



CAMPBELL-EWALD A PUBLICATION OF THE CAMPBELL-EWALD REFERENCE CENTER 30400 VAN DYKE, WARREN, MI 48093

INSIDE:

We'll Have Two: Big families are in vogue

Faith at Work: Companies hire chaplains

No Scrooge Here: Hosts ask for donations

Will You Not Marry Me? Married couples are in minority

Not Your Father's Retirement: Boomers have housing options

Office at the Corner: Workers don't go into the office

What's on TV? Viewers watch on their computers

Who's Making Dinner Tonight? Students live in co-ops

Why Save for College? Parents spend rather than save

And More...

Dad, Can You Help Me with My Chinese?

The popularity of Chinese language classes for non-Chinese children is increasing across the country. School officials attribute this popularity to a growing awareness of China as a global economic force and to a strong sense among parents that learning Chinese could help their children professionally. As one parent whose three children have studied Mandarin says, "It's going to be a big advantage for them. I think no matter what you do in life, if you have some kind of specialty that sets you apart from other people, that makes you more marketable."

Taking Chinese classes can happen in many areas of the country and in many ways. One private elementary school in California offers instruction in all subjects—from math to music—half in Mandarin and half in English. The curriculum also includes Chinese history, culture, and language studies. Currently the school is only 49 percent Asian-American, and the prekindergarten class

has more white children, 36 percent, than Asian-Americans, 32 percent. Chinese language classes attract many students in public schools, too. Several states, including Kentucky, Minnesota, Washington, Ohio, Kansas, and West Virginia, are developing curriculums for their public schools. In Chicago, enrollment in Mandarin classes has risen from 250 students to 6,000 public school students, the majority black or Hispanic, in the past seven years. In Connecticut, about 3,000 students, most non-Asian, are studying Mandarin in 16 public schools, up from 300 students in 2004. Even so-called heritage schools, which have historically provided immigrant children with Chinese language and culture instruction on weekends and after public school, are attracting non-Asian students. For those non-Chinese parents who have enrolled their kids in these classes, the only problem they can see is that they can't help their kids with their homework. (THE NEW YORK TIMES)

No Longer Alone

A new option in housing for senior citizens has drawn attention across the country. Called cohousing, the

arrangement is a semi-communal concept in which separate condo-style living units are clustered around a "common house,"

which, at the very least, has a kitchen, a dining room, and a third area for gatherings and activities. Cohousing for the elderly features single-story units, step-free entrances, grab bars, and wide, wheelchair-accessible doorways. Often the common kitchen and dining room offer communal meals prepared by the residents. All decisions and rules for the community are reached by consensus. The idea is to bring back a time when neighbors were an integral part of one another's lives, sharing meals and recreation, and providing companionship and a helping hand. Cohousing attracts seniors who want to combine their autonomy with access to a supportive community.

Proponents of elder cohousing tout the concept as an affordable and creative alternative to assisted living and nursing homes. "People 55 and older are at the beginning of a revolution to reinvent the kind of housing they want to live in for the rest of their lives," says one fan of cohousing. "There have been no models before about how to grow old and stay in your home but be surrounded by a group of neighbors with a connection. This is something people are craving." So far, most of the seniors who have moved to cohousing have been healthy, active, and independent. The real test will come when increasing

numbers of residents become frail and in need of assistance. At the least, infirm residents could share the expense of hiring a health-care provider to tend to several of them together. And, of course, they would continue to enjoy the support and physical presence of people who have become part of their lives. As one resident says, "I don't want to go to a nursing home with strangers." (TIME)

New Status Symbol —Big Families?

If you think you've noticed more families with three, four, or even more kids at the grocery store lately, you're not mistaken. The statistics substantiate the perception that the number of families with more than two children is increasing. Although families of four or more children are still not common, 11 percent of all births in the U.S. in 2004 were to women who already had three children. The families involved cut across economic lines, though a sizable part of the increase is attributable to a baby boom in affluent suburbs, with more upper-middle-class couples deciding that a three-or-more-child household can be both affordable and rewarding. One sociologist thinks he knows why: "The population explosion—fears about that are over. People used to think that

having more than two kids was not only expensive but immoral. Now, people say if you can afford three kids, four kids, that's great." One pediatrician notes, "I don't hear people say 'we'll have two and then we're done' where I used to hear that before."

