor profile of apples, pears with accompanying citrus notes." It is available for \$14.99 or Oberon - Napa County Cabernet Sauvignon, a flavorful wine that "compliments bold meals." It is priced at \$21.99

PLYMOUTH-CANTON COMMUNITY SCHOOLS NOTICE TO BIDDERS

The Board of Education of the Plymouth-Canton Community Schools invites all interested and qualified companies to submit a proposal For Student Pictures for Fourteen Elementary Schools and one Early Childhood Center. Specifications of the Request for Proposal (RFP) are available on at PCCSK12.com, under departments and business office or by contacting Kristen Hennessey, Director of Procurement, and Plymouth Canton Community Schools at kristen.hennessey@pcck12.com. Proposals will be accepted as specified in the Request for Proposals at PCCS - E.J McClendon Educational Center located on 454 S. Harvey, Plymouth, MI 48170 on/or before **Thursday, January 12, 2017 at 10:00 am.** Bids shall be labeled: Bid document enclosed- "Photography Service Bid". The Board of Education reserves the right to accept and/or reject all bids, as they judge to be in the best interest of the school district

BOARD OF EDUCATION PLYMOUTH-CANTON COMMUNITY SCHOOLS KATE BORNINISKI

Publish: December 18 & 29, 2016

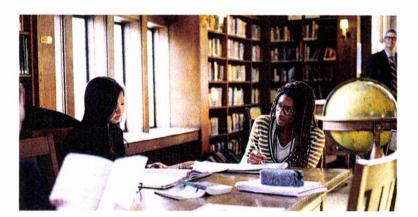












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Holidays: Have fun, but stay healthy

Jill Halpin Correspondent

The holidays are here: happy gatherings filled with friends and families coming to call ... and possibly bringing with them a whole bunch of germs.

Following through on some tips from area physicians could be all you need to make sure that you and your family stay well and remain healthy through the whirlwind of celebra-

First and foremost, advises Dr. Leanne Swiderski, a family medicine physician at Oakwood Healthcare Center in Garden City, "if anyone is showing signs of illness — coughing, sneezing or a fever keep a safe distance," she said.

This is especially important for both young children and the elderly.

With so many happy greetings being extended, hand washing is also very important.

'Always wash your hands before preparing or eating foods and especially after shaking hands with other peo-

ple," Swiderski said. Making sure you get a flu shot is also a key step to remaining healthy through the holiday season and all

winter, she said. The flu — a contagious respiratory illness caused by influenza viruses that infect the nose, throat and lungs can cause mild to severe illness and, at times, can lead to death, according to the Centers for Disease Control and Prevention. The best way to prevent the flu is by getting a flu vaccine each year, the CDC ad-

vises "Mid-winter is peak flu season; this is the time of year that it starts to pop up," Swi-

derski said. Do not postpone getting your flu shot if you have not yet done so, cautions family medicine physician Dr. Vijaykumar Patel of Garden

City Family Physicians. "Many people believe it is

too late to get the shot, but they are wrong. The

Patel flu season actually goes through April and it is starting to pick up. I have seen three patients with the flu since yester-

day," Patel said.
"The flu is a serious illness," he added, "and it is important for anyone six months or older to get the shot.'

While the holidays are the perfect time to gather together and celebrate the season, they are also a great time to talk about family health history

Although it seems like a less-than-festive party topic, it is an important one - and it may save lives, both

physicians say.
"Family gatherings are the perfect time to learn your family's past health history," Swiderski said.

"It may be an awkward conversation to have, but in the end it is one of the best gifts you and family members can give one another," she added

Patel agrees that the holidays provide an excellent opportunity to gather and compile important health facts about your family.

"It is definitely the right time to discuss it. For some busy families, it may be the only time during the year that everyone is all together," Patel said.

Learning important facts regarding chronic diseases that may be hereditary can help protect you and your family in the future, he

"Whether it is stroke. diabetes, cancer, heart disease or something else, if it runs in your family, it is very important to be aware," he said. "Try to take careful notes and then share it with your own physicians.



Swiderski

Knowing your family health history can help assess your

LOCAL NEWS

health risks and

help determine what screening may be necessary, he said. According to the

CDC, finding disease early can often mean better health in the long run and collecting family health history is an important first step.

Kim Riccobono of Westland agrees.

The mother of two said that learning about diseases that have affected other family members is key in taking care of both you and your own family.

"Prevention and early detection is so important. Taking the time to learn the facts about your family history can help protect your loved ones," she said.

The CDC provides the following guidelines for discussing family health history, which include asking relatives about which of these diseases they have had and when they were diagnosed. Questions can include:

» Do you have any chronic diseases, such as heart disease or diabetes, or health conditions, such as high blood pressure or high choles-

» Have you had any other serious diseases, such as cancer or stroke? What type of cancer?

» How old were you when each of these diseases or health conditions was diagnosed? (If your relative doesn't remember the exact age, knowing the approximate age is still useful.)

» What is your family's ancestry? From what countries or regions did your ancestors come to the United

» What were the causes and ages of death for relatives who have

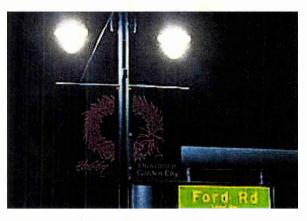
CGE Energy offers lighting solution for Garden City DDA

CGE Energy recently completed a sustain project for the Garden City Downtown Development Authority. Its mission is to enhance the quality of life for Garden City residents by strengthening the downtown district, to benefit the community.

Having no money invested with CGE sustain, the Garden City DDA was able to turn wasted energy expenses into a positive cash flow of more than \$20,000 over the next 10 years.

The DDA has wanted to upgrade Garden City's downtown lighting for some time, as its existing streetlight lens covers have been discontinued and they have had increasing maintenance issues. "It got to the point where a dozen lights would be out and, no sooner than repairing those, the following week we'd have three more out," said Kim Dold, DDA executive director.

The DDA looked into traditional bank loans and issuing a bond to upgrade the streetlights, but neither properly addressed its needs. "We would have eventually done the project, but probably not for a couple more years," Dold said.



The Garden City DDA's lighting after CGE's lighting improvements.

"The sustain program made it possible to enhance the look of the downtown area immediately, which helps contribute to Garden City's economic growth."

With the CGE sustain program, CGE Energy's team was able to upgrade streetlights along Ford Road and Middlebelt Road to energy efficient LED, conserving more than 50 percent of energy usage. CGE Energy also sourced new, custom-designed lenses to replace the discontinued models. All ongoing maintenance and repair of the streetlights is also included in the program.

With no upfront cost or new bond needed, Garden City's utility bill is reduced each month, energy savings fully pay for the sustain program and the excess savings can be reinvested by the DDA to make further improvements within the district. "Saving on energy expenses is money that can be spent on other projects in the

downtown," Dold said.
Before and after pictures and a case study of Garden City DDA's sustain project is available on CGE Energy's website, http://www.cge energy.com/.

