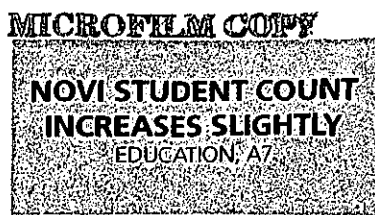


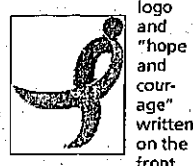


NOVI CLINCHES ANOTHER TITLE, B1



Help firefighters fight cancer

Novi firefighters will be wearing pink T-shirts on duty from Oct. 10-22. The shirts are light pink with Novi Fire Department on the back, and with the fire



left chest.

The fire department is selling the shirts to the public for \$12 for sizes small through extra large; \$1 for each additional size. All proceeds will go to Susan G. Komen for the Cure.

For more information, contact firefighter Joshua Buse at Station (248) 735-5696.

Shop to Save a Life

Dylan Gehrke was a mere 2 years old when he was diagnosed with a rare form of leukemia called juvenile myelomonocytic leukemia (JMML), which primarily attacks children under the age of 4 years old. Currently the five-year survival rate for this disease is only 5 percent. Dylan unfortunately lost his life to JMML soon after his third birthday.

The Krueger family (Dylan's cousins) of Novi will be holding a garage sale Oct. 13-15 to help fund further research and help find a cure for this deadly type of leukemia. The garage sale will take place in Indian Lake Subdivision-Arbors at 26245 Fieldstone Drive, Novi. All of the proceeds will be donated to Dylan's Wish Memorial which helps fund the Minnesota Medical Foundation. MMF is one of the few hospitals in the United States currently researching JMML in an effort to find a cure.

JMML affects a small amount of young children a year. An estimated 25-50 children are diagnosed in the U.S. annually, which is about 3 per 1 million children. Currently the only treatment is a bone marrow transplant. Only 50 percent of children survive the bone marrow transplant with a 50 percent possibility of a relapse within the first year of transplant.

NOVI NEWS

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School maintenance employees fight to hold on to their jobs

District to consider bids for privatization

By Nathan Mueller
Staff Writer

Greg Johnson has been working for the Novi Community School District for 28 years, and he's not ready for it to end just yet.

But as the district continues to look at ways to save money, Johnson and his colleagues in the maintenance department could soon be out of work.

The district has solicited bids

from two companies to possibly privatize the maintenance department, resulting in an estimated savings of \$150,000.

"The last two years, with it happening with the bus drivers and custodians, we knew it could come to us," Johnson said.

"It's extremely stressful, but the alternative is to not have a job."

Custodial services were privatized last year, while the bus drivers were able to reach an agreement to keep their jobs.

"The last two years, with it happening with the bus drivers and custodians, we knew it could come to us. It's extremely stressful, but the alternative is to not have a job."

GREG JOHNSON
Novi schools maintenance department

Johnson said he is hopeful they can reach an agreement as they are close to matching the \$150,000 savings the district wants.

"They are doing everything they can to meet the bogey threshold," said Steve Barr,

assistant superintendent of business and finance. "The board's goal is when we have to cut, it's do it outside the classroom rather than inside."

The two bids being presented

Please see **JOBS, A2**



NATHAN MUELLER

Novi Director of Public Safety/Chief of Police David Molloy (from left), former police and fire chief Lee BeGole, City Manager Clay Pearson and Mayor David Landry stand with Novi's newest street sign, Lee BeGole Drive. The street was renamed after BeGole to honor his many years of service to the city.

BeGole honored for lifelong service to Novi

Former chief a mentor to many

By Nathan Mueller
Staff Writer

It's been 20 years since Lee BeGole last led the Novi Police Department.

But last Wednesday, the man affectionately known as "chief" was front and center once again as the city honored him by changing the name of Delwal Drive to Lee BeGole Drive.

BeGole, who at 91 is showing little signs of

slowing, called the event "terrific" and was overwhelmed by all the people who turned out to applaud the man who made protecting Novi his lifelong goal.

"This is indeed one of the finest honors a person could be paid," he said.

The police department's indoor gun range and training facility, as well as the department of public service

es field services complex, are located on Lee BeGole Drive, which is on the north side of 11 Mile between Town Center Drive and Meadowbrook Road.

BeGole (who wore a Novi police uniform that he said "took me back to the old days" when putting it on) was Novi Township's first supervisor, first direc-

Please see **BEGOLE, A2**

Get tips for healthy living at annual fair

Red Cross hosting blood drive today

By Nathan Mueller
Staff Writer

Sandy Fisher, social services coordinator, is seeing more and more people wanting to take an active role in their every day health and wellness.

So for the fourth consecutive year, the city of Novi is doing its part to help residents increase their knowledge through the Novi Health and Wellness Fair.

The fair, which runs 3-7 p.m. today at the Novi Civic Center and

is free to the public, features more than 40 local health and wellness service providers offering workshops, health screenings and demonstrations.

"There is always an opportunity to learn more and expand your knowledge and use your local resources in different ways," Fisher said. "Our hope is they learn something new they can use in their lives so they can be as healthy and active as possible."

Please see **FAIR, A2**



Novi residents can take advantage of the many free offerings, including massages, at today's Health and Wellness Fair at the Novi Civic Center.

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BEGOLE

Continued from page A1

tor of public safety, first police officer and first fireman. He retired as police chief in 1991 after 37 years, but has remained active in the community, especially with the Novi Rotary Club.

The Novi Police Department building on Ten Mile also bears his name.

"I wish I could have foreseen this all these years ago, I wouldn't have believed it," he said. "And I don't believe it now."

Mayor Pro Tem Bob Gatt, who was hired by BeGole as a police officer in 1975, called him his "hero," and told a story of how throughout BeGole's tenure as chief, only one person quit —

and shortly thereafter was begging for the job back.

"If it wasn't for him, I wouldn't be here today," he said. "He gave me my start in Novi, and I owe everything to him."

Director of Public Safety/Director of Police David Molloy was also hired by BeGole, and was "honored to call him a colleague of mine but more proud to call him a friend."

Molloy talked about the vision and values BeGole established many years ago as the majority of the department has college degrees and a passion for serving the community.

"He continues to leave an indelible fingerprint on everything he touches," Molloy said.

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(248) 437-2011, ext. 255



Novi City Manager Clay Pearson (left) greets former police and fire chief Lee BeGole prior to his street renaming ceremony last Wednesday. Delwal Drive was renamed Lee BeGole Drive to honor him for his contributions to the city.

NATHAN MUELLER

JOBS

Continued from page A1

ed to the board are from D.M. Burr Group and Reliable Delivery Services who provided an estimated cost of \$538,041.67 for eight full-time employees plus a courier, and CCA Services and Reliable Delivery Services whose cost was \$545,537.00 for 9,350

full-time employees and a courier. CCA Services is currently the contractor for the custodial work. The International Union of Operating Engineers just signed a contract in July, and its cost is estimated at \$693,869.68. During contract negotiations, the group took a 1-percent pay cut, is paying 15 percent toward health care, and changed how their overtime works

among other tweaks. Johnson, who is the alternate union representative, said the current employees have between 16 to 28 years of experience and "love working here."

"We told them we want to be part of the solution, not the problem," he said. The school board was presented with the IUOE's concessions in closed session last week and is expected to make its decision at the board meeting on Oct. 20.

FAIR

Continued from page A1

Flu shots also will be available on a first-come, first-serve basis at a cost of \$25 for those without insurance and free for those with select providers.

New to the fair this year is the Ask-a-Pharmacist booth, provided by Sav-On Drugs, and a blood drive for the American Red Cross. Diane Risko, who works

in the Southeastern Michigan Blood Services Region for the American Red Cross, said October is a perfect month to donate blood with National Make a Difference Day coming on Oct. 22.

She said the demand for blood continues to go up while supplies plummet, and is hopeful the drive produces a large turnout.

"It's about paying it forward and helping someone else," she said. "You never know when it will come back to you when you and your family need help."

Risko noted a recent incident at a local hospital where one patient used 100 units of blood during the visit.

"We needed 100 donors just to help that one patient," she said.

To sign up for an appointment to give blood, call Risko at (313) 549-7052. Walk-ins also are welcome.

For more information about the health and wellness fair, call (248) 347-0421.

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City of Novi receives national distinction for code enforcement and library services

The City of Novi recently awarded two prestigious recognitions for excellence in code enforcement and library services based on citizen perceptions in a national survey.

The International City/County Management Association (ICMA), the premier local government leadership and management organization and the National Research Center, Inc. (NRC), a survey research firm for local government, recently recognized ten communities for their use of citizen service quality at ICMA's 97th Annual Conference in Milwaukee, Wis. All of the communities recognized participated in the National Citizen Survey (NCS) which enables local governments to gather high-value citizen data on budgeting, cost setting, performance measurement, and program planning at a low cost.

Two sets of awards — one for service excellence and one for significant improvement in service — were awarded. Communities receiving these awards showed the biggest improvement in service ratings and/or had the highest rated services according to a representative sample of their own residents.

The City of Novi won two 2011 Voice of the People Awards for Excellence in public library services. To win the Transformation Award, the improvement in service quality rating must be significantly higher than the rating from the

most recent prior survey conducted in that jurisdiction and larger than improvement shown in all other eligible jurisdictions in 2010. The Novi Public Library received a 94-percent positive response rating from Novi residents for its perception of public library services in a 2010 National Citizen Survey, up 10 percent from the 2008 survey before the new library opened.

"Response to the new library has been overwhelming," said Julie Farkas, library director. "The results from the National Citizen Survey verify what we hear every day at the new facility — that it is valued, serves as a great resource, and is a wonderful community gathering place."

The City of Novi has conducted three National Citizen Surveys, every two years, since 2006 and has previously been recognized with Voice of the People Awards for Code Enforcement in 2007 and Police Services in 2009. "Novi takes pride in being an open and responsive government and the National Citizens Survey provides the opportunity to connect with and hear the voice of residents," said Novi's Assistant City Manager Victor Cardenas. "We are fortunate to live and work in a community in which resident participation truly makes a difference. Participating in the National Citizen Survey provides us valuable feedback on how responsive we are to the needs of the community."

The requirements for how private property is used and maintained throughout the city. Items such as debris and storage make a big difference in how people feel and value properties. Code Compliance also includes zoning and signage regulation, as well as soil erosion and woodlands/wetlands environmental regulations — all important factors when determining a community's quality of life.