Parents with three or more kids have learned to make adjustments to accommodate their families. They often don't take as many vacations, their children share bedrooms, toys and clothes are handed down from child to child, and their children often learn to forego instant gratification. But these larger families often do not fit classic stereotypes. The founder of one website which caters to large families points out, "Some are really religious, others aren't. A lot are homeschoolers, but many are not. There are stay-at-home moms, working moms, some with lots of money, some with not much." They all agree, though, that the benefits of big families outweigh any disadvantages or problems. (WISCONSIN STATE JOURNAL)

Going to School in Your PJs

Defying predictions that online learning growth is leveling off, record numbers of college students are enrolled in online college classes.

About 3.2 million students, roughly one in six in higher education, took at least one online course last year. This figure reflected an increase of nearly 40 percent, or 850,000 more students, from the year before. And the students enrolled in these online courses represented all facets of higher education, from community colleges to four-year colleges to doctoral institutions, although the largest number, about 80 percent, are undergraduates. These students are often older and more likely to be working and have families.

Many universities are investing heavily in online learning in hopes that it will prove more economical than traditional classes. It's not unusual now for traditional classes to post syllabi and homework assignments online or have class discussions online in group forums. Universities are investing in online instruction also because their market wants it: in a recent survey 50 percent of consumers who expected to enroll in a higher education program said they would prefer to get at least some of their instruction online. The online courses seem to appeal to university academic officials, too. About 62 percent of chief academic officers in another recent survey said

they felt students learned as well or better from online courses as they did in face-to-face ones. For the remaining 38 percent who did not respond so positively, online learning degraded the educational experience. They were unsure that the learning method would become more widely adopted. They cited as obstacles the time and effort to prepare online courses, the need for more self-discipline on the part of the students, and the dubious feelings of many faculty about the worth of online learning. Whether these obstacles can be overcome remains the big question.

(ASSOCIATED PRESS ONLINE)

Let Us Not Pray

From car parts makers to fast food chains to financial service companies, corporations across the country are bringing chaplains into the workplace. Chaplaincy programs are voluntary and confidential, and free to employees. Most chaplaincies go beyond the more familiar employee assistance programs to bring something like the local pastor into the workplace—a person who is available around the clock to help employees with their problems. For the most part, the chaplains are ordained ministers from local churches who work

at the company part time. While most are Christian, some programs have imams and rabbis, particularly in the health care industry. Programs with only Christian chaplains urge them to build ties with religious leaders in the towns where they work. At most companies, the chaplaincy resembles the military model, which calls for chaplains to serve the religiously diverse community before them, not to evangelize. The author of a recent book on the topic explains, “Someone who has never thought about this might assume they pray with people, but the majority of the job is listening to people, helping them with very human problems, not one big intensive religious discussion.”

The spread of corporate chaplaincy programs, especially out of the Bible Belt to the North, is part of a growing trend among businesses to embrace religion rather than to reject it. Executives now look for ways to build a company that adheres to certain Christian values. Often, chaplains are hired because of the beliefs of a company's chief executive. “We profess to be Christians and we think, ideally, that should make some difference in not just how we live but how we do business,” says one CEO. Companies that introduce chaplaincies run the risk of looking as if they back a particular

faith or religion, which might make many employees uncomfortable. Companies that come across as “faith friendly,” rather than religion based, manage more easily to dispel that discomfort. Many of the employees who have used the services of these corporate chaplains are indeed grateful. (THE NEW YORK TIMES)

Parties With a Cause

The long-established practice of inviting well-heeled donors to private parties in people’s homes to raise funds for cultural institutions or political campaigns has begun trickling down to holiday festivities hosted by regular joes. Invitations to many festive occasions, especially at holiday time, now include a request for a donation to the host’s favorite charity. Guests are expected to bring not flowers or a bottle of wine but rather a check for the cause or organization the host has specified on the invitation. While no one criticizes the motives of these do-good party givers, some guests say they don’t appreciate the social pressure to give to what the host—not the guest—determines is a good cause. One etiquette expert points out, “Wanting to give to charities is terrific, but to ask people to give to your own charity can get pretty awkward.” Funding experts say parties that mix charity with the cocktails are especially

popular with the under-40 crowd, many of whom grew up with community service as part of their classroom education. Now they are incorporating philanthropy into their everyday lives.