Teaching the youth



RENA LAVERTY

The U.S. and Canada were scheduled to play a women's hockey exhibition game Saturday at Megan Keller (pictured above) were training hard for the contest. But there was time for fun,

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USA Hockey Arena in Plymouth and Team USA players such as North Farmington graduate too, such as working with area youngsters at Tuesday's clinic. There were 175 players from various girls hockey organizations skating with U.S. players.

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Redford's Mr. Alan's tapped to sell Nike Doernbechers

Elite Mr. Alan's, a 42-year-old family-owned athletic footwear and apparel retail chain headquartered in Redford, has been selected as one of three U.S. retailers to sell Nike's coveted Doernbecher Freestyle Collection of athletic shoes and apparel. The collection will be sold at Elite Mr. Alan's Gateway store in Detroit and at one of the company's four Soles, Inc. stores in southern Florida

This year marks the 13th year of the Nike sponsored event, which gives a group of pediatric patients at Doernbecher Children's Hospital in Portland, Oregon, near the headquarters of NIKE, Inc., the opportunity to design athletic shoes and apparel. To date, \$14 million has been raised for the hospital through the program.

"It is a real honor for us to be chosen by Nike to sell this collection," said Jacob Bishop, CEO of Elite Mr. Alan's. "We know our customers are going to be thrilled to buy these sought after sneakers and clothes from us, and we are equally happy that these purchases will be doing so much to benefit sick children.

A raffle will be held for purchase of all six of the shoe and apparel designs at two Elite Mr. Alan's locations, the Gateway store 2027 East Eight Mile Road, Detroit and Redford store. 14157 Telegraph Road, Redford, Dec.16 and 17.

Winners will be notified on Dec. 19. On Dec. 20, customers will be able to pick up their shoes and meet and greet one of the six young designers, Braylin Soon. This meet and greet event will be at the Gateway store in Detroit, at 4 p.m. Soon will sign Doernbecher Freestyle collection items, too

Soon, 10, has ties to Michigan, as her father grew up in the Kalama-



A pair of Nike's coveted Doernbecher Freestyle Collection of athletic shoes.

zoo area and her mother spent multiple summers visiting family in Clarkston, but this is the first time she has had a chance to visit the state. Soon, an aspiring actress, will also enjoy a number of special moments during her visit, including a trip to see a musical in Detroit.

At Soles, Inc. (1345 Washington Avenue, Miami Beach, FL 33139), the Doernbecher Freestyle Collection will be raffled on December 16, 17 and 18, with winners notified on December 20 by Insta Video. Pick up of sneakers will be on December 21, and on that day customers will be able to meet another pediatric patient designer, Chase Swearingen. Chase is being taken to Florida by the Elite Mr. Alan's team to enjoy two of his passions: exploration of lighthouses and a trip to Legoland.

Doernbecher Hospital will receive 100 percent proceeds from sales of sneakers and apparel. Sneakers range from \$150 to \$220 a pair. All designs were created by the hospital's young patients to reflect their personalities and interests. The designers

» Braylin Soon, 10,

who has autoimmune hepatitis and had a liver transplant

» Chase Swearingen, 14, who suffers from epilepsy and hydrocepha-

» Corwin Carr, 12, who has VATERS Syndrome and Prune Belly

» Andy Grass, 11, a trauma patient still recovering from multiple injuries

» Chehayla Hyatt, 10, who has cystic fibrosis

» Damien Phillips, 10, who has hemophilia A severe

Elite Mr. Alan's recently underwent a dramatic rebranding and remodeling process over the last four years. It has 13 stores in Michigan, with another six slated to open within two years. The company carries over 50 different brands and vendors, including five local vendors, which resonates with its customer base. Elite Mr. Alan's is known as a destination for sneakerheads, sports fans and local clothing brand supporters. Recent merchandise releases, often kicked off with festivities such as pre-dawn parties, live entertainment and movies, have seen customers lining up outside the stores, sometimes overnight.

What to do when your income falls for the year

Q: I have an end-ofthe-year tax question that I hope you can help me with. Normally, I would ask my accountant; however, I've had a recent falling out with my accountant and I no longer have confidence in him. I plan to hire a new accountant sometime after the first of the year. This year, because of family issues, I virtually did not work. My W-2 will show about \$8,000 and the only other income that I have is a few thousand dollars in interest. I am going back to work in January and my salary will be about \$75,000. My first question deals with charitable contributions. Typically, I make my contributions at the end of the year and I question whether it makes sense to make them this year or just wait until next year. My second question is, since I did not work a full year, am I still eligible for a Roth IRA contribution? Lastly, is there anything else you think I should do this year considering

my low income? A: Without question, it would make sense to delay your charitable contributions into next year. This year, from a tax standpoint, you're going to have no taxable income. Therefore, the deductions for your contributions are worthless from a tax standpoint. Next year, with your higher income.



more likely than not you are going to be able to itemize your deductions and, as a result, those charitable contributions will be of value to you. My recommendation is to delay your deductions.

I recognize that for most people who make charitable contributions the primary reason is to help the charitable organization achieve its goals. The tax consequences are secondary. However, in the situation at hand, by delaying making that contribution until the beginning of 2017, it's a win-win situation. The charity is still getting its money to help it achieve its goals and, at the same time, you should be able to receive a tax benefit for your charitable donation. It's a win-win situa-

With regard to whether you are eligible to contribute into a Roth IRA, the answer is yes. The fact that you only worked part time is relatively meaningless. The key is that you have earned income and, since your taxable income is not above the threshold for a Roth IRA contribution, there is no problem with you contributing to one. As a side note, I think it would be a great move for you to consider a

Roth IRA. In fact, for most people, I believe Roth IRAs are a great investment vehicle that more people should consider.

Is there anything else you can do from a tax standpoint that makes sense? I believe there is. What you should explore is the idea of doing a Roth conversion. You can convert enough of your traditional IRA into a Roth IRA so you still stay in a zero bracket situation. Therefore, the affect would be that you've taken tax-deferred money, turned it into tax-free money and it costs you nothing.

You should also consider delaying paying your property taxes until next year. Once again, the reason is that the deductions will not be worth anything to you this year, but will be valuable next year. In fact, any items that will be tax-deductible to you, for tax reasons, should be delayed until next vear.

One last note - remember that Roth IRA contributions can be made up until April 15 2017, but conversions must be completed before the end of the year; you must act immediately.

Good luck!

Rick Bloom is a fee-only financial adviser. His website is management.com. If you would like him to respond to questions, email rick@bloomasset management.com.

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State senate passes bill to limit seclusion, restraint of students

Lori Higgins Detroit Free Press

The Michigan Senate has given final approval to legislation that bans the use of restraint and seclusion of students in Michigan schools practices many say are harmful to students and in the case of restraint, has led to death.