To win for excellence, the rating for service quality must be one of the top three among all eligible jurisdictions in 2010 and must reside in the top 10 percent among over 500 jurisdictions in the National Research Center database of citizen surveys. Novi's Code Enforcement services positive response rating increased from the 2008 survey by almost 10 percent.

The new Novi Public Library opened in June 2011 with no additional City property tax increase for construction or operation. The facility includes a café, fireplace reading room, drive-up full service window, a teen stop, an outdoor patio, a variety of art medium, and numerous international collections. Additionally, Novi won the 2011 Voice of the People Award for Transformation in public library services. To win the Transformation Award, the improvement in service quality rating must be significantly higher than the rating from the



City of Novi Assistant City Manager Victor Cardenas (right) receives the 2011 Voice of the People Award for service excellence and transformation from National Research Center President Tom Miller at the International City/County Management Association's 97th Annual Conference in Milwaukee, Wis.

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Many enjoy O&E's health 'expo'-rience

By Stacy Jenkins
Observer Staff Writer

You might say seniors Shirley Friedman, Pearl Stephenson and Harley Wood enjoy expo-hopping.

The Oak Park residents were spotted at the third annual Senior Fall Health & Living Expo, sponsored by the Observer & Eccentric/Hometown Newspapers, held Oct. 4 at the Wayne State University Oakland Center in Farmington Hills.

"We love the expos," Friedman said. "They're so entertaining and you can look around and get a lot of little things you need."

The trio had been to a senior expo Monday in Royal Oak and they have

their eyes out for others happening in the area.

"I think there's a big market for things for senior citizens — and this gives seniors the opportunity to talk to the vendors," Stephenson said.

The expo included more than 40 vendors, representing everything from health service providers to senior retirement communities and more. Health screenings, including spinal checks and oral health checks, were also available.

This year's expo included free seminars on estate planning, identity theft protection, insurance planning and investment strategies.

Baby Boomers learned how to maximize their retirement income in



Seniors mingle in the community room hosted by the O&E.

a seminar led by O&E financial columnist Rick Bloom, of Bloom Asset Management in Farmington Hills.

Katie D'Avanzo and Samantha Moery were on hand from the Farmington Family YMCA, to let seniors know about the many exercise classes and water aerobics programs that are offered, as well as the SilverSneakers program at the Y.

SilverSneakers fitness program is designed especially for older adults, and is included as a covered benefit by many health insurance plans. More information is available at www.silversneakers.com or at (888) 423-4632.

Moery said they're grateful to have been a part of Tuesday's expo, so they could share the information with a lot of people.

"We have something

to offer the senior community that maybe they weren't aware of before," she said.

Kristine Anderson, community outreach coordinator for Fox Run retirement community in Novi, was among the vendors at the expo.

"We had a very nice turnout," she said. "People who come to these types of events are good planners."

She noted that this is a good thing for Fox Run, since planning is part of the decision to move into a retirement community.

Geraldine Hall, of Clawson, enjoyed taking a break with friends at the expo.

"I love it," she said. "I like the different vendors and I like picking up all of the free information. I'll take it all home with me and read it later."

Sheldon Lubin, of Oak

Park, was happy to say he was a big winner at the expo.

"I won movie tickets," he said, smiling.

Choya Jordan, expo organizer and marketing manager for the Observer & Eccentric/Hometown Newspapers, said this year's event was a success, drawing about 500 visitors.

"The success was, in part, due to the Wayne State University Oakland Center, the wonderful vendors and the informative guest speakers," Jordan said. "Many of the attendees that I spoke with after the event indicated that they enjoyed many of the speakers and found the information very helpful. This is exactly the type of response that I hoped to hear."

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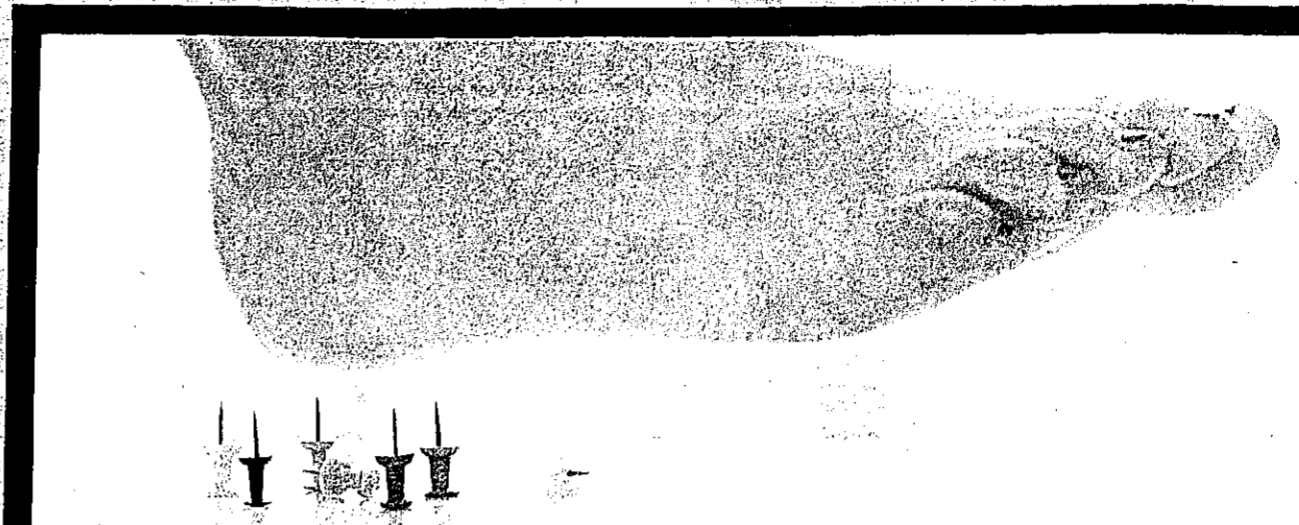
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Sittin' in the rain



Catholic Central fans wait in the rain for the start of Sept. 9's home game. After one minute of play, the game was suspended for about an hour during a lightning storm.

Put on pink

Novi challenges communities to partner to prevent bullying

Last year, Novi gained national attention when the City of Novi, the Novi Police and Fire Departments and the Novi Community Schools partnered to take a stand against bullying by wearing pink on National Bullying Prevention Day. This year, Novi challenges all communities to join the crusade and ban together against bullying.

Bullying has rapidly become one of the leading concerns within schools and for law enforcement agencies. Every day thousands of children wake up and are afraid to go to school. But it's not because they haven't completed their homework, not because they're nervous to take a test; it's because they are fearful of bullying. Bullying can lead to poor grades, school violence and teen suicide.

The City of Novi, the Novi Police and Fire Departments, the Novi Youth Council, and the Novi Community Schools are dedicated to providing a safe, vibrant and enjoyable learning environment and encourage ALL students, teachers, and community members to wear pink on National Bullying Prevention Day—Thursday, Oct. 20—to tell others, "Bullying

stops with me!" Why pink? In 2007, two high school seniors did what they thought was a simple thing... they stood up for a fellow student—a freshman boy—who was bullied for wearing a pink shirt. The two seniors bought a bunch of pink shirts, handed them out and texted their friends to wear pink. The next day, the entire student body was wearing pink.

Bullying occurs when a person is picked on repeatedly by an individual or group perceived with more power; either in terms of physical strength or social status. It is the on-going harassment from one peer to another resulting in mental, physical and/or psychological pain. Bullying can be physical or verbal. Boys tend to use more physical elements when bullying and girls tend to be more verbal. Bullying can occur anywhere, on the bus, in the neighborhood, before or after school, in the cafeteria or hallway, or on a computer (Cyber bullying).

"Statistics show that a student is bullied every seven minutes in our country, with most bullying occurring on playgrounds," said Dr. Steve Matthews, superintendent, Novi Community Schools. "In Novi, we acknowledge that communities across the state and country share the same concerns, but what sets Novi apart is the fact that we want to send a strong message to other communities that Novi will not tolerate bullying as acceptable behavior toward one another and invite others to join in our efforts."

Sometimes kids torment others because that's the way they have been treated. They may think their behavior is normal because they come from backgrounds where everyone regularly gets angry, shouts, or calls names. Some popular TV shows even seem to promote meanness—people are "voted off," shunned, or ridiculed for their appearance or lack of talent. A recent study showed that boys who are school bullies in grades six through nine had at least one criminal conviction by age 24.

Students, teachers, and community members who want to join the effort, but have no pink shirt? No problem! How about a pink necktie, T-shirt or jewelry? By wearing pink, tell the community that bullying is not OK.

A7 (NN)
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EDUCATION

CAL STONE, EDITOR
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Welcome, Red Wings



Parkview Elementary school kids (above), decked out in red and white, welcome the Detroit Red Wings personnel to their school on Sept. 23 for an educational presentation.



PHOTOS BY JOHN HEIDER | STAFF PHOTOGRAPHER

Parkview Elementary school kids (above), decked out in red and white, welcome the Detroit Red Wings personnel to their school on Sept. 23 for an educational presentation.

Parkview Elementary third-grader David Barry (right) enjoys a lesson in stick-handling during a Sept. 29 Detroit Red Wings assembly at the Novi school. Personnel from the Red Wings organization brought a fun hands-on lesson of hockey lore and the importance of continuing a life long education, no matter your interests.

Excuses may be easy, taking responsibility is what is right

By Steve Matthews
Guest Columnist



Steve Matthews

I was sent to the principal's office one time in my school career. It was fourth grade. It had snowed. And in Albuquerque, N.M., that was a big deal.

I was in Miss Hixenbaugh's room at lunch-time and we had not been allowed outside all day. All of the sudden I heard someone say it was all right to go outside, and even though I knew better because we were never allowed to go outside when there was snow on the ground, out I went. Three of my friends went with me.

After we had been outside for two or three minutes we knew we were about to be in trouble. No one else was outside. In fact, faces were plastered up against the windows watching. It was just the four of us. Did we look around, survey the situation, and understand that we probably were doing something wrong? Absolutely not!

We acted fast. We knew we probably didn't have much time to take advantage of being outside. We threw as many snowballs as we possibly could. We were outside having fun. Who cared if the rest of the school was inside? Evidently, the principal cared.

Just after we had let another snowball barrage fly the principal came to the door and called for us to come inside. We knew we were

In trouble. We knew we were going to be in trouble before we went outside and just because "someone" had said it was all right did not make it all right. Did I learn a lesson from that episode? Absolutely! My friends and I should have gone around to the side of the school where there were no windows. No one would have seen us! Just kidding!