Charities, meanwhile, eager to reach out to veteran donors weary of black-tie events and younger donors who may shun big galas, are encouraging the practice. Some have even put together how-to kits to help hosts with a philanthropic bent. In one such program, party hosts give a donation to the charitable organization in place of party favors and ask their guests for similar donations instead of host gifts. Another charity promotes monthly dinner parties with celebrity-chef menus as a method to raise funds. Still another provides the host with invitations, recipes, and informational flyers for a party that asks guests for checks to fund medical research. The parties have been a boon for smaller charities without sophisticated fund-raising networks. In the future, perhaps guests invited to a party should bring their checkbooks.

(THE WALL STREET JOURNAL)

The Report Card is Not Good

Just as well-educated baby boomers begin to think about retirement, a new report on higher education presents a

disturbing scenario: there will not be enough college-educated young people in the U.S. to take their places in the global economic workforce of the future. The report reveals that in key areas such as college access and completion, the U.S. is falling behind other nations. While the U.S. is still a world leader in the proportion of those ages 35 to 64 with a college degree, it ranks seventh on this measure for 25- to 34-year olds. Several nations have overtaken the U.S. in college access, and others are close behind. In rates of college completion, the U.S. ranks in the bottom half. As the head of the organization conducting the research notes, “The knowledge-based global economy has stimulated an intense international competition for college-educated and trained workers. Other nations have approached the need for higher rates of college participation and completion with a real sense of urgency we haven’t yet seen in the U.S.”

The report also examined college affordability in the U.S. and found alarming news. The share of family income required to pay for a year of college (after accounting for all student financial aid) has continued to escalate; in some states the proportion of family income needed to attend a public four-year college is as high as 42 percent. And financial aid for qualified students who cannot afford college has not kept

pace with tuition increases. When the likelihood of an American 9th grader enrolling in college four years later is less than 40 percent, and many other nations of the world are gearing up to educate and train so many of their citizens, the report presents a gloomy assessment for the U.S. (U.S. NEWSWIRE)

Fewer Wedding Rings

Meet the new minority in America: married couples. The latest figures from the Census Bureau show that 49.7 percent of the nation's 111.1 million households in 2005 were made up of married couples, with or without children. The percentages have been declining for years; in 1930 married couples accounted for about 84 percent of households, but by 1990, the proportion had dropped to 56 percent. Married couples have not been a majority of households headed by adults younger than 25 since the '70s, but among those ages 25-34, the proportion slipped below 50 percent for the first time within the past five years. Experts have identified many factors to account for the decline in the proportion of married couples. The growth of women in the workforce and their economic security has removed one reason for marriage. Other reasons include the fact that co-habitation no longer has a stigma

for most Americans. Further, many couples postpone marriage until they have children. But researchers found that the desire for strong family bonds, and especially marriage, was constant. "Even co-habiting young adults tell us that they are doing so because it would be unwise to marry without first living together in a society marked by high levels of divorce," reports one researcher. And many who are not currently married expect to marry eventually, and in fact, the total number of married couples is higher than ever.

The numbers of unmarried couples living together are also growing. The Census Bureau study estimates that 5.2 million couples, about 5 percent of households, were unmarried opposite-sex couples, and that figure has risen by about 14 percent since 2000. The figures for unmarried same-sex couples have grown, too: since 2000 those identifying themselves as male couples have increased by 24 percent, while female couples have grown by 12 percent. The days of Ozzie and Harriet are over.

(THE NEW YORK TIMES)

Bringing New Skiers to the Slopes

Slowly the look of skiing and snowboarding is changing as more ski resorts recognize the untapped minority

population. In 1999-2000 minorities made up 10 percent of skiers and snowboarders, and the number has slowly increased to about 15 percent currently. More resorts are trying to attract ethnic groups not traditionally tied to the sport, such as Hispanics and African Americans. And many resorts realize that in order to have a future, they must reach out to minority kids whose parents don't ski and who may never have seen snow before. As one skiing official notes, "These groups [minorities] are the fastest growing population segments in the country. With the aging of the baby-boom generation, this is what our customers will look like in 20, 30 years."

Ski resorts are responding to the challenge in many ways. They are advertising in Chinese newspapers and stocking smaller boots Asians might need. They are translating informational booklets to Spanish and hiring Spanish-speaking ski instructors. Some resorts are introducing children from rural schools and urban centers to a sport they may have only seen on TV. For \$20 a day, these students get a ski lesson, equipment, lunch and a lift ticket in hopes that the experience will get them hooked on skiing. Resort operators expect to see many of these novice skiers and snowboarders back on the slopes in the coming years.