School staff would be able to use the practices only in emergency situa-

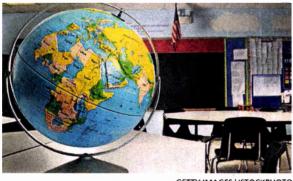
The Senate approved the bipartisan, nine-bill package Wednesday night. The House approved the bills Dec. 7. The bills now go to Gov. Rick Snyder for his approval.

Lt. Gov. Brian Calley a strong proponent of the legislation — said in a statement that putting an end to restraint and seclusion in non-emergency situations would make schools safer for students and teachers.

"Today's vote is a victory for our children, who all deserve the same access to learning, without fear of being locked up or tied down for behavioral issues," Calley said

The bills mark the first piece of legislation that adopts recommendations made earlier this year by a task force Calley headed that urged changes in the way schools serve specialeducation students. The state Board of Education has previously adopted policies urging schools to limit the use of restraint and seclusion.

Advocates for ending



GETTY IMAGES | ISTOCKPHOTO The Michigan Senate gave the final legislative approval of bills that limit the use of seclusion and restraint of students in

the practice have often referred to the death in 2003 of Michael Renner-Lewis III, a student at Parchment High School in Kalamazoo County, who died after he stopped breathing while being restrained. Renner-Lewis, who was autistic, was physically restrained while he lay face down after he appeared to have a seizure and then became combative. It was the first day of

School officials often seclude students who are violent or a danger to themselves or others by confining them to a room or a section of a room

until they calm down. Highlights of the leg-

» It requires local school boards to adopt a policy consistent with the new state rules by the beginning of the 2017-18 school year.

» It prohibits seclusion and the following types of restraint: mechanical restraint, chemical restraint, any restraint that impedes breathing, prone restraint, physical restraint.

» The Michigan Department of Education would have to outline the emergency circumstances by which seclusion and restraint could be used.

» Any time seclusion or restraint is used, it would have to be documented in writing and orally - including the reason - to the school building administrator and to the student's parent or guardian.

» Schools also would have to report any use of seclusion or restraint to the state. The data would be made publicly available quarterly.

» All school staffers who have regular contact with students must receive training on seclusion and restraint Schools also would have to identify key staff who would receive more comprehensive training in responding to emergency situations.

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Passages

Chituaries, Memoriles & Rememberances



DARRELL ARTHUR Age passed away at home on December 15, 2016 under the loving care of his family and Henry Ford Allegiance Hospice of Jackson. He was born on March 31, 1948 the son of Harry W. and Margaret (Haworth) Knox Darrell graduated from Livonia Franklin in 1966 and earned his Associates Degree from Schoolcraft College in Livonia Darrell married his sweetheart: Peggy Taylor on March 14, 1969 in Farmington and she survives. He retired from Kroger/Foodland Distributors and Carmack Appliance & Service in 2010. Darrell had a passion for golfing, fishing and spending time with his family. He enjoyed their winters in Venice, FL. Welcoming Darrell home will be his many buddies that have gone before him. His Family....In addition to his loving wife of 47 years, Darrell is survived by his children: Michael (Christine); grandsons: Dylan and Jack which he was very proud; in-laws: Helen and Edwin Taylor; brothers: Ron (Juanita) Knox, David (Judy) Knox: sister-in-law: Shelly (Shawn) Gagnon; nieces: Sara Gagnon, Christine Andrews Leesa (Chad) Lipman, Karen (Brian) Yaldoo and Lauren and Jennifer Taylor; nephews: Stephen Gagnon, Rick and Scott Knox. Darrell was preceded in death by his parents; brother: Dennis Smith; brother-in-law: Randy Taylor; step-father: I. Ward Smith. His Farewell...Per Darrell's wishes, a private bedside farewell was held and there are no services. Please sign Darrell's guestbook at www. a message of comfort for the

Borek Jennings Funeral Home

Knox family by calling 877-231-7900.





LUCILLE age 86, of Westland, passed away December 14, 2016. Survived by her loving children Barbara (Robert) Runstrom, Larry (the late Katie) Mitchell, and Judy Ramirez, eight grandchildren and 10 great-grandchildren. Lucille is preceded in death by her son David Ogden. Funeral was held Saturday, December 17, at the Schrader-Howell Funeral Home. To view full obituary please visit schrader-howell.com

LAPHAM



HARRY L. JR. Age 67. December 14, 2016. Lifelong resident of Farmington, Lapham & Doyle Attorneys Beloved father of Matthew (Stacey) Lapham, Andrew Jaime) Lapham, Colleen Felix) Almodovar, Melissa (Kyle) Archer, Kathryn (Jesus) Lapham and Benjamin Lapham. Cherished grandfather of seven. Dear brother of the late John Lapham. Funeral Service Monday 1 p.m. at Thayer-Rock Funeral Home. Visitation Sunday 1 p.m. - 6 p.m. and Monday 11 a.m. to 1 p.m., also at Thayer Rock Funeral Home, 33603 Grand River Ave. (1 block West of Farmington Rd.), downtown Farmington. Memorials to Alzheimer's obituary information available: www.thayer-rock.com



Mc PHAIL

DANIEL THOMAS Age 72.

Passed away, Tuesday, December 13, 2016. A celebration of his life was held at Thayer-Rock Funeral Home His final resting place is at Oakland Hills Memorial Gardens, Novi. Daniel was born, November 28, 1944 in nit Michiga Mc Phail. He graduated Farmington High School in 1963. On October 16, Lee Brooks, Daniel was a life-long entrepreneur (was the owner of Dan's Submarine in Farmington). His accomplishments include being a proud member of the Air National Guard, a free Masonry at Livonia United Lodge #152, and a Shriner Daniel's greatest passion was being a pilot. He loved the freedom and challenges of flying and shared his adventures with family and friends. Daniel has touched so many lives and he will be missed dearly. Daniel is survived by his wife Sandy, daughter Tiffany, son Thomas (Cindy), grandchildren Charlie Cody, and McKenzie. Daniel is also survived by his mother Alice Bernice Mc Phail and sister Dianne (Terry) Sanders. He was preceded in death by his father Thomas Charles

www.thayer-rock.com **MONTGOMERY**



ROBERT D. "BOB" age 66, of St Clair Shores. Died December 15, 2016 at Beaumont Hospital. He will be sadly missed by his wife Deborah, Johanna Nasho his daughter, Robert Lesch his step-son, and many other close family members and grandchildren. Bob loved spending time with this wife and family, he enjoyed traveling, dining and entertainment. In lieu of flowers donations may go to the family. A Funeral Service will be held 11 a.m. Monday December 19, 2016 at Bagnasco & Calcaterra Funeral Home, 25800 Harper Ave., St Clair Shores, MI. Visitation will be Sunday from 3-9 p.m. Burial to follow services in Cadillac Memorial Gardens -East. Share a memory with

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SECTION B (CP)

SUNDAY, DECEMBER 18, 2016 **OBSERVER & ECCENTRIC MEDIA HOMETOWNLIFE.COM**

SPORTS

TIM SMITH, EDITOR

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BOYS BASKETBALL

'Cats pound Rocks from start

Plymouth builds big lead in first guarter, rolls to 61-35 victory

> **Tim Smith** hometownlife.com

It was an open-and-shut proposition Friday night for Plymouth against Salem. Zach Beadle opened the KLAA boys basketball contest at Plymouth with a

triple and by the time the opening quarter ended — on a buzzer-beating trey by teammate Tariq Woody — the Wildcats had a commanding 21-7 lead.