That's not really the lesson that I learned. The real lesson that I learned is that I have to take responsibility for myself. When we sat down in the principal's office he asked why we had gone outside. Each one of us said that we did it because someone in our class said that we could.

That was a pretty poor excuse. All of us knew it was a bad excuse when we said it. The principal let us know it was not much of an excuse as well. I couldn't blame someone else for a decision I made, even though I really wanted someone else to take the blame.

I have tried to carry that lesson with me through my life. Our school district is trying to live that lesson also. As a district we have to take care of ourselves. At times it is tempt-

ing, and truthful, to say that the state is letting us down. They need to establish a fair, reliable funding system for education.

But we need to take responsibility as well. My responsibility is to make sure that every student in our district receives a quality education. These are trying times. I could argue that we need to compromise what we do. I will not do that. The board of education will not do that. Our staff will not do that.

We understand that our responsibility is to make sure every student is educated to a high level. We are committed to making sure every student achieves. We will continue to create promising futures for our students here in Novi.

I understand how important education is to our community. As we move forward in these turbulent times it is tempting to try to blame someone else for our situation. The reality is we have the power to control what happens here in Novi.

That's a lesson that I learned in fourth grade. I haven't forgotten it and I will apply those principles as we move forward together.

Steve Matthews is the superintendent of the Novi Community Schools District. He can be reached at smatthews@novi.k12.mi.us; (248) 437-1204; www.twitter.com/dcsmatthews; or www.novisuperintendent.blogspot.com.

Novi student count up slightly

Increase could mean nearly \$100,000 for district

By Nathan Mueller
Staff Writer

School districts are looking for any way to bring in additional money as they face difficult economic times.

So it's no surprise Novi Community Schools district officials are happy that student enrollment looks to be on the rise once again.

According to Steve Barr, assistant superintendent of business and finance, the district is up an estimated 24 students following the student count held Wednesday of 6,240. The count in February was 6,216.

The district factored a small increase of students into its budget, and the count exceeded that projection by 13. Novi's foundation allowance is \$8,329 per pupil, and with the increase, the district could receive nearly \$100,000 more from the state.

"It's not a lot, but every kid counts for something in terms of dollars," Barr said. "There are many districts that will show declines, so we are happy to be showing a slight increase."

The figures reported Wednesday only count the K-12 students, with numbers still expected from alternative education and shared-time students. The district and Oakland Schools also have to review the numbers.

Enrolled students who have an unexcused absence on count day may be counted as long as they show up within 10 school days following count day, or 30 days if the absences are excused.

This count, combined with the February 2011 count, determines how much state funding the district will receive. The fall numbers count for 90 percent of the enrollment figure and the February count determines the other 10 percent.

If the numbers stay on the positive side, this will mark the third consecutive school year the district has seen enrollment increase after two straight years of decline.



PHOTO BY JOHN HEIDER | STAFF PHOTOGRAPHER

Village Oaks Elementary teacher Heather Burnside, left, and student-aid Christina Soblesky talk to their kids on Oct. 5 during the state's fall student count day. The estimated 6,240 students who attended were up 24 from the most recent count in February.

"It's a lot better than negative," Barr said.

AD interviews starting
District officials were expected to begin interviews for a new athletic director this week, according to Barr.

Former athletic director Curt Ellis left Novi in mid-September after accepting a new job as the executive director of human resources for Saline Area Schools, and former Novi volleyball coach Julie Fisetto has been serving as the interim director on a contractual basis while the district searches for a new hire.

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NOVI SCHOOL BRIEFS

(... awkward pause)
Do you ever wish you had said something? Wish you could go back in time and tell someone how you really felt about something, even though it may have made you look like a freak? Do you ever wish that or things were different, that people weren't afraid to speak their minds?

The Novi High School social issue group — (... awkward pause) — puts on shows for each class senior, junior, sophomore and freshman, and for the

general public throughout the year. Talking about the issues that everyone knows about but they are just too scared to actually say, their goal is to provide thought provoking theatre. They tackle issues that students face day to day: too much school work, pressure from parents, and friends/peer pressure.

The troupe will be having their second performance of the 2011-2012 school year at 7 p.m. Dec. 1 in the Black Box of the High School for \$2 admission.

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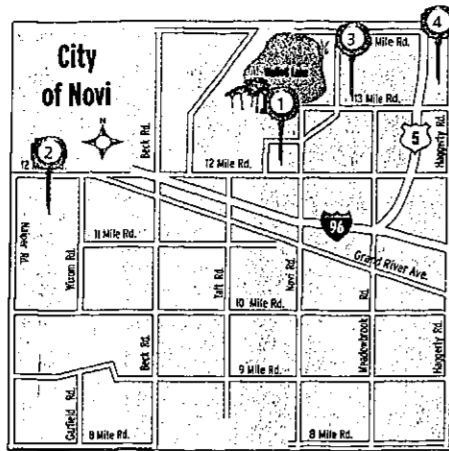
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NOVI POLICE BRIEFS



Police catch extremely drunk driver

Novi police arrested a man for drunk driving on Oct. 9 after being dispatched to the area of Stockton and Declaration on a report of an erratic driver.

According to the police report, the driver almost struck a mailbox and had extensive damage to the front end. When the officer approached the car, he could smell a strong odor of intoxicants and the man admitted to drinking but said his friend crashed the car.

The driver failed field sobriety tests and a preliminary breath test registered a blood alcohol content of .24 percent. The legal limit for adult drivers in Michigan is .08 percent.

He was arrested and

transported to the Novi Police Department where he was issued a citation for operating while intoxicated and released after posting bond and when sober.

Stolen car recovered by police

A Novi woman had her car stolen on Oct. 8 and it was found by police two days later in Detroit.

According to the police report, the woman had another car broken into recently on Warley Court and the suspect stole the car key to another vehicle, a GPS, an iPhone charger and cable and a pair of Chanel sunglasses. The total value of the items is estimated at over \$800.

Detroit police stopped the stolen car on Joy

Road near Epworth and for the day that he did not steal it or that he had ever been to Novi. The suspect also couldn't tell police where his friend was or where they had a phone number to reach him.

Detroit police will be charging him with receiving and concealing stolen property.

The woman was notified her car had been found and she was able to pick it up.

Man alleges ex-wife stole pills, cash

A Novi man believes his ex-wife stole \$400, morphine pills, Nicotine patches and his bridge card from him while she was in town from Kentucky visiting him at his residence on Montana.

According to the police report, the man, who is confined to a wheelchair, said his ex-wife from 30 years took the items from him while he was in another room and then left, possibly back to Kentucky.

He told police she had

stolen from him in the past and he was concerned she would come back and do it again.

The report has been turned over to the detective's bureau for further review.

Generators taken from business

Two generators were stolen from the Mackenzie South Tech construction site overnight on Oct. 5 despite being chained to an interior support post with two ladders.

According to police, the chain had been cut and the generators were loaded into a pick-up truck. Police were unable to find evidence at the scene and there are no suspects at this time.

— Compiled by staff writer Nathan Mueller

NEWS BRIEFS

Free cooking demo

Chef Isabella Nicoletti will offer two cooking demonstrations featuring vegetables at the Novi Weight Watchers center Friday, Oct. 14. These meetings, at 7:30 and 8:30 a.m., are open and free to the public. Isabella, the official chef of Weight Watchers Group, will also share tips on healthful eating, cooking techniques, and answer questions. The Novi WW center is located inside the Novi-Ten Shopping Center at 41720 W. 10 Mile Rd.

Mental health lecture

South University Novi will hold the second lecture in a new series on Thursday, Oct. 20. The lecture, The State of Mental Health in Michigan, will be given by Dr. Jason Young, program director of Professional Counseling and Psychology. Light refreshments will be served from 6-6:30 p.m. followed by the lecture from 6:30-7:30 p.m. at South University's campus located at 41555 W. 12 Mile Road, Novi. The lecture series is free and open to the public. Please RSVP to lecture-series@southuniversity.edu or (248) 675-0242.

CALENDAR

Continued from page A13

Mark Rothman
Time/Date: 7 p.m. Thursday, Oct. 20
Details: TV screenwriter and producer ("Laverne & Shirley," "Happy Days," "The Odd Couple"), director, actor and popular blogger Mark Rothman talks about his new book, Mark Rothman's Essays: My Life & Opinions In and Out of the Silicon Trenches. Admission is free. Signed copies of the book will be available for purchase.

NOVI PUBLIC LIBRARY
Location: 45255 W. Ten Mile Road
Hours: Monday-Thursday, 10 a.m.-5 p.m.; Friday-Saturday, 10 a.m.-5 p.m.; Sunday, 1 p.m.-5 p.m.
Details: Unless noted below, all programs take place at the library. Register for programs at the library or on the library website.
Contact: (248) 349-0720
Web: www.novilibrary.org
Story Times: Please see the library website or story time brochure for details.

Knit 2gether Knitting Circle
Time/Date: 10-11:30 a.m. Thursdays, Oct. 13 and Oct. 20
Details: If you have a leaning towards knitting or any of the related handicrafts Knit 2gether Knitting Circle just might be your cup of tea. No instructor; no registration, and of course, attendance is free.

Design-A-Plate
Time/Date: 11 a.m.-4 p.m. Saturday, Oct. 15
Details: Join us to bring back a time-honored Novi Library tradition by designing a keepsake plate that makes a perfect present for loved ones or a way to capture your children's artistic talent at every age. See the library website and flyers in the library for specific details on cost.

Intermediate Word
Time/Date: 1-2 p.m. Saturday, Oct. 15
Details: Take your basic

Kerwan exhibit



The City of Novi Parks, Recreation and Cultural Services Department is hosting the artwork of Peggy Kerwan, of Novi, in the Civic Center Atrium Gallery Oct. 6-30. A public opening reception is scheduled for 6:30-7:30 p.m. Thursday, Oct. 6. Kerwan combines the use of painting, mosaic, and paper sculpture. She considers herself a "whimsical expressionist," who explores color, texture, and design. Her inspiration comes from visions, memories, passions, or sometimes just from the blessings of life. Kerwan references models, still life, and nature to begin her pieces. From there she adds hand painted papers to provide brilliant, energizing displays of captured light, sometimes working the pieces into mosaics. Many of her pieces involve recycled materials, such as tea bags and wine labels.