(THE BALTIMORE SUN)

Home Sweet Home

Like everything else they've touched, baby boomers are changing the real estate industry as they look toward retirement. No longer as likely as their parents to opt for shuffleboard in a Sunbelt retirement community, boomers have a variety of choices in retirement housing arrangements. Many retirement communities built today feature larger homes (2,800 square feet versus 850 square feet in typical communities of 40 years ago) with all of the amenities. Besides the requisite fitness equipment and swimming pools, today's communities offer activities that target boomers' brains, such as extension courses from local colleges. It's a sign that oldsters are more focused on mental acuity. Says one developer, "People are concerned that their mind and body both reach the finish line at the same time." In the most dramatic shift from traditional retirement communities, 42 percent of the buyers in today's developments plan to continue working. Another major change in today's retirement communities is their location. People no longer have to move to Arizona or Florida; less than 5 percent of people over 60 typically move out of state. Consequently, many of the newest amenity-rich retirement communities

are being built in locations far from the Sunbelt, in places like Michigan, Illinois, and Massachusetts.

Other boomers facing retirement decide to stay where they are, in the same house, but wish to remodel their homes to accommodate their aging bodies. As a result, "aging-in-place" renovations may become a \$20 billion-a-year business within a few years. Still other boomers are opting to sell their suburban homes and relocate to smaller spaces downtown, which puts them closer to jobs, cultural and culinary offerings, as well as public transportation. As boomers begin to make choices between many housing options, industry watchers wait to see how different from their parents they will be. (NEWSWEEK)

Less Sleep, More Kid Time

Recent research shows that despite the surge of women who have entered the workforce, mothers spend at least as much time with their children now as they did 40 years ago. It's fathers whose time with their children has increased. Using diaries and standard questions posed by professional interviewers, the research reveals that for married

mothers, time spent on child care activities increased to an average of 12.9 hours a week in 2000, from 10.6 hours in 1965. For married fathers, the time spent on child care more than doubled in that time period, to 6.5 hours weekly from 2.6 hours. The fathers spend more time on housework, too: an average of 9.7 hours per week, up from 4.4 hours in 1965. That may partially be because married mothers had to cut back on housework as they spend more hours in paid work. In 1965 married mothers spent 34.5 hours per week on housework, down to 19.4 hours in 2000.

The study noted several factors to explain how parents managed to spend more time with their children despite working longer hours outside the home. Many couples delay having children until a point "when they want to spend time with those children." Families are smaller today than in 1965, and parents are more affluent so they can invest more time and money in each child. Social norms and expectations have changed, prompting parents to make "greater and greater investments in child-rearing." Many parents feel they need to keep a closer eye on their children because of concerns about crime, school violence, child abduction, and abuse. One young mother who

works full-time outside the home says, “Spending time with my kids is my highest priority, but it’s a juggling act.”

(THE NEW YORK TIMES)

Hanging Out and Working at the Coffee Shop

Growing numbers of office workers are working away from the office, but it’s not from home that they get their work done. They are hanging out at a ‘third place’—neither office nor home—but locations ranging from their local public library to the congenial coffee shop down at the corner. Basically, any place which has wireless access and isn’t home or office qualifies as a third place. Teleworkers who work in this way appreciate the stressless atmosphere, the lack of interruptions and distractions, and the camaraderie of other office-less workers toiling away around them. And many enjoy the endless supply of coffee and snacks available if they work from a coffee shop or living-room style sandwich restaurant. One happy office-less real estate consultant calls it his antidote to the “claustrophobic feeling I can get when I work from home.”

An estimated 30 million Americans, or roughly 20 percent of the nation’s workforce, fit the description of these teleworkers who spend significant hours each month working outside the traditional office, and one research firm estimates that the number of these workers is growing 10 percent annually. Corporations are increasingly supportive of teleworking for reasons that range from saving money on office space to needing a backup in the event of a natural disaster or terror attack. Even the federal government is getting into the act—25 percent of government employees are expected to telework at least occasionally in the future. As one observer notes, “We now live in a society where cubicles are considered the corporate equivalent of a tenement.” There are still corporate managers who resist the trend, though; they want to see their employees in the office. But in the end, more employers realize that it’s about the work, not about the number of hours spent in the office. (USA TODAY)

Can You Read My Writing?