Woody, a 6-9 junior forward, wound up

carrying the load early, scoring 12 points in the first quarter and 16 in the half (he ended the night with 19), as the Wildcats went up 31-11 at intermission and went on to romp to a 61-35 victory.

"I was just feeling it tonight," Woody said. "But I wouldn't have been able to do that without the help of my team. They were passing me the ball great.

"At the start of the second quarter, we were up by 10 or something like that. We just kept on them, we didn't let up or anything.'

Also sparking the offense were juniors Beadle, Joey Robb (10 points each) and

Anthony Crump (nine points) as the Wildcats kept the attack rolling all night.

"We're going to have to do things by committee," Plymouth head coach Mike Soukup said. "Obviously, it's nice to play through Tariq, but we're a long way even from where we were two weeks ago at Redford Union, when we struggled

Soukup said it's obvious that Woody was the one who really gave Plymouth the upper hand in the second game of a basketball doubleheader (the Salem-Plymouth girls varsity game preceded it).

See WILDCATS, Page 82



IOHN KEMSKI I EXPRESS PHOTO

Going to the rim Friday is Plymouth's Anthony Crump (left), while Salem's Kyle Winfrey tries to block the shot.

GIRLS BASKETBALL

Northville defense shuts down Chiefs

Canton held to just nine points total in second and third quarters

> **Brad Emons** hometownlife.com

When Northville made it all the way to last year's Class A state quarterfinals, it was defense that carried the Mustangs.

And that was on display once again Friday night as they stymied previously unbeaten Canton in an early season showdown, 46-36.

"From a defensive perspective, we did everything that we wanted to do,' said Northville coach Todd Gudith, whose team improved to 3-1 overall. "We did a great job of boxing out, kept them off the boards offensively, which was huge because that's one of their big keys of their success. And offensively, we made baskets pretty consistently throughout the game to keep us with a little bit of a lead.'

In the second and third quarters alone, Canton (4-1) was held to a combined nine points as Northville was able to build a 30-20 advantage.

The Mustangs then went up 37-24 with 6:24 to go in the final quarter, when junior guard Kendall Dillon (10 points) was fouled while making a layup. Sne converted the subsequent free throw to give Northville its biggest lead of the night.

Canton, however, closed the gap to 40-34 with 2:38 left on a shot by Alaina Heitmeyer. The Chiefs got the ball back after a Northville missed free throw, but the Chiefs turned it over on their next possession and Northville was able to close it out on a basket and free throw by Jessica Moorman (12 points), followed by a pair of Dillon

See CHIEFS, Page B3



DAVE DONOHER Northville's Roan Haines (right) drives to the basket on Canton's Alaina Heitmeyer.

FOOTBALL ACCOLADES



MICHAEL VASILNEK

Honing in on a Northville player to deliver another crunching hit is Canton all-state linebacker Lou Baechler (left).

CHIEF CATALYST

Canton junior linebacker Lou Baechler comes through under pressure, earns all-state honors

Tim Smith

Football isn't slick and glamorous to Lou Baechler.

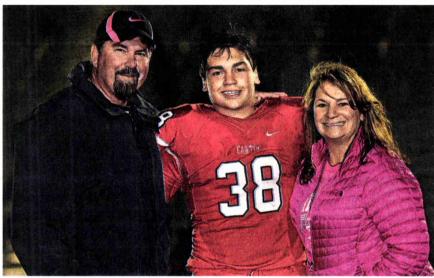
The Canton junior likes to get muddy, dirty, whatever he needs to do in order to help his team succeed on both sides of the line of scrimmage.

Baechler — who excelled at inside middle linebacker and tight end as the Chiefs won the KLAA South Division and Kensington Conference titles with an 8-3 record — would just as soon throw his body at a fumble than collect reams of yards with highlight-reel

And others took notice, honoring the 5-foot-10, 205-pound Baechler by naming him to the Division 1 All-State First Team as recently announced by the Detroit Free Press (a sister publication of the Observer).

Members of the Michigan High School Football Coaches Association nominate players and they then are selected by a non-coaching committee.

"I was surprised and honored," Baechler, son of Canton head coach Tim and Julie Baechler, said about



MICHAEL VASILNEK

Canton junior Lou Baechler poses with his proud parents, Tim and Julie.

earning the all-state accolades. "My job of making calls and checks and the importance of that to our defense is hard for people other than my team-

mates and coaches to understand. "I was very excited, nonetheless, to see my hard work pay off and to be in the company of the outstanding players also named on this team.

The only other area players to be named to the D1 all-state first team

See BAECHLER, Page 83

"I was very excited, nonetheless, to see my hard work pay off and to be in the company of the outstanding players also named on this team."

LOU BAECHLER Division 1 all-state first team



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GIRLS BASKETBALL



JOHN KEMSKI | EXPRESS PHOTO

Dribbling up the court Friday for Plymouth is freshman Elle McCaslin (left). Closing in on defense for Salem is Jenna Sydlowski.

Spark-plug helps breaks ice for Wildcats

Tim Smith hometownlife.com

Elle McCaslin and her teammates on Plymouth's varsity girls basketball team really wanted to taste a win and the freshman guard dove all over the floor after loose balls and went hard into the paint for rebounds as proof.

With McCaslin a spark-plug in the third quarter, the Wildcats defeated campus rival Salem, 38-25, in the opener of a basketball doubleheader (Salem and Plymouth followed with the boys contest).

"As a freshman, it's my first win of the season and it feels good," said McCaslin, who chipped in four

Plymouth head coach Ryan Ballard said the way McCaslin got after it was one of the key factors in the Wildcats finally breaking into the win column after four losses to open the season.

"She's going to be a special athlete for us," Ballard said. "She's here for four years and that's the best part.

She changed the game. But it wasn't her scoring necessar-

ily that helped tip the scales in Plymouth's favor.

both teams were sputtering on of-

Midway through the third quarter,

fense, with Plymouth (1-4) clinging to a 20-15 lead.

McCaslin then drove through the lane and drew a foul, sliding on her knees almost to the gray bleachers at the north end of the gym. She only hit 1-of-2 free throws, but battled for the rebound and dished the ball to another freshman, Angela Schmidt, who connected on a jumper from the right corner to put Plymouth up,

Salem (now 0-4) could not recover, unable to score the rest of the quarter (trailing 29-15 entering the fourth). For all intents and purposes, the McCaslin-led sequence turned out to be the difference-maker for Plymouth.