Word skills to the next level in this hands-on workshop. Please register.
Chinese Story Time
Time/Date: 10:30-11 a.m. Monday, Oct. 17
Details: Chinese-speaking volunteer storytellers read Chinese picture books to preschool aged children.
Local History Room - Open Office Hours
Time/Date: noon-2 p.m. Monday, Oct. 17
Details: On the first and third Mondays of each month, a member of the Novi Historical Commission will hold office hours in the Local History Room to help researchers use its many resources.
Spanish Story Time
Time/Date: 10:30-11 a.m. Tuesday, Oct. 18
Details: Spanish-speaking volunteer storytellers read Spanish picture books to preschool aged children.
E-mail Instruction for Seniors
Time/Date: 10:30-11 a.m. or 11-11:30 a.m. Tuesday, Oct. 18
Details: This session provides personal instruction by a Librarian on e-mail basics such as how to create an e-mail account and how to type and send a message. If

time allows, creating folders and an address book will be discussed.
Help for Families From Oakland Livingston Human Services Agency
Time/Date: 11 a.m.-2 p.m. Tuesdays, Oct. 18 and Oct. 25
Details: Need help with transportation, food, health, support services, child care education, finances or housing? Through December 27, residents can drop in and meet with an OLSA staff member at the library.
English Conversation Group
Time/Date: 1-2 p.m. Tuesday, Oct. 18
Details: Make friends while you practice your English pronunciation and conversation skills. No need to register.
Can We Talk About Books?
Time/Date: 6:30-7:15 p.m. Tuesday, Oct. 18
Details: A chance for those in grades 1-2 to hear about the latest books and to tell us about their favorite book. Bring in your book to show us, and we'll send you home with a list of new books you'll love to read!

Who Do You Trust? The Media, Citizens, & Public Affairs
Time/Date: 7-8 p.m. Tuesday, Oct. 18
Details: With so many competing media choices, how do you know which ones are credible and reliable sources for what you need to know? Ron Dzwonkowski, veteran Detroit Free Press Editor, member of the Journalism Hall of Fame, and Novi resident, offers practical advice on how to get the information you need for the decisions you have to make as voters and citizens in a democratic society. Please register.
Hindi Story Time
Time/Date: 10:30-11 a.m. Wednesday, Oct. 19
Details: Pumpkins, doughnuts, cider, and caramel apples are just some of the many fun things that remind us of fall. Join us as we celebrate the season with appropriate food and

DETROIT INSTITUTE OF ARTS VISITS NOVI LIBRARY
Time/Date: 7-9 p.m. Wednesday, Oct. 19
Details: Learn about the DIA's Rembrandt exhibit and In-Out Program. Please register.
Novi Public Library - Regular Board Meeting
Time/Date: 7-9 p.m. Wednesday, Oct. 19
Details: The Library Board Meeting will be held at the Novi Civic Center - Gateway Room. The Library Board meets to discuss planning for the future, making policy decisions, developing and approving the annual budget, and broad operational oversight of the library.
Teen Advisory Board (TAB)
Time/Date: 3:15-3:45 p.m. Friday, Oct. 21
Details: Join the TAB as we create and plan programs for teens at the library. Meeting attendance will count as volunteer time. Grades 9-12.
Fall Fun Party
Time/Date: 3:45-4:30 p.m. Friday, Oct. 21
Details: Pumpkins, doughnuts, cider, and caramel apples are just some of the many fun things that remind us of fall. Join us as we celebrate the season with appropriate food and

GET LISTED!
Submit Send calendar submissions via e-mail to: stone@gannett.com; by fax to (248) 685-2892; or by mail to Novi News, 101 N. Lafayette, South Lyon, MI 48178. Items must be received by noon on Monday to be included in Thursday's newspaper.
More: For a complete listing of local and regional events, see the Northville Calendar online at www.hometownlife.com.

Understanding Credit and Your Credit Report
Time/Date: 1-3 p.m. Wednesday, Oct. 19
Details: This session will help you learn about credit, including how to read a credit report and steps you can take to improve your credit score. This program is brought to you by the Oakland Livingston Human Services Agency. Please register.
Novi Writers' Group
Time/Date: 10 a.m.-12 p.m. Saturday, Oct. 22
Details: Writers' groups can be a great way to make connections in the writing and publishing world and to get critiques that will improve your skills as a writer. Come to the library for an inspirational environment where you can create and share ideas. This group is facilitated by local writer, Kathy Match.
Marathi Story Time
Time/Date: 10:30-11 a.m. Saturday, Oct. 22
Details: Marathi-speaking volunteer storytellers read Marathi picture books to preschool aged children.
German Story Time
Time/Date: 11-11:30 a.m. Saturday, Oct. 22
Details: German-speaking volunteer storytellers read German picture books to preschool aged children.
Legos Club
Time/Date: 5-6:45 p.m. Monday, Oct. 24
Details: Join us once a month for Lego show-and-tell and building activities. We supply the Legos, you supply the imagination. For grades K-4.
Japanese Story Time
Time/Date: 11-11:30 a.m. Tuesday, Oct. 25
Details: Japanese-speaking volunteer storytellers read Japanese picture books to preschool aged children.
Novi Historical Commission Meeting
Time/Date: 6:30-8:30 p.m. Wednesday, Oct. 26
Details: Public is always welcome. Meetings discuss ongoing and future projects of the Novi Historical Commission.



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Health & Wellness Fair

In its fourth year, the Novi Health and Wellness Fair continues to grow and to meet the needs of the community. The fair will be held from 3-7 p.m. Thursday, Oct. 13 at the Novi Civic Center.

Flu shots will be available for adults and children and given on a first come, first serve basis. The flu shot price is \$25 without insurance or free with Medicare Part B, Medicare Advantage, Blue Care Network, HAP, Priority Plus and Health Care Plus.

For more information about the Novi Health and Wellness Fair, please contact Fisher at (248) 347-0421 or e-mail at sfisher@cityofnovi.org.

Call (248) 479-1362 for more details.

Recycling program accepts more electronics

The Resource Recovery and Recycling Authority of Southwest Oakland County (RRRASOC) has teamed up with Vintage Tech Recyclers, LLC to provide electronics recycling to local residents and businesses. The electronics drop-offs are located at RRRASOC Southfield Drop-off, 20000 West Eight Mile Road, 247; and Wixom Department of Public Works, 2041 Charms Road, 7 a.m.-5 p.m.

Monday-Friday. The drop-offs are self-serve and open to the public.

Acceptable items include: computers, laptops, monitors, printers, copiers, cables, keyboards, mice, computer parts, televisions, DVD players, VCRs, satellite dishes, cable boxes, game systems, handheld electronics, MP3 players, cash registers, typewriters, fax machines, phones, stereos, mixers, blenders, coffee makers, bread makers, fryers, microwaves, toaster ovens, electric knives, shaving equipment, electric toothbrushes, hair cutters, hair dryers, clocks, heaters, fans, battery-powered tools, vacuum cleaners (no bags), irons, radios, VHS tapes, cameras, remotes, and holiday light strings.

Based out of Romeoville, Ill., Vintage Tech is working on opening a Detroit-area facility that is estimated to create about 50 new jobs.

RRRASOC residents (those who live in Farmington, Farmington Hills, Novi, Southfield, South Lyon, Walled Lake, and Wixom) may call the RRRASOC offices at (248) 298-2270 to learn about the new "At Your Door" program, which offers free electronics pick-up. The workers cannot go inside the home, but will pick up electronics waste from a porch or outside the garage door.

Civilian pistol safety class offered

The Novi Police Department will host a Civilian Pistol Safety Class from 8 a.m.-5 p.m. Saturday, Nov. 5 at the Novi Police Department Training Center located at 45125 W. Ten Mile Road. After lunch, participants will move to the Novi Firearms Training Center to complete the course.

Participants must be 21 years old but do not have to be a Novi resident to attend. Registration may be done online at cityofnovi.org or registration forms are also available at the Novi Police Department. Class size is limited and all participants are subject to a criminal background check. The \$200 course fee may be paid by cash or money order.

The course fulfills both the classroom and shooting requirements to obtain a Michigan Concealed Pistol License (CPL). Students must bring their own equipment, including a personal handgun, 100 rounds of ammunition, safety glasses, and shooter's earmuffs or ear plugs.

For more information, visit cityofnovi.org or contact Sergeant Michael Warren at mwarren@cityofnovi.org or (248) 347-0572.

Sen. Kowall internship opportunities

State Sen. Mike Kowall (R-White Lake) announced that several internship positions are available in his Lansing office effective immediately.

Interns will provide assistance to Kowall, members of his staff and residents of the 15th Senate District. Responsibilities will include but are not limited to: answering phones, monitoring legislation, drafting written correspondence to groups and individuals, attending meetings, and conducting research.

While the position is unpaid, hours are negotiable and school credit can be arranged. Candidates for these positions should possess excellent communications skills, specifically writing and telephone skills. Previous office experience and knowledge of the Legislature and legislative process are a plus. Computer skills and knowledge of programs, such as Microsoft Word and Excel, are required.

To apply, mail a resume and writing sample to: Michigan Senate, State Sen. Mike Kowall, Attn: Mike Murray, Natalie Matthews, P.O. Box 30036, Lansing, MI 48909-7514; or e-mail to mmurray@senate.michigan.gov.

Blood drives

Upcoming local blood drives for the month of October include:

- Thursday, Oct. 13, 1-7 p.m.; Northville Hills Golf Subdivision Thursday, Oct. 13, 1-7 p.m.; Novi City Hall, Health and Wellness Fair
- Saturday, Oct. 15; 7:30 a.m.-1:30 p.m.; Northridge Church, Plymouth
- Sunday, Oct. 16; 8 a.m.-2 p.m.; First Presbyterian Church, Plymouth
- Sunday, Oct. 24; 2-8 p.m.; Trinity Presbyterian Church, Plymouth
- Sunday, Oct. 30; 7 a.m.-1 p.m.; First United Methodist, Northville

For additional information or to schedule an appointment, call Diane at (313) 549-7052 or e-mail her at riskod@usa.redcross.org.

Interior design consultation

Gorman's Home Furnishings and Interior Design will host an "Ask A Designer" event on Saturday, Oct. 22, and Sunday, Oct. 23, at Novi showroom.

The "Ask A Designer" event provides guests of Gorman's the opportunity to consult one-on-one with an interior designer and discuss their home décor challenges. Consultations, as always, will be provided at no cost and no obligation. Customers are encouraged to bring their fabric swatches, paint chips, pictures, and room schematics so that the designers can give them individualized advice about their options and choices. Designers will also have sample books and fabric swatches on hand.