Penmanship has become a lost art as schools no longer teach it and students rely on their computer

keyboards. When handwritten essays were introduced on the SAT exams for the class of 2006, just 15 percent of the almost 1.5 million students wrote their answers in cursive, while the rest printed their essays in block letters. Until the ‘70s, penmanship was a separate daily lesson through sixth grade. But a 2003 study found that most primary-grade teachers today spend 10 minutes a day or less on the subject. As a result most students are barely able to write, or read, cursive writing. Many teachers share the feeling that penmanship instruction seems a relic when stacked up against teaching technology, foreign languages, and the material on standardized tests. One teacher comments, “I can’t think of any other place you need cursive as an adult than to sign your name.”

Does it matter that kids no longer know how to write cursive style? Some say it does. Scholars who study original documents say the demise of handwriting will diminish the power and accuracy of historical research if researchers are unable to read original documents in handwritten script. Several academic studies have found that good handwriting skills at a young age can help children express their thoughts better—a lifelong benefit. In one study first-graders who were given

handwriting instruction three times a week doubled their writing speed, expressed more complex thoughts in their writing, and exhibited more sophisticated sentence construction skills. Maybe the only way to encourage better handwriting in kids is to remember this fact: the SAT essays written in cursive had slightly higher average scores than those written in printing. (THE WASHINGTON POST)

Watching What You Want When You Want

Just like for music, consumers are moving to the ‘whenever, wherever’ mindset for their TV viewing, as one out of every ten online users now watches TV on a computer. Based on a national survey of 10,000 households, 62 percent of those online TV watchers logged on to news broadcasts, while almost 50 percent chose popular primetime entertainment shows. More than three out of five online viewers cited personal convenience as the main reason for logging on, along with portability and the ability to avoid commercials. Catching up on missed content, previews, sports, and watching entire episodes of shows were

also among the top draws, according to more than a quarter of the users surveyed. In response to their interest, all three major networks have started sites to offer free downloads of their premier shows, some of which appear online minutes after the show airs. They report that episode downloads have increased exponentially recently, and one network claims over 5 million individual episodes have been streamed off its site already. And offering the shows free is important because very few consumers are willing to pay to watch shows on their computers.

So far, all of this TV viewing on computers hasn’t hurt traditional television: the average total time a household spent watching traditional TV has increased by three minutes this year, now a record 8 hours and 14 minutes per day. One analyst of online video audiences notes about online viewing, “For all the attention it’s garnering, it probably hasn’t made too much of a dent in television viewing—yet. But, as the Internet technology begins to bridge that gap, there’s the potential for that cannibalism from TV.” Many think the subtle shift from the television to the PC is under way. (SAN FRANCISCO CHRONICLE)

Like a College Frat Without the Fratty People

A new-old form of living arrangement has reappeared on college campuses across the country. In scenes reminiscent of tie-dyed hippies of the 1960s, more college students are moving into co-op housing, where students cook and clean for themselves. The numbers of such students living in co-ops, about 10,000, echo the headcount during the two liveliest periods of the co-op movement: the late 1940s, when cooperative housing emerged as a cost-efficient alternative to dormitory living for returning G.I.s, and the late 1960s, when the culture of shared ownership embodied the era’s anti-authoritarian sensibilities. Today’s co-op residents have their own reasons for embracing the arrangement. Usually co-ops remain cheaper than dorms and can often undercut the cost of apartment rentals in many college towns.

For many co-op residents there is another reason that they choose co-ops as their home away from home. For them co-ops represent an alternative to the alienating aspects of modern campus life. Instead of eating alone in a sterile apartment or mingling with hundreds

in a large dining hall in a dorm, co-op residents eat together every night at a meal prepared and cleaned up by themselves. Residents must contribute four to six hours of cooking, housework, or building maintenance every week. As one expert on communal living remarks, “It’s not just that people are arriving on big, anonymous campuses, but the homes these kids are coming out of are more isolated. One of the problems in American society today is that people don’t eat together anymore.” Co-op members are drawn to the sociability of their living arrangement—they are not looking for forced isolation. And as one co-op member adamantly phrased it: “We are neither hippies nor drug addicts.” (THE NEW YORK TIMES)

Plasma TVs over English 101

Parents who were polled in a recent survey on college costs admitted that they could be saving far more than they do for their children’s college education. The reason they aren’t saving more? The survey revealed that 58 percent of the parents spent more on eating out in the past year than they put away for college. Further, 49 percent spent more on vacations and 38 percent spent more

on costly consumer electronics than they had saved for college expenses. As an executive involved with the study noted, “Most parents are about as prepared to meet college costs as freshmen are to do their own laundry.” About 87 percent of these parents said they were hoping to rely on scholarships and grants, but as one financial aid officer points out, “Financial aid is meant to be a last resort, not a way to mitigate college costs. It’s critical for parents to have more realistic expectations for financial aid and adjust their savings efforts accordingly.”