'We just work," said McCaslin, who wears knee pads as evidence of her all-in style of play. "Like we say, that's the standard, it's the thing we do daily. Just got to work for what we

Plymouth kept the Rocks at bay after that, with a basket by Chantal LeDoux (14 points) and a trey by Alexa Ebeling (seven points) padding the lead to 34-20 midway through the final quarter.

Schmidt added nine points for the

Salem's top scorers were Lyniah Wilson and Emily Stewart, with seven and six points, respectively. Adding five was Jayna Lenders, with Darby Scott adding four.

"It's all about being relentless," Ballard said. "That's the staple of our program and we went back to that after last week. That's the name of the game for us, pressure, pressure, pressure. And we're not where we need to be yet."

Both Plymouth-Canton Educational Park teams entered the contest looking to bust into the victory column. After a sluggish first four minutes, the host Wildcats started to assert themselves with strong work around both baskets.

Scott's basket early on put the Rocks up 4-0, but Plymouth took charge the rest of the opening quarter and led 11-6 going into the second.

The Wildcats built a 14-8 lead with about 5:30 to go in the half on a field goal by McCaslin, but Salem chipped away on layups by Wilson and Natalia Lewandowski to cut the deficit to 14-12 with 4:30 remaining.

Plymouth finished the half on a 5-1 run to go up 19-13, with a layup by Gabby Chouinard closing out the opening 16 minutes on a positive

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PREP GYMNASTICS

Canton earns win against Plymouth

hometownlife.com

Tim Smith

Even in victory, veteran Canton gymnastics coach John Cunningham spots areas that need work.

Cunningham lets his athletes know in December that anything they can do to sharpen up their routines will pay dividends when February and March roll around.

On Thursday, the Chiefs defeated Plymouth 138.875-136.475 to improve to 3-0 overall, but there will be no complacency anywhere within the program.

'Truthfully, the quality of area (teams) and KLAA teams is going to make every meet a dogfight," Cunningham said. "I told the girls that this was a good early season performance. But if we don't get a lot better, we'll be back in the pack instead of champi-

It will help to have Jana Hilditch and Kendall Chemotti back in the lineup, he added.

The top performer for the Chiefs was Victoria Faber, who finished first on uneven parallel bars (9.55), balance beam (9.2) and all-around (35.7).

Other standouts included Katie Dickson (9.15 on floor exercise for second place), Rachel Socha (third on vault, 8.65; third on floor, 8.85), Katherine Najduk (second on vault, 8.7) and Kelsea Kernosek, who turned in consistently good scores across the board.

Kernosek notched scores of 8.5 (vault), 8.45 (bars), 8.425 (beam) and 8.7 (floor) to tally 34.075 in the all-around, good for third place.

"Again, this was a team performance with everyone backing up her teammates," Cunningham said. "Depth is the key to Canton victories and weekly improvement will be the key to future success.'

Plymouth (0-2) had two event winners, with Emily Caragay prevailing on vault (8.9) and Paige Sanders on floor (9.225).

Caragay was second on bars (8.725) and the all-around (34.55), while Ava Eiola's score of 8.65 on beam earned her third place.

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JOHN KEMSKI | EXPRESS PHOTO

Competing on uneven parallel bars Thursday is Canton's Victoria Faber. She scored 9.55 in the event to finish first.

PREP BASKETBALL

Eagles foil Franklin Road's zone en route to 61-49 victory

Plymouth Christian Academy's boys basketball team broke through Novi Franklin Road's zone defense Friday

The end result was gratifying for the Eagles, who earned a 61-49 win to improve to 3-1 overall and 2-1 in the MIAC.

'We did a great job exploiting their Syracuse-style 2-3 zone," PCA head coach Matt Windle said. "Most of our points came right in the middle of that

PCA was led by Max Okolo, who tallied 18 points and 16 rebounds.

Other solid efforts were turned in by Ian Hay (16 points) and Jayme Fadden (12 points, 11 rebounds).

Still a lot to work on, but we are glad to be where we are at heading into break," Windle said. "We are a competitive group with big goals and we know we can only accomplish those things together as a team.

Canton tops Mustangs

Both teams finished with nine 3pointers, but Canton (2-2) came away with a 67-58 victory Friday at home over Northville (2-2).

Vinson Sigmon and Eian Barker paced the Chiefs with 17 and 14 points, respectively. Canton led 38-28 at halftime, making 7-of-9 shots from beyond

"They (Canton) were lights out and very efficient most of the night,' Northville coach Todd Sander said. "Give credit to Canton. We battled back and need to keep moving forward."

Senior guard Jake Justice, who went 5-of-6 from the foul line, led Northville with 13 points. Gustaf Tjernberg added 10, while Colin Latta added nine (all on triples).

Warriors stop PCA

Senior guard Danielle Fusco scored 19 points and dished out seven assists

as unbeaten Novi Franklin Road Christian (5-0, 1-0) opened Michigan Independent Athletic Conference Blue Division girls basketball play with a 59-39 win at Plymouth Christian Academy (3-1, 0-1).

Reagan Mumford chipped in 15 points, while Chanelle Lochrie added 12 points and five assists for the Warriors.

The Eagles, who couldn't overcome a 30-14 halftime deficit, got 17 points from Robin Albert.

Franklin Road was 14-of-19 from the foul line (73.6 percent), while PCA was 8-of-18 (44.4 percent).

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WILDCATS

Continued from Page B1

"They threw the ball to Tariq, he really made some things happen for us early and we played off that," said Soukup, whose team is 2-2. "Big first quarter for him and we rode that momentum the rest of the way."

Outplayed

Salem head coach Bob Brodie would just as soon burn the game film, however.

"Plymouth was good, they came out tonight and played with a lot of enthusiasm, a lot of quickness and a lot of hus-tle," Brodie said. "They just outplayed us in every aspect of the game, right from the opening tip.

'It didn't matter what we did or who we threw in the game, they just continually attacked us. Their zone gave us some problems, but we shot ourselves in the foot quite a bit.'

Once the deficit grew to 10 points and then 20, it was evident Brodie and his staff wouldn't be able to stop the bleeding. "We tried to rush," he said. "When you

get down like that, you start to panic and don't take care of the basketball very well, you don't make good shots."

Brodie tipped his cap to Soukup and the Wildcats for completely throwing the Rocks off their game.

"Give Plymouth credit, they're the team that made us rush," Brodie said.



JOHN KEMSKI I EXPRESS PHOTO

Plymouth's A.J. Neal (left) leads the Wildcats up the floor Friday. Right behind him are teammates Connor Bush and Joey Robb (right).

"They played great defense out there, made us rush, took away passing lanes. They outhustled us for 32 minutes."

No letdown

Soukup said a key was how the Wild-

cats came out for the second half, a stanza that so far this season has been problematic for the team.