Consultations are available on a walk-in basis or by making an appointment at (248) 344-0880.

Looking for best makeup artist

Lisa Clickoff of Astute Artistry has teamed up with The Dirty Martini of Novi for HAUNTED, a Metro Detroit wide contest and party to find Michigan's best special FX makeup artist.

On Saturday, Oct. 22, the Dirty will be transformed into the scene of Michigan's special FX makeup, and Halloween haunts with creepy characters, fantasy friends, local artists, and the creative people of Metro Detroit. Socialize with makeup artists, stylists, photographers and creative people of the Michigan Makeup industry who make it happen in the D.

Any makeup artist in Michigan can participate. Winners of this contest will win cash grand prizes as well as a \$1,000 professional photo shoot from top metro Detroit photographer Saleem Chaudry. Grand Prize winner will be written up in one of Michigan's top magazines.

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The Novi High School volleyball team welcomes the parents of its senior members on Oct. 6.

Volleyball clinches another division title

By Chris Jackett
 Correspondent

Novi's volleyball squad (29-3-1, 8-0 KLA A Central), ranked eighth in Division I, clinched a third-consecutive division title with a pair of 3-0 wins over Plymouth Salem and Northville last week.

Senior Katie Enright led the offense with 13 kills, three blocks, one ace and three digs, while senior Victoria Rose added gas to the fire with 11 kills and three blocks. Sophomore Emily Robb set up many of the kills with her 35 assists, while senior Molly Marzonia started the plays with 15 serve receptions and six digs.

The girls first hit the road Oct. 4 to beat Salem 25-10, 25-15, 25-21.

Please see VOLLEYBALL, B4

Field hockey winds up for Division 3 title push

By Chris Jackett
 Correspondent

After going 2-0-1 last week, Novi's field hockey team was poised for a showdown at Ann Arbor Skyline last night that would determine the Division 3 champion.

The Wildcats (9-2-2, 7-1-1 Div. 3) started last week hosting Skyline (7-3-1, 5-1-1 Div. 3) for a 2-2 tie. Novi got on board first near the end of the first half when senior Jessica Ansara scored off a redirected pass from senior Natalie Paul on a penalty corner hit.

ON TAP

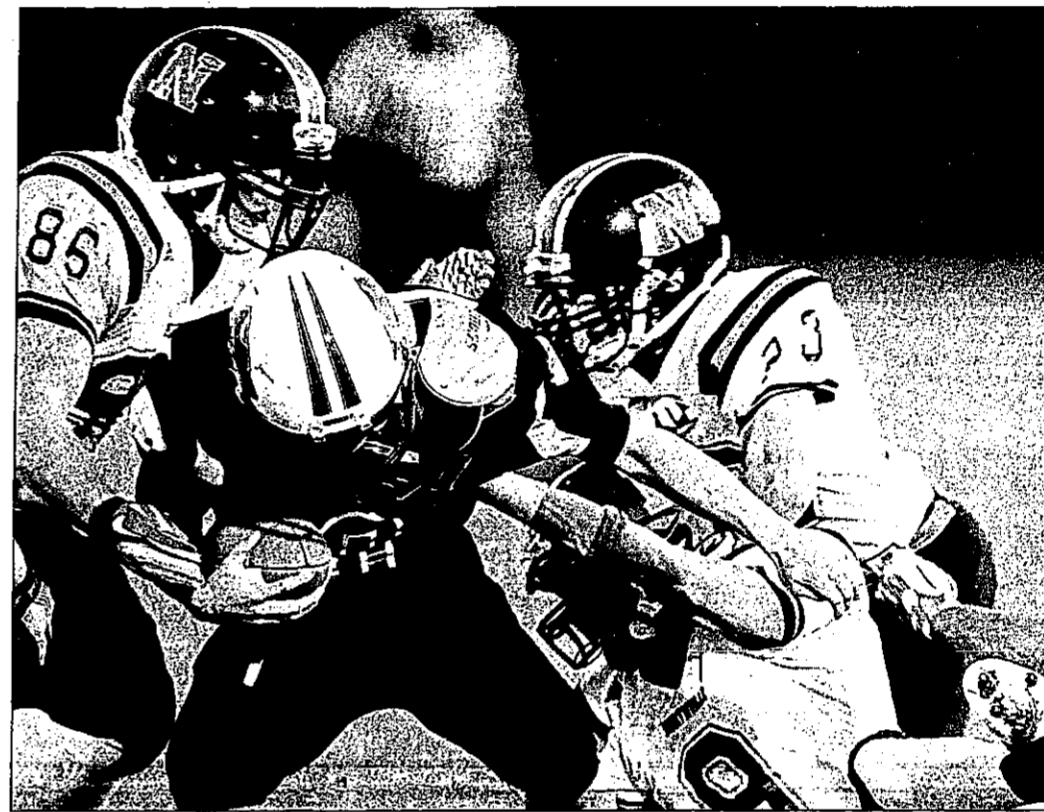
Novi (9-2-2, 7-1-1 Division 3) was scheduled for a contest at Ann Arbor Skyline (7-3-1, 5-1-1 Div. 3) last night to determine the division champion. This would determine who the Wildcats play 4 p.m. Oct. 20 in the first round of playoffs.

Skyline came out hot early in the second half, converting a penalty corner 15 minutes in and then scoring on a break-away three minutes later. With 15 minutes to go, junior Lauren Brown hit the ball out of a scramble in front of the Skyline net and found sophomore Lizzie Malcar open for the tying goal.

The game was tightly contested, with both offenses generating scoring opportunities and both defenses coming up with big plays," parent Tom Polard said.

The 'Cats kept up their strong in-division play last Friday at Farmington (1-10-1, 1-4-1 Div. 3) with a 3-0 victory. Senior Emma Walter earned her second hat trick of the season. Walter first scored off a penalty corner with seven minutes left in the first half when a rebound off a shot by Malcar came to Brown, who crossed the ball to Walter to put it in.

Please see HOCKEY, B4



Novi's Derek Ince, center, gets wrapped up by a host of Mustangs including Brandon Patrone, left, and Sam Tacconelli and Andrew Poterala, right.

'Stangs retain Baseline Jug

Northville gets best of Novi in 37-32 gridiron slugfest

By Chris Jackett
 Correspondent

Northville squandered two 17-point leads, but held on to defeat Novi 37-32 last Friday in a thrilling baseline battle to keep the Baseline Jug for a third straight year.

The Mustangs (7-0, 5-0 KLA A Central) went up 6-0 on their third play of the game, a 38-yard touchdown

run by senior Billy Mitchell (149 yards on eight carries), and never looked back after kick attempt.

"Before the game, I told our players that I believe they are better individuals, better football players and a better team than Novi and they proved me right," Northville coach Matt Ladach said. "They're a well-

coached team. They played hard and they played with passion. My hats go off to their staff and their players. They were well prepared and they did a very nice job. I'm just happy we came out with the win."

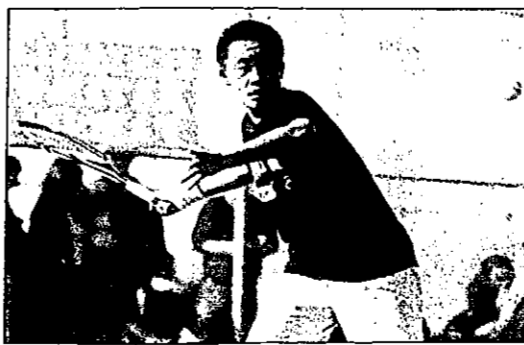
ON TAP

Novi (3-4, 3-2 KLA A Central) hits the gridiron 7 p.m. tomorrow when the Wildcats visit Canton (5-2, 3-2 South). The Chiefs are coming off a 31-30 loss to Plymouth (7-0, 5-0 South) that was decided with a touchdown, onside kick and 40-yard field goal by Plymouth all in the final minute.

In week nine, Novi will host Saline for a 7 p.m. Oct. 28 kickoff.

Novi wins KLA A tennis title, crowns two champs

No. 5 Wildcats ready for state meet



Wildcat Tim Wang plays an opponent on Oct 7 during the MHSAA regional tennis tournament.

By Chris Jackett
 Correspondent

Another strong week of tennis saw Novi win the KLA A title and qualify for the state meet behind a second-place regional finish behind Detroit Catholic Central.

With CC ranked No. 2 and Novi No. 5 in Division I, not to mention No. 10 Northville in the mix, it was one of the most competitive regions in the state and all three teams advanced to the state finals tomorrow in Midland.

After the weather stopped the KLA A meet just before the finals Oct. 1, the Wildcats were ready to finish it out Oct. 4. Novi won associa-

ON TAP

Novi's No. 5-ranked tennis team (12-0) heads to Midland tomorrow and Saturday for the Division I state meet, where their biggest competition will be No. 1 Ann Arbor Huron, No. 2 Detroit Catholic Central, No. 3 Bloomfield Hills Brother Rice and No. 4 Port Huron Northern.

"The most important match is the one coming up next," Novi coach Jim Hanson. "At the state finals, it's going to come to the flip side of a coin. You could beat anyone there, but they could beat you, too. It's going to be decided on the court and you'll have to play your best. We have to play our tennis of the year or else we'll get beat."

Please see TENNIS, B4

Novi, Salem race to pair of close duals

Wildcats finish 15th in county for both genders

By Chris Jackett
Correspondent

Squeaking out a close dual meet victory, Novi's boys' varsity team stayed in the KLA Central Division title race.

The 'Cats (3-1 Central) defeated Plymouth Salem (1-3 Central) in a 27-30 race Oct. 4 before competing in the Oakland County Championships last Saturday, where they finished 15th of 39 squads while resting some of their top runners.

In the Salem meet, senior Kevin Hanlon led Novi with a second-place finish in 17 minutes and 35 seconds.

ON TAP

Both Novi squads (boys 3-1, girls 0-3) were scheduled to visit Livonia Stevenson (boys 2-1, girls 0-3) two days ago before competing in the KLA Conference meet 4 p.m. next Oct. 20.

Potter in seventh with a course-best time of 18:09. "After four runners each, the score was tied at 18," Smith said. "We had to get our fifth in before they did. Three of our guys beat Salem's number five. It was great to see."

The 'Cats attempted to carry the momentum of the victory into the county meet at Kensington, but, with senior Ryan Tigras, Barnes and junior Tim MacPherson all resting injuries, Novi's depth took a hit.

"We are a little banged up," Smith said. "The team still turned in a solid showing, led by Gardner (72nd in 18:04) and Hanlon (88th in 18:13)."

Trainer raced in the junior varsity race, but was Novi's third-fastest overall time in 18:19 (fourth overall among JV). Jenkins was Novi's fourth (98th in 18:22) and freshman John Potter fifth (102nd in 18:25).

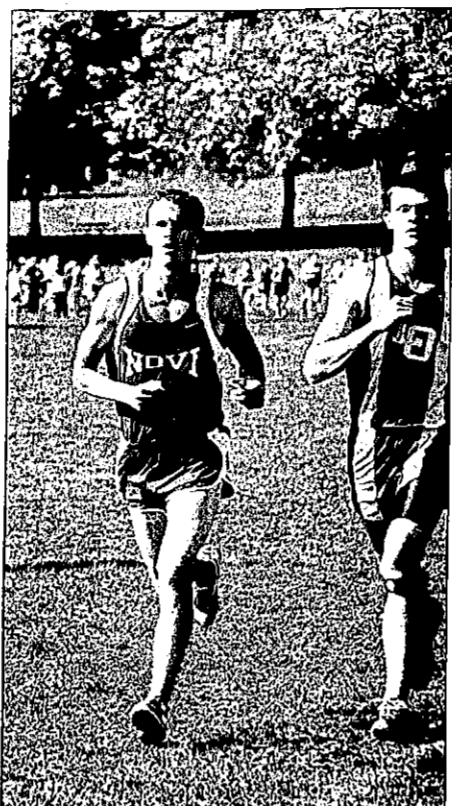
Other sub-19-minute performances from Novi included junior Allen Potter (18:35), Benkarski (18:48), freshman Cameron Richmond (18:48), Lee (18:51), freshman Casey Croad (18:58) and personal bests from freshman Cameron Misko (19:19) and junior Phil Baeza (19:25).

"This means they ran an outstanding race. We didn't expect anyone to set overall records today," Smith said. "Currently, we have nine runners under 18 minutes and another 12 who are under the 19-minute barrier. We just need to drop a little more time over the next few weeks."

at the Legends meet Oct. 1. Like the boys, the girls were also 15th of 31 teams at the county meet Oct. 8.

Junior Jackie Mullins led the way in ninth (19:32) at the county meet and 10th (19:00) at the Legends meet at Huron Meadows Metropark in Brighton.

Sophomore Kerri McLahan was next in the county meet, finishing 28th (20:23), but was third for the 'Cats at the Legends meet after finishing 31st in 19:43.3.



Senior Travis Trainer, left, finished fourth in the junior varsity Oct. 8 at the Oakland County Championships in 18:19, but was also third among all Novi runners that day. Novi finished 15th of 39 schools.

'Cats swim past Spartans

Divers sweep event as core of swimmers guide Novi to 99-87 win

By Chris Jackett
Correspondent

The Wildcat swim and dive team evened out their dual meet record at 2-2 Oct. 6 with a 99-87 win over visiting Livonia Stevenson.

Novi finished first in eight of 12 events, including two of the relays and a clean sweep of the top three 1-meter dive positions against the Spartans (6-1).

Rachel Aepelbacher led the divers with 231.82 points, followed by Jillian Odum's 204.45 points and Lina Davis 179.40 points.

ON TAP

After hosting South Lyon unified (1-0) two nights ago, the Wildcats (2-2) were scheduled to host non-conference rival Bloomfield Hills Marian 6 p.m. tonight before wading through the KLA Central Division meet 4 p.m. Oct. 28-29.

Novi finished first in both the 200 freestyle relay in 1:46.21 and Berg, Shurmur, Mallory Buha and VanderMey were first in the 400 free relay in 3:48.28. As individuals, the Wildcats also shined.

VanderMey took first in both the 200 free (2:01.47) and 100 fly (1:00.27), while Berg and the Buha sisters also each earned a pair of top finishes apiece.

while also winning the 100 backstroke in 59.83. Her sister, Maranda Buha, finished first in the 100 free (56.17 seconds) and fourth in the 100 breast in 1:17.66.

In addition to her work with the 200 medley relay and 200 freestyle relay teams, Hall took second in both the 50 free (26.59 seconds) and 100 free (58.17 seconds).

Similarly, Shurmur combined her 200 medley relay and 400 free relay efforts with a second-place finish in the 200 IM (2:24.88) and third-place finish in the 500 free (5:37.76) for a strong meet.

Chris Jackett is a freelance writer and former staff writer for the Novi News.

NOVI BOBCATS ROUNDUP

Varsity loses to Northville Colts, 22-10

The varsity Bobcats (4-2) lost to the undefeated Northville Colts (6-0) in a physical contest Oct. 8. The Bobcats kicked off to start the game, and their defense forced the Colts to punt after three unsuccessful plays. The Bobcats offense put together a drive with quarterback Bobby Fox completing a 20-yard pass to Andrew Schroeder and a screen pass to Connor Moore for a first down at the 12-yard line. The drive ended when the Colts intercepted a pass in the end zone.

With the Colts backed up to their own 3-yard line, Josh Ruffing blew through the line and made the initial stop, and Schroeder cleaned up the tackle for a safety and a 2-0 Bobcats lead. The Bobcats' offense went back to work and drove to the Colts 20-yard line. Facing fourth down, Fox threw deep into the end zone for Schroeder but the pass fell incomplete.

After limiting the Colts to five offensive plays in the first quarter, the tide turned and the second quarter was all Colts. The Colts' allusive quarterback David Dillon scrambled throughout the second quarter avoiding sacks and completing passes to drive the field three consecutive times. Dillon ran a quarterback keep for a touchdown and then completed a long pass to Alec Coppock for another score. As time expired in the first half, Dillon completed another touchdown pass for a 2-2 halftime lead.

The Bobcats kicked off to start the second half and forced the Colts to punt. Ian Patterson busted through a group of defenders for a first down and Spencer VanKirk earned another first down. The drive stalled at the 10-yard line on an incomplete pass into the end zone.

Three plays later, VanKirk blitzed and sacked the quarterback for another defensive safety. The Bobcats' offense got on the board in the fourth quarter when Fox completed a pass to Anthony D'Annibale. D'Annibale made an athletic cut to split two Colts' defenders then outran a third player for a 35-yard touchdown. Missed opportunities and turnovers on offense, combined with a defense that could not contain Dillon and gave up big passing plays were the keys to the game.



Novi's Eric Budd (32) runs against the JV Northville Colts in Northville on Oct. 8.

Submitted by Ken Hixson

JV loses to Colts, 21-6

The JV Bobcats (1-5) lost another tough game, this time to the Northville Colts (6-0), 21-6 on Oct. 8 at Northville's homecoming.

The Colts struck early in the first quarter on a long touchdown run, and after successfully kicking the PAT, quickly led 8-0. The Bobcats struggled early to generate any offense of their own against one of the league's best defenses, and after another long run by the Colts found themselves defending deep in their own territory once again. This time the Bobcats' defense stiffened, batting down an attempted pass play, and taking over on downs as the quarter ended. After their next drive stalled, the Bobcats were forced to punt, and with good pressure by the Colts, the punt failed and the Colts took over once again in excellent field position. This time the Colts capitalized, scoring on a 5-yard run, but missed the PAT to post a 14-0 lead.

Eric Budd made a fine return of the kickoff for 30 yards, sparking the Bobcats' offense to mount its first sustained drive against the Colts. Quarterback Chad Howell completed a 15-yard pass play to Brendan Downs and after three more running plays took the ball to inside their own 20-yard line. The Bobcats seemed poised to score. They went back to the air, but an interception ended the drive.



Varsity Bobcat VanKirk (22) gets block from Schroeder (20) and Hankerson (44) in their game against Northville.

ed the Bobcats' drive. Three plays later, the Colts struck for their third touchdown and after running in the PAT, held a commanding 21-0 lead.

On the ensuing kickoff, the Bobcats fumbled and the Colts looked to add more points before the half, driving down to the 3-yard line before Tyler Vankirk came up with a key interception to halt the Colts' drive and end the half.

The Bobcats' got started in the second half with defensive tackle Rakin Parker recovering the Colts fumble on their first possession. Trendon Hankerson threw a half back pass to Downs for 20 yards, taking it down to their own 12-yard line. Just when it looked like the Bobcats would finally score, their drive stalled on the 7-yard line and the Colts took over on downs. The teams traded possessions, but following good pressure on the Colts' punter by Parker and Blake Turner, the Bobcats took over once again in good field position on their own 31-yard line in the fourth quarter. Budd re-entered the Bobcat backfield and made several strong runs in the drive, helping the Bobcats to their own 7-yard line again. From there Howell threw to an open Downs who ran a corner pass, and the Bobcats were finally on the board with a score of their

own. After the PAT kick failed, the Bobcats tried for the outside kick to mount a late comeback, but the Colts narrowly escaped to recover it and ran out the clock to preserve a 21-6 win.

Submitted by Eric Smith

Freshmen lose to Northville, 40-10

The home team Northville Colts grounded the visiting Bobcats (1-5) despite three touchdowns by running back Makare Paige. The Bobcats' offense just couldn't keep up with the undefeated Colts who kept pounding away at the never-say-quit Bobcats. A bruising Colts running game eventually took its toll on the Bobcats as they went on to an impressive 40-18 victory.

The Bobcats started off quickly as Paige scored from 25 yards out five minutes into the first quarter. But that was that last lead of the game for the Bobcats as the Colts responded with 27 straight points to take a commanding 27-6 halftime lead. The Bobcats struck late in the third quarter as Paige and QB Ashton Smith hooked up with a 17-yard touchdown pass to cut the lead to 27-12. But the Colts would not allow the Bobcats to get

NOVI SPORTS BRIEFS

Novi '99 Ice Cats named first Play It Again Sports team of the week

The Play It Again Sports Hockey Team of the Week contest is in full swing and the '99 Ice Cats of Novi have been announced as the contest's first winner. Coached by Harry Youmans, the '99 Ice Cats will now get to celebrate their new title at the Play It Again Sports Novi location.

Weekly winning teams are invited into their local Play It Again Sports store for a pizza party where each team member will be given a \$10 gift certificate to use for merchandise inside the store. Winning teams are also entered into a drawing for a chance to win tickets for the entire team to attend the CCHA College Hockey Championship that takes place March 17 at Joe Louis Arena.