"Our third quarter has kind of been a bugaboo for us and we came out and scored 20," Soukup said. "We made that a point in the locker room, to not get complacent. We came out and played really

Like he did at the start of the game, Beadle opened things up in the second half with a field goal. Then with about 5:20 remaining in the third, Woody battled for an offensive rebound and hooked a shot in from the paint, drawing a foul in the process.

After hitting the and-one, Woody's three-point play put the Wildcats up,

It was 46-21 going into the fourth, following Robb's rainbow triple from the left corner.

To add insult to injury, with six minutes remaining in the game, Robb stole the ball and went in for spinning layup. Then, senior Justin Nicholson picked off the subsequent inbound pass and scored to give the Wildcats a 55-26 edge.

This group didn't have much (confidence) at Redford Union and didn't have much against Saline, but we looked like a different team Tuesday (a win against Northville) and again today," Soukup said.

'They're all young, I forget that.' tsmith@hometownlife.com

Twitter: @TimSmith_Sports

BAECHLER

Continued from Page B1

were Detroit Catholic Central lineman Blake Bueter and Northville defensive back Jack Burke.

Nose for the ball

Certainly Tim Baechler appreciates the way his son gets after it whether in the weight room, taking care of school work or clobbering a rival.

"I am so proud of Lou, just like I am of any of my players that get selected to an all-state team," veteran coach Baechler said. "He is very deserving. He was a dominant blocker at (tight end) and the leader of our defense. He has excellent savvy for getting off blocks and taking great angles to the ball, whether it be a run or pass.

'What I'm most proud of is that he had to be nominated by opposing coaches in order to get this honor."

Lou Baechler led the Canton defense with 83 tackles, including 25 of the solo

variety and five sacks.
In addition, he helped the offense with five receptions for just under 100 yards and a touchdown. His efforts netted him votes for Canton's MVP award and also garnered all-KLAA

Worth it for wins

Stats and honors are nice. Yet the only number the co-captain really cares about is what's next to Canton's name in the win column.

"I found more satisfaction being recognized for my overall contribution to the game, because my teammates and coaches know how hard we all have to work to win," Lou Baechler said. "My coaches, and especially my dad, did a second to the said of the said." great job preparing me, so that on Friday nights being the (middle) linebacker, I knew what to do in every combination of offenses we saw."

Meanwhile, all the sacrifice on and off the gridiron indeed pay off when the victories keep rolling.

Such was the case during the 2016 season, when the Chiefs reeled off eight wins in a row after a tough 0-2 start to the season - including back-toback wins against another Kensington Conference powerhouse, Northville.

"It also helped that we played some great teams in games that had a lot riding on them," said Tim Baechler, a reference to his son answering the bell in crunch time as a positive factor in his all-state selection. "Games where we had a bunch of writers from various media there watching us."

Back to work

They'll be looking forward to seeing what he can do in 2017.

With an undeniably strong season now in the rear-view mirror, Lou Baechler already is cranking it up in the weight room in anticipation of next fall which will cap off a stellar prep grid

"I feel like our team can accomplish anything," he said. "With the great coaches setting us up for perfection, only we can beat ourselves

We are all working hard in the weight room. We had a great senior class last year that left a hard-working legacy so all of the underclassmen know what is expected.

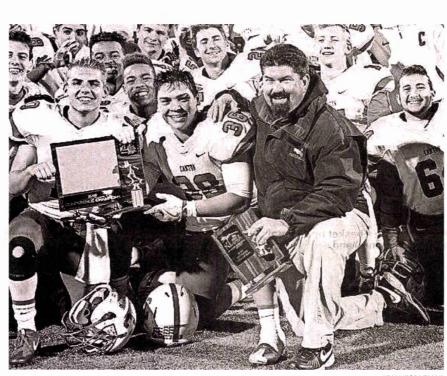
'We have a lot of work to do, but I'm excited to see where we end up next year. I'm hoping it ends at Ford Field."

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MICHAEL VASILNEK

Canton linebacker Lou Baechler (right) gets in the grill of a Saline running back during the recent Division 1 state playoffs.



Canton junior Lou Baechler (front center) and his dad, coach Tim Baechler (right) celebrate with the rest of the Chiefs after winning the Kensington Conference championship.

CHIEFS

Continued from Page B1

free throws.

"I was proud of our girls that we came back and were down by just six and even had the ball with about three minutes to go," Canton coach Rob Heit-meyer said. "It's a testament to our girls. They're fighters.'

The Chiefs, however, struggled from the field, making only 14-of-44 (31.8

Senior guard Brianna Finn finished with a team-high nine points, while Shamya Butler came off the bench to add eight.

The Chiefs' leading scorer, senior forward Erin Hult, was limited to six points on 2-of-6 shooting.

"We just wanted to make sure we keyed on their shooters," Gudith said. "The kids did an awesome job on Hult. She was the kid who was the key for them the (in) district (championship) game last year. She practically, almost single-handedly won it for them last year, so we needed to key on her. She's been off to a hot start this year, so we needed to shut her down.

Turnovers were also in issue for Canton, which had 20 for the game, including 13 in the opening half.

"We talked about that at halftime," Heitmeyer said. "That was a big conversation after the game. The best way to cure that is in practice, be mentally geared up to know situations. When you get the ball, good jump stops, good fundamental basketball. You've got to see the court, so that's going to be an item of work for us. We're going to

work through that." Northville also won the free-throw battle, going to the line 25 times and converting 14 shots (56 percent), while

Canton was just 5-of-6. "First, we tip our hat to Todd (Gudith) and his team," Heitmeyer said. "He does a great job coaching them up. They're a dribble-drive group. They work well together and clearly they were able to get to the rim a number of



DAVE DONOHER

Canton's Shamya Butler (middle) goes in for the layup over Northville's Bryce Quick (right) and Brook Adams.

times. They got a number of offensive rebounds. They had 20 points in the first half and 26 in the second. Usually at Canton, we like to try and keep it to 30 and under, but coming here to Northville and playing a seasoned team like Todd's, we knew we were in for a

Seven different players scored for Northville, including junior guard Roan Haines, who added nine. The Mustangs were 16-of-48 from the floor (33 per-

But it was the defense which tipped

the scales in the Mustangs' favor. "Usually it's a race, with first team to 40 usually is going to win the game,' Gudith said. "And I thought we were really good, especially the second and third quarter, when we really shut them down.'

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MEN'S BASKETBALL

Ocelots hit century mark in victory

Tim Smith hometownlife.com

For a recent stretch of games, the Schoolcraft College men's basketball team veered off the script.

The Ocelots tried to win games with offense instead of the method preferred by head coach Abe Mashhour — to play defense first and let the points follow from that. On Wednesday against visiting

Lansing Community College, Schoolcraft returned to form with a 100-75

"For us, it's all predicated on defense and we did a very good job defensively today, taking away some of their stuff inside that they like to get going," Mashhour said. "And they didn't shoot the ball as well as they would at their gym, of course. That was a big part of it as well."