Teams can enter the contest by visiting the Play It Again Sports Facebook page at www.facebook.com/playitagainsportsmi. Once a team has been nominated, it will remain eligible for voting for the duration of the contest, or until the team becomes one of the weekly winners. Teams may only win once. Each week, the voting resets to zero, so teams are encouraged to vote often.

Dan Kilger named OAC Special Teams Player of the Week

Novi resident and Novi High School graduate Dan Kilger was named the Ohio Athletic Conference special teams player of the week by the OAC office for his efforts in Heidelberg University's 41-20 win against conference foe Otterbein University in the 20th Rhine River Classic on Saturday, Sept. 24.

The junior kicker connected on both of his field goal attempts—from 29 yards in the second quarter and 30 yards in the fourth quarter—and converted all five of his point-after-touchdown tries. The field goals were the first two of his career. Additionally, Kilger totaled 338 yards on seven kickoffs for a 48.3 yards-per-kick average.

Concussion prevention training program

Total Performance Training Center in Wixom is taking a proactive approach to the sports concussion problem by

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An Award Winning Golf Course
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FALL SPECIALS:
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After 12:30pm = \$35
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St. Clair Shores Country Club
2011 Fall Specials
WEEKDAY SPECIALS
\$20.00 Regular, \$20.00 Senior
\$25.00 Regular, \$25.00 Senior
\$30.00 Regular, \$30.00 Senior
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GET OUT and play
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FALL RATES
18 holes for \$25, senior rate \$20
9 holes for \$18, senior rate \$15

Includes cart rental. Call ahead for reservation information. Not valid with any other offers or leagues. Good through October 31, 2011.

Hudson Mills • Huron Meadows • Indian Springs • Kensington
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Visit VargoGolf.com for prices

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\$2 off 18 w/cart
No combined discounts, must have coupon. Expires 10/31/2011.
Visit VargoGolf.com for Free Coupons

To advertise in this directory, call Jim Sabatella at 313-223-3246. For more about golf in Michigan www.teeoffmichigan.com

Riverbank Golf Club

ONE DAY ONLY!!!!

2012 MONDAY - FRIDAY MEMBERSHIP
GREEN FEES AND CART INCLUDED

\$500 SINGLE
\$650 COUPLE

FRIDAY, OCTOBER 14, 2011

This offer is valid only on Friday, October 14, 2011. Not to be combined with any other discount or promotion. You must pay up, and pay in full for the desired membership on, and only on, Friday, October 14, 2011. There are no exceptions. Please call (248) 486-6251, or log on to riverbankgolfclub.net for further information.

CASH OR CHECKS PREFERRED

RIVERBANK GOLF CLUB
24095 Currie Road, South Lyon, MI 48178
(248) 486-6251 • riverbankgolfclub.net

Fall Family Fun

FIBER EXPO
CLASSES • VENDORS • ANIMALS
OCTOBER 22 & 23, 2011
Saturday 9:00am - 5:00pm
Sunday 10:00am - 5:00pm
\$4 admission / day / \$6 admission - 2 days (children under 5 free)
Westlawn Farm Council Grounds
5205 Arbor-Saline Rd., Ann Arbor 48103
For more details: FiberExpo.com 734-546-0032

THE PUMPKIN FACTORY
48651 Harris Rd • Belleville • MI • 48111
1000s of pumpkins • Fun for the whole family!
Haunted Hayrides Oct 1st - Oct 31st
\$2.00 OFF HAYRIDE
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Fall Fun at Kamick Orchards
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U-Pick Apples - \$16/BU
Cider & Donuts
WEEKEND WAGON RIDES
Call toll free 1-877-450-6096

For more information on how you can advertise your Fall Family Fun event, please call 1-800-579-7355

Customers at risk

By Rick Radners Jr.
Guest Columnist



Takin' Care of Business
Rick Radners Jr.

In today's economy, putting customers at risk seems ridiculous however, companies and small businesses do it every day and don't realize it. Why would any organization purposefully jeopardize customers when the revenue dollar is a shrinking commodity? Simply put, they do it and don't even realize it.

In my travels with various business sectors, I've learned that most customers are looking for a couple of things. The first is consistency. Ask your local McDonald's manager what has made their brand survive the test of time and they will tell you, consistency. I can order a sandwich here, like it, and order the same sandwich about 2,000 miles away and it's made up in the same. Customers thrive on knowing what to expect when they spend their money. If they didn't, they wouldn't ask fellow patrons for advice. Businesses like McDonald's takes great pride in systematically processing everything they do to support consistency. From filling a cup with soda to dolloping mustard on a burger, McDonald's has figured out that uniformity wins the day and ultimately the customer. The next secret is innovation. Given recent events, no one can question the value of innovation in the market place. Well tested innovation can surprise and delight a customer beyond expectations. Customers will go beyond their means to acquire

innovation provided it can serve a purpose or elevate individuality. Consistency and innovation often attract and retain a loyal customer base. With these two notions in mind, why or how do companies put customers at risk? They do so by arbitrarily changing processes or products without seeking to understand their customer's reactions.

As I mentioned, I have watched many skillful business professionals swing the sword of decision making based on prior knowledge and instantaneous decision making. To quote, "I know this will work; my years of experience tell me so." This sets off process changes and the customer is left to figure out why the product or service has transpired. They also question why they are being used as test pilots. Many business professionals don't care for change yet are willing to throw the concept to the customers and ask them to accept it. They do so in the name of budget or improvement as in their own minds; it's the right thing to do. So how can the company that uses "gut feel" as its mainstay change agent redirect efforts? A couple easy steps can help. The first step is to gather, and analyze customer information. Often called

"voice of customer", this information can help any company look inside the minds of the majority of its patrons. Simple analysis is all that is needed to draw high level conclusions on what customers like and what they would like to see changed.

Once you've acquired this new found knowledge, test the process change before you make a full implementation. It seems simple but so many times products are changed and businesses hope; yes hope the consumer won't notice. Ask any restaurateur that has decided to go to a less-er quality product. The customer suffers as well as the business. Gathering information and testing a product or process change creates a revolving door of information between any business and its patrons. This information can help build business and even attract new clientele.

To sum up, take the time to listen to your customers. Find out what they think and what they want. If you're not comfortable with the concept, look for the experts at gathering consumer data, they're out there. Seek them out and take the time to listen to your customers and make changes according to their needs and desires. If you don't listen to your customers, your competition will.

Rick Radners Jr., Ed.D., has worked for Ford Motor Co. for 13 years and has taught quantitative methods at Walsh college for a over six years. Radners can be reached at radners@walsh-college.edu.

Autumn Brunch



Members of the Novi Oaks Charter Chapter of the American Business Women's Association (ABWA) will hold their 7th Annual Autumn Brunch With Auction to benefit the chapter's Scholarship and Education Fund on Oct. 22. Over 100 area businesswomen are expected to attend, and the group plans to fill the ballroom of the DoubleTree Hotel in Novi with over 150 items for bid. Many of the auction items are generously donated by area businesses such as Salon Acacia, Larson's Jewelry Design, and Maria's Italian Bakery. "We are so grateful for the support of the local businesses that donate every year, enabling us to fund educational opportunities for women," said Chris Struve, auction co-chair. Each table is decorated by a member or supporter, providing a beautiful backdrop for the brunch. Auction Co-Chair Marcia Green said, "We appreciate the time and effort that our members and supporters extend on behalf of this amazing organization." In 2011 alone, the Novi Oaks Charter Chapter funded \$3,000 in scholarships and grants. For more information about the Novi Oaks Charter Chapter of ABWA or the Autumn Brunch With Auction, go online to www.abwa-novi.org, or contact publicity@abwa-novi.org.

OAKLAND COUNTY BUSINESS WORKSHOPS

Business owners and entrepreneurs who need assistance are invited to attend seminars in October offered by the Oakland County Business Center. Business Basics workshops are now offered in the evenings on alternating months.

Unless otherwise noted, all classes take place at the Oakland County Executive Office Building Conference Center, 2100 Pontiac Lake Road in Waterford. For pre-registration and location specifics, visit www.oakgov.com/peds/ calendar or call (248) 858-0783.

Fundamentals of Starting a Business

This seminar is for anyone thinking about going into business. This course helps aspiring entrepreneurs assess their abilities to lead and manage a company as well as evaluate market and sales potential for their products. The basics of business ownership are introduced, along with resources available to help launch new ventures in Michigan. Thursday, October 13, 6-9 p.m. Fee: \$30.

Legal & Financial Basics for Small Business

This workshop covers many of the key legal and financial issues faced by both new and existing small businesses in Michigan. The program initially focuses on the many management and liability concerns faced by entrepreneurs, as well as today's tax consequences. The program also provides solutions and techniques for business succession and individual investment and retirement planning. Presented by Carter & Affiliates, P.C. Tuesday, Oct. 18, 9 a.m.-noon. This workshop is free, but pre-registration is required.

CEED Microloan Orientation

Many small business owners face obstacles when trying to obtain a business loan. The recognition of the serious need for working capital for existing businesses, start-up or expansion, equipment purchases, and job creation is not the priority it once was. If you have a need for alternative financing consider the MicroLoan Program. Discover the requirements and process necessary to apply and obtain a microloan. Program presented by the Center for Empowerment & Economic Development (C.E.E.D.) Wednesday, Oct. 19, 9-11 a.m. This workshop is free but pre-registration is required.

Fundamentals of Writing a Business Plan

A workshop for small business owners who are developing a plan to serve as their road map to success. Workshop participants learn what elements are commonly found in effective plans and work on developing each of these for their own business. Assistance in the process as well as information on resources is provided. Thursday, Oct. 20, 6-9 p.m. Fee: \$40.

Fundamentals of Marketing Your Business

Marketing is an essential of business success. All products/services must be sold to well-targeted audiences with a wide-ranging marketing mix. Our staff/SCORE counselors can guide you through successful techniques and marketing principles helping you to promote your products and services to the most promising customers-your target audience. Presented by The Michigan Small Business & Technology Development Center (MSBTDC). Wednesday, Oct. 27, 9 a.m.-noon. Fee: \$40. No refunds.

Are you thinking of starting your own business and want to research your business idea? Are you a business owner who wants to understand which research sources to use for your business plan and where to find the information you need? Presented by The Oakland County Business Center, The Entrepreneur's Source, Oakland County Market Research division, and a business reference librarian. Thursday, Nov. 3, 9 a.m.-12:30 p.m. This workshop is free but pre-registration is required.