Mashhour said his team, now 8-3 overall, endured a rough spell a couple of weeks ago which stemmed from players putting too much em-

phasis on scoring.
"When we stopped guarding for a week and a half, we ended up getting one win out of three games," Mashhour said. "But like I told these guys, you're not going to win a lot of games based on offense. Really, when we defend, we get out on transition and that's the big key."

Schoolcraft did shoot the lights out against the Stars, without key player Ja'Quaries Furlow for the Michigan Community College Athletic Association crossover tilt.

Leading the charge with 24 points was freshman guard Walt Kelser (Walled Lake Central), who nailed four triples in the second half (and five for the game)

But Mashhour liked something else he saw from Kelser, more than the treys he sank.

"Walter Kelser, I thought, played with better energy," Mashhour said. "We were up by 20 points in the second half, he dove on the floor for a loose ball and it gets us another easy basket. That's the kind of things he's been doing in practice.'

Another freshman guard, Armani Tinsley, chipped in 18 points, while sophomore forward Tariq Jones

tallied 16 points and seven rebounds.
Other contributors included
freshman guard D'Angelo Hansbro (11 points, six assists), freshman forward DeYuan Heard (10 points, six boards) and sophomore forward Carlos Taylor (five points).

'DeYuan Heard had a couple nice blocks," Mashhour said. "Carlos was very active on the boards, but we fought for position. I thought we did a good job of fighting for position in the paint.'

Schoolcraft enjoyed a 51-31 halftime lead and kept the lead around the 20-point mark for the rest of the night.

The Stars (6-4) were led by Isaiah Green (19 points), Claude Finley (14 points) and Collin Jones (12 points).

Reunion for Yelsik

Schoolcraft's Patrick Yelsik, a member of the athletic department and Ocelots bowling coach, had a reunion of sorts Wednesday with his college basketball coach and onetime team.

Yelsik played two seasons (2001-02, 2002-03) for Lansing Community College as a guard for coach Mike Ingram — who still coaches the Stars. The two got together before the game, but they didn't talk so much about the old days.

"The funny thing about coach Ingram and me, a lot of times when we talk now, we don't even talk about basketball," Yelsik said. "We talk about life, just hanging out and common friends — stuff that has nothing to do with basketball. Obviously, that's a central part of our relationship and it's always going to be.'

Yelsik said he will always be grateful to how Ingram and LCC helped mold his life. In his current role at Schoolcraft, Yelsik tries to pass on the same kind of guidance to today's youngsters.

"The two years I was at LCC and was a student-athlete there were the best two years of my life," Yelsik said. "And, obviously, coach Ingram was a huge part of that. So to still have a close relationship with them and the team means a lot to me.'

tsmith@hometownlife.com



JOHN KEMSKI I EXPRESS PHOTO Schoolcraft forward Carlos Taylor (middle), shown from earlier this season, had another solid game in the paint Wednesday.



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Job-hunting while employed requires time, tact

BY DEBRA AUERBACH CAREERBUILDER

nyone who has searched for work knows that it's a fulltime job. When you're already employed but want to make a career change, you may wonder how you'll ever find the time. What's more, you have to conduct your search with some level of secrecy, assuming that your current company doesn't know you're looking.

Experts share these tips on navigating the tricky waters of job-hunting while you're employed.

Use automation to your advantage.

Donna Shannon, president and CEO of the Personal Touch Career Services, says the key to efficiency is automating the process. "For example, rather than searching through a website every day, have CareerBuilder email you the new jobs that fit within your search criteria," she says. She also suggests rotating which employment site sends you job postings each day so you receive new opportunities regularly.

Designate specific job-search times.

When you're employed and looking, it might seem as if you should devote all

GETTY IMAGES

your free time to your search. However, that could actually backfire.

"My No. 1 piece of advice for job seekers who are currently employed is to set aside one to two times per week to job-search and to really focus, versus spending a bit of time each day," says Christy Hopkins, a human-resources consultant and writer for Fit Small Business. "When you set aside two time slots, like 7 to 9 p.m. Thursdays and 8 to 10 a.m. Saturdays, you can actually focus and get job applications done with a high level of attention to detail. If you just come home from work and

plop down with the TV blaring and exhausted from your day to job-search — and you do this every day — you will burn out, and you will make mistakes on applications."

Tap your network —

wisely. Utilizing your personal and professional network can pay off when you're looking for a job, whether or not you're employed. It's how you approach your contacts that's important, says Nancy Halpern, a principal at KNH Associates. "Be highly selective and careful whom you talk to. Pick out only those people

whom you really trust and you think are in the position to advise you about where to look and where opportunities may lie," she says. "It's also a great idea to speak to former employers, assuming you left on good terms and would consider returning."

Be discreet about your search.

Chris Mahan, CEO of Jobvocate, a company that makes career development software, recommends using tact so your employer doesn't catch you job-hunting. First, stay positive at work. "If you have made the decision to

move on from your current job, that usually means you are not happy," he says. "A poor attitude at work can be a red flag to employers that you no longer want to be there. (Staying positive) also goes a long way in making the eventual separation amicable, since you never want to burn bridges with a former employer."

He also says you should search on your own time. "Don't use work hours or your office computer to conduct your job search. Many companies have tools that monitor web traffic," Mahan notes. Those tools can flag users who visit job boards and social networks.

Lastly, Mahan says, be selective when choosing references. "Recruiters may ask if they can contact your current employer. Sometimes, this is just a curveball to find out more about why you are leaving," he says. "Have a good canned response ready for that question if it comes up. Also, make sure you really trust anyone you put down for a referral not to spill the beans."

Debra Auerbach is a writer tor the Advice & Resources section on CareerBuilder.com. She researches and writes about job-search strategy, career management, hiring trends and workplace issues.

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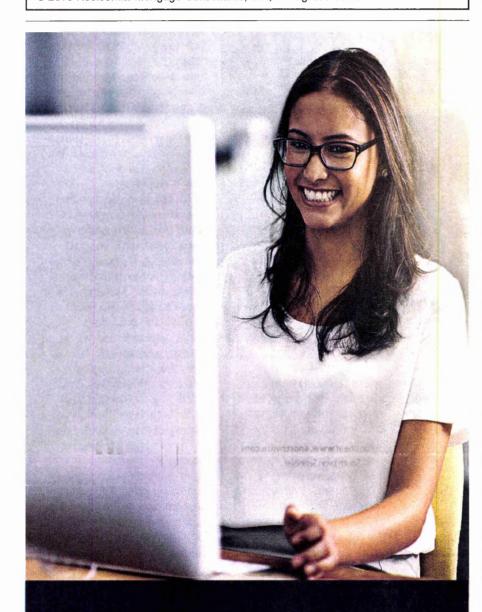
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For assistance or suggestions on the Puzzle Corner, contact Steve McClellan at (517) 702-4247 or smcclellan@michigan.com, Want more puzzles? Check out the "Just Right Crossword Puzzles" books at QuillDriverBooks.com

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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 each row, column and box. You can 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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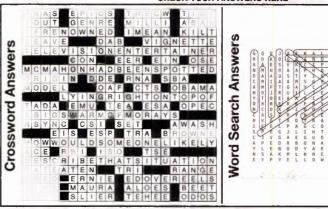
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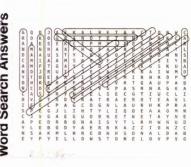
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Car Report

TV ADVERTISING FOR AUTO DEALERS THIS SEASON POINTS TO CONTINUING POWER OF THE MEDIUM TO MOVE METAL



"December to Remember" to "Happy Honda Days," this months has become a crucial period for auto dealers in metro Detroit and nationwide. And they still rely on television advertising – both

at the brand level and the regional dealership-group level to make the most of it.

If you've got any doubts that television advertising retains a crucial role in feeding the automotive marketing funnel, just turn on the TV for a few minutes this Christmas season. Inundation with

F r o m holiday-themed brand and regional together very well," dealer ads for Audi, Honda, Toyota, Jeep, Ford, Chevrolet, Cadillac and others will ensue.

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Just as auto brands face a big need and opportunity to move the metal now in what has become a hugely important December each year, it seems they may be rediscovering the role that television advertising can play in encouraging actual car sales as well as in creating brand awareness and impressions.

Much of the former role has been parceled out to digital advertising over the past decade, but campaigns like Lexus' annual "December to Remember," as well as some new data from the Video Advertising Bureau (VAB), suggest that many auto marketers are giving

a closer look to the capabilities of TV.

Sean Cunningham, president and CEO of the VAB, told me. "TV has done a good job of fueling digital, which does an especially good job with dealer offerings. But too much of the attribution for success has been assumed to be digital. Now we're

seeing more awareness that it was the wrong division of labor.

Honda

Consider the deluge of TV advertising for the crucial holiday promotion season that has emerged for the auto industry over the past several years, for the first time turning the period into a fertile sales period after it pretty

much had been deadsville for most of the industry's history.

"There was \$161 million spent on Black Friday on automotive advertising on TV alone," Cunningham noted. "And the reason is that the industry knows right now is the period when they have to move those vehicles, an inordinate volume of units. And when you need to mobilize customers en masse, in a tight timeframe between now and the end of the year, they understand that TV is going to light up their online instruments and fill dealer showrooms with traffic.'

"Start Your Engines," a new study by the VAB that surveyed active auto shoppers in November, found that TV carried the most influence of all media throughout their decision process. It turned out that millennials were twice as likely to become aware of their local car dealership via TV (56 percent) than the next leading means, online search (26 percent), while 25- to 54-year-olds were 74 percent more likely, 53 percent TV versus 30 percent search.

And when it came to deciding to take a test drive, 40 percent of millennials and adults 25-54 cited TV as their primary motivator.

"These findings fly in the face of several automakers' recent requirements that 50 percent of local advertising go to digital media, said Evelyn Skukovich, VAB's vice president of strategic research and insights.

"TV ads are pointing people to dealers

and putting them in cars. And most often it's TV ads that direct people to auto web sites, which is consistent with the catalyst role that TV plays in social media.

Indeed, more than half of shoppers visited an automaker's site after seeing a TV ad in the VAB study, versus fewer than 30 percenet for online search. This held true across demographics by a significant margin. Similarly, one in three were prompted to look up more information online after seeing a TV ad.

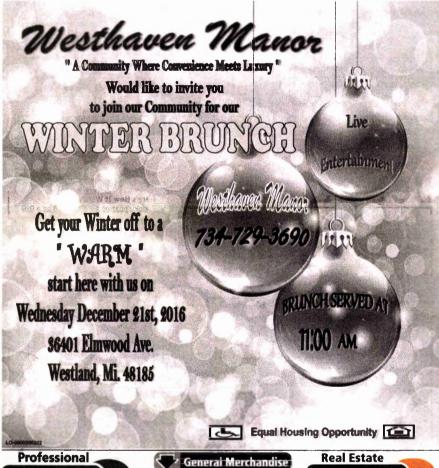
In the discovery phase, millennials cited TV at 47 percent and online search at 45 percent, while 25-to-54-year-old cited search at 46 percent and TV at 42 percent. Among both groups, TV held an advantage of 2-to-1 over social media and more than 3-to-1 over online video and magazines. The numbers were consistent across gender and demographics, with fully 57 percent saying they're in discovery until a

month before they buy.

"In terms of discovery and consideration," Skukovich told me, "people will be surprised to know how much TV ads have impact in terms of pushing them to the dealership and getting them in the car. The majority of people believe that online search is the big driver, but that's not necessarily the case.

Skukovich concluded: "A lot of brands that went away from TV are coming back to TV advertising, realizing its power.'





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+ \$2,000 CUSTOMER CASH!



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(1) Not all lessees will qualify for Ford Credit Red Carpet Low Mileage Lease. Payments vary. Residency restrictions apply. Take new retail delivery from dealer stock by 1/3/17. See dealer for complete details. (2) Not all lessees will qualify for Ford Credit Red Carpet Low Mileage Lease. Payments vary. Residency restrictions apply. S1,500 F-150 to F-150 RCL Renewal Bonus Cash is included. All eligible returning RCL Customers who come out of a Ford F-150 RCL contract and purchase or lease a new 2016 Model F-150 are eligible for this incentive. This RCL Renewal Program is not compatible with any Owner Loyalty Program but is compatible with the "Det" RCL Renewal Program. Customers who have previously terminated their lease between July 6, 2016 - October 3, 2016 are also eligible for the program. Prior Commercial Lease contracts are not eligible for RCL Renewal. Offer valid only on package 302A. Take new retail delivery from dealer stock by 1/3/17. See dealer for complete details. (3) Not all buyers will qualify for Ford Credit financing. Regardless of down payment per \$1,000 financed, 60 months at 0% at \$16.67 per month, 0.9% at \$17.05 per month, 1.9% at \$17.48 per month and 72 months at 0% at \$16.67 per month. Residency restrictions apply. For all offers, take new retail delivery from dealer stock by 1/3/17. See dealer for qualifications and complete details. (4) The \$1,000 Customer Cash on the Escape consists of \$1,000 End Smart Bonus Cash which requires Ford Credit financing. (5) The \$2,000 Customer Cash on the Explorer consists of \$1,000 Ford Smart Bonus Cash which requires Ford Credit financing. (6) The \$1,000 Customer Cash on the Explorer consists of \$1,000 Ford Smart Bonus Cash, \$2,000 302 ALT Luxury Chrome or Sport National Discount Package and \$500 Ford Credit Bonus Cash which requires Ford Credit financing. (8) The \$2,000 Customer Cash on the Edge consists of \$1,000 Ford Smart Bonus Cash and \$1,000 Ford Sm