Pre-Business Research/FastTrac NewVenture Orientation

Establish your Footprint and Get Your Customers Talking. Learn the core strategies and tactics businesses are using to get customers talking through social media. You'll also learn how to respond ethically and effectively to brand supporters and detractors. Topics covered will include: creating your social media strategy, how to integrate word-of-mouth marketing and social media into your overall marketing campaign, and more. Pre-requisite for this class is Social Media Marketing Part 1. This is Part 2 of a three part series. Tuesday, Nov. 8, 9 a.m.-noon. \$40.

Social Media Marketing Part 2

Many small business owners face obstacles when trying to obtain a business loan. The recognition of the serious need for working capital for existing businesses, start-up or expansion, equipment purchases, and job creation is not the priority it once was. If you have a need for alternative financing consider the MicroLoan Program. Discover the requirements and process necessary to apply and obtain a microloan. Program presented by the Center for Empowerment & Economic Development (C.E.E.D.) Wednesday, Nov. 9, from 9-11 a.m. This workshop is free but pre-registration is required.

Fundamentals of Starting a Business

This seminar is for anyone thinking about going into business. This course helps aspiring entrepreneurs assess their abilities to lead and manage a company as well as evaluate market and sales potential for their products. The basics of business ownership are introduced, along with resources available to help launch new ventures in Michigan. Thursday, Nov. 10, 9 a.m.-noon. \$30.

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OBSERVER & ECCENTRIC HOMETOWN WEEKLIES
A GANNETT COMPANY
Scoop's Hound Dog Highlights!
Win Fun Prizes!
Hey kids!
Scoop's
HALLOWEEN
Creative Pumpkin Contest

Send a photo of your special Halloween Pumpkin!

Stranger Danger Tips and Strategies

- 1. Know your name, address, and phone number. Use the buddy system - avoid walking anywhere alone.
- 2. Trust your instincts - if you feel you are being followed or something is not right, seek help immediately.
- 3. If a stranger approaches you, you do not have to speak to him or her. Never approach a stranger in a motor vehicle. Just keep walking.
- 4. Do not accept candy or any other items from a stranger. Never walk off with a stranger no matter what he or she tells you.
- 5. If someone is following you try to remember the license plate of his or her vehicle and immediately tell a trusted adult.
- 6. If a stranger grabs you, do everything you can to stop him or her from pulling you away or dragging you into his or her car. Drop to the ground, kick, hit, bite, and scream. Do whatever it takes to attract the attention of others who can help you. If someone is dragging you away, scream, "this is not my dad," or "this is not my mom."
- 7. The best way to teach stranger danger lessons is through role-playing scenarios.

(from www.mychildsafety.net)



STAY AWAY FROM DANGER... DON'T TALK TO STRANGERS!

Free For Kids

What's the Scoop?

1. Who are strangers?
2. Who are some examples of "good" and "bad" strangers?
3. Name 3 things that you should do if a stranger approaches you.

Scoop's Pumpkin Contest

Youth Name: _____

Youth Age: _____

Youth Community: _____

Parent's information to contact winning entry: (Phone, email, home address)

Selected winners will have their name, age, hometown and photo in the next Scoop's Hound Dog Highlights.

Join Scoop's Birthday Club!

Fill out the form and have your parent's fill in their name and signature. Clip and mail, it's that easy!

Scoop's Birthday Club Entry Form

Sponsored by **baskin-robbins**

Name: _____

Address: _____

City: _____ Zip: _____

Date of Birth: _____ Boy or Girl

Email: _____

Phone: _____

*Parent's Printed Name: _____

*Parent's Signature: _____

I would like to also sign up for Baskin-Robbins Birthday Club and receive a FREE 2.5 oz. scoop on my birthday.

required for Birthday Club

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734-425-4860
www.baskinrobbins.com

Novi Putting Edge
Novi Putting Edge
Novi, MI 48376
www.puttingedge.com

Send a photo of you and your pumpkin to Pumpkin Contest:

Scoop the Newshound
c/o: Michele Austin
41304 Concept Drive
Plymouth, MI 48170

Deadline for submissions: 10/28/11

All entries need to be received at the Observer & Eccentric Newspapers by close of the business day on Oct. 28th. Winners to be announced in the November Scoop's Hound Dog Highlights.

Scoop will pick 3 random winners

Prizes sponsored by:

Lucky winners from last month's contest

Each winner received a Scoop the Newshound Tee-Shirt!

Jack Zwierzchowski
Age: 12
Community: Birmingham

Michael Ledbetter
Age: 7 1/2
Community: Livonia

Isaiah Bonner
Age: 8
Community: Romulus

Are you caring for an aging or disabled parent, relative, neighbor or friend?

Solutions & Family Caregiver Expo

Saturday, October 15, 2011
9:00 a.m. to 2:00 p.m.

LOCATION:
Diamond Center at the Suburban Collection Showplace
(formerly the Rock Financial Showplace)
46100 Grand River Avenue (Between Novi & Beck Roads) • Novi

FREE Admission!

For Details... CALL (800) 852-7795 OR E-MAIL sjustice@aaa1b.com

Expert presentations

- More than 100 exhibitors
- "Ask The Resource Specialist" for answers to questions on Medicare, Medicaid, and referrals to local services
- Free morning refreshments courtesy of Jim Schuster, Elder Law Attorney, and Mall Mallisow & Cooney, PC
- Professional care for your loved one while you attend the Expo. Complimentary quality care provided by the Alzheimer's Association and Macomb County Interfaith Volunteer Caregivers. (Respite reservation required. Call (800) 852-7795)
- Cash-and-carry afternoon snacks available
- Door prizes & giveaways!

www.michigancaregiverexpo.com

Henry Ford HEALTH SYSTEM

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thop Medicare Solutions

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Walsh's Food

Follow Scoop on Facebook
Scoop, the newshound, will be offering contests on a monthly basis. Look for Scoop's Hound Dog Highlights page monthly in this newspaper!

HOMES

apartments: 840 E. Grand River...

apartments: 3272 Maywood, Dearborn...

apartments: 3300 N. Dixie, Dearborn...

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Open Your Eyes To A HOME OF YOUR OWN. With decades of experience in the business. Flagstar Bank is one of the nation's largest and most trusted residential mortgage lenders in the country.

Donna's Tot Spot. 24/7 daycare. Reasonable rates. Play to learn...having fun while learning. Call 248-478-4335 and schedule an appointment.

Local news. You don't have to fish for it. It's right here, from the front to the back of your.

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How To Decode Employment Ad Phrases. Sometimes the level is implied but not stated in the title itself. For example, "senior administrative assistant" (senior) will require more experience than "administrative assistant".

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Car Report

Advertising Feature

CHRYSLER PRODUCTS HELP BRANDS LEAD THE PACK

By Dale Buss

No wonder Chrysler executives went out of town last week and announced their September sales before their traditional mid-day monthly slot. The company posted a whopping 27-percent increase in U.S. sales last month, to 127,334 units compared with 100,077 units, the best relative performance of any of the top-tier automakers by volume for the month.

It was sort of like how Florida is trying to jump the gun and host its presidential primary before Iowa. But Chrysler's news apparently was too exciting to wait. Not only were its overall sales up significantly in September, but the retail-sales component soared by 10 percent. That's right: In the sales component that most reflects the

mood of the buying public, Chrysler and its dealers far outperformed the fleet-sales component that is tied to commercial purchases and is far more volatile.

Northland Chrysler-Jeep-Dodge General Manager Jack McInerney agrees that consumers' concerns about Chrysler's 2009 bailout "have gone away, especially after the company paid back the government." But the Oak Park dealership is seeing rising sales and showroom traffic these days mainly because Chrysler and its brands are nailing the products that they need to appeal to car buyers these days.

"People feel good about Chrysler and our brands again and their local roots, but if we don't have what they're looking for - which we didn't always have a few years ago - they're going to move on," McInerney said. "And they're not."



Jeep's new Grand Cherokee has become a great lease option.

Reid Bigland, Chrysler's head of U.S. sales, said in a release last week, "Irrespective of the economy, strong products equal strong sales, and with our retail sales up a whopping 50 percent, that is exactly what we have. We have now gained more retail market share than anyone else in the country. There is no double-dip downturn going on around here."

So what is going on around Chrysler? For one thing, its brands have re-emerged with clear vibrancy under Fiat ownership. Chrysler, Jeep, Dodge and Ram Truck brands each posted sales increases in September, led by a 42-percent surge for Ram truck. Ram pickup sales were up 45 percent, for the best sales month of any this year and the best September sales since 2007.

Jeep sales once again were strong, as they have been all year, up 24 percent over a

ago. Chrysler said they were driven by availability of the new Compass, whose sales were up 306 percent over a year ago. Grand Cherokee sales rose 78 percent through September compared with sales of an older version a year ago. And Wrangler and Liberty each posted double-digit sales increases.

McInerney said that Grand Cherokee sales have been strong for the entire year since their introduction and that Northland is able to accommodate more buyers now because of easier availability of lease deals. Three years ago, almost all transactions for the previous version of the Grand Cherokee were leases, he said; that dropped to nearly zero during the depths of the recession. Now, it's back up to 30 to 40 percent.

"It's much easier looking at affording a Grand Cherokee with leather seats and a moon roof for

about \$38,000, if you can pay \$450 a month for three years in a lease, versus having to put down \$5,000 to \$6,000 down to get the vehicle for twice as long," he said.

Even the Chrysler brand with the thinnest product line, Chrysler itself, has been making the most of things: Its new 300 sedan, for instance, just got an uncharacteristically strong recommendation from Consumer Reports, which is highly influential with many American consumers.

"The ride is fantastic, whether it's all-wheel or rear-wheel drive," McInerney said about the 300. "Plus you've got a moon roof, back-up sensors and cameras, and even a little window shade in the rear. Plus it's a great-looking car. It really brings people into the showroom."

Thus, with 300 sales up by 50 percent for the month because of the new model, compared with a year ago, the Chrysler brand logged its best sales month since August 2008 and the best September sales since 2007. Perhaps the most remarkable element of Chrysler's run is that it has occurred without resorting to the deep-incentives play that American automakers too often have used over the last several years, to the long-term detriment of their brands. In fact, according to an analysis by Edmunds.com, Chrysler was the only major automaker besides Toyota to lower U.S. incentives in September from August, down by 2.5 percent while Toyota's dropped by 1.9 percent.



The new 2012 Chrysler 300 has intrigued critics and consumers alike.

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