The survey showed that parents plan to save an average \$12,000 by the time their children reach college age, though projected four-year college costs at a public institution total \$54,882 and at a private college \$131,361. Nine out of ten parents said they intend to help their children pay for some college, but only 41 percent said they will pay everything. The parents in the survey accept the idea of debt for their children; two-thirds say their children will leave college with big bills. Two-thirds of the parents revealed that college expenses would seriously hurt their retirement funds, and 53 percent said they planned to take out personal loans to defray costs. For the one-third of

the respondents who had saved nothing for their children’s college expenses, however, those personal loans may be quite a shock. (WASHINGTON TIMES)

Put That Video Game Away, Junior

The popularity of camping in the national parks is waning, and experts point to several factors to explain the slump. Between 1995 and 2005, overnight stays in national parks fell 20 percent, to 13.8 million visits, and experts see the 2006 figure dropping further. In the 10-year period, tent camping dropped 23 percent, backcountry camping fell 24 percent, and RV camping was down 31 percent. Even the number of visits to some of the “gem parks”—Yellowstone, Grand Canyon, and Rocky Mountain—dropped between 2 percent and 15 percent in those 10 years. The trend has some worried; as one park official notes, “Let’s face it: it’s hard to protect the parks if no one is interested in them.”

Analysts blame several factors for the decline: the slumping economy, higher gas prices, the competition for people’s time, and the country’s



changing demographics. It is the last factor which is the most ominous but the most challenging. The largest increases in the nation's populations have occurred in the groups who have not been traditional parkgoers—ethnic minority groups. As a consequence, park officials are reaching out to attract minority groups. Park programs, for example, are being geared to include more information about ethnic minorities' roles in the parks' history. Also troubling is the decline in youth visits to the parks. One recent study showed a connection between the decline and the rise in the use of video games, DVD, and other electronic media. Coupled with the increase in obesity nationally, parks officials and outfitters to the outdoor industry see a real opportunity. They hope that they can awaken an interest in the outdoors for these young people that will pull them away from their computers and video games. (THE DENVER POST)

Beanpoles Rather Than Family Trees

Because Americans are living longer and are healthier now than in earlier generations, many young children will enjoy the benefits of having at least one living great-grandparent in their lives. The Census Bureau and other organizations do not track the exact number of grandparents, much less great-grandparents, so only rough estimates of the numbers exist. But the major proof of the increase in the number of great-grandparents is the growth in the size of the very aged group. With life expectancy now nearing 78, the Census Bureau has now created a "100 plus" age category. One demographer estimates that by 2030, more than 70 percent of 8-year-olds will likely have a living great-grandparent. And whatever the total number of great-grandparents may be, demographers agree that American family trees resemble a beanpole today: thin (because there are fewer children

in each generation), and long (because there are more living generations).

Multigenerational families are such a new phenomenon that no one is exactly sure what a great-grandparent's role in the family should be. One study polled a group of great-grandparents about how they saw themselves as parents, grandparents, and great-grandparents. The results revealed that they viewed each role as reduced and less important than the earlier one. But a sociologist who has studied aging has found that great-grandchildren who have regular contact with their great-grandparents grow up with more positive attitudes toward older people and a greater sense of connectedness to their families and to their cultural traditions. All agree that a great-grandparent can be a repository of knowledge and advice for younger generations. As one great-grandmother reported about the relationship with her great-grandchildren, "It's a wonderful companionship." (THE NEW YORK TIMES)

THE POWER OF INFORMATION CAMPBELL-EWALD GATHERS AND INTERPRETS ENORMOUS AMOUNTS OF INFORMATION ON SUBJECTS RANGING FROM LIFESTYLE AND CULTURAL TRENDS TO CONSUMER CONTACT POINTS AND MORE. TO PLAN STRATEGICALLY, WE MUST KNOW WHAT IS AND WHAT WILL BE. OUR PUBLICATIONS SHARE WHAT WE LEARN WITH CLIENTS, PROSPECTS, AND OTHER INTERESTED AUDIENCES. WE HAVE OFFICES IN DETROIT, LOS ANGELES, CHICAGO, ATLANTA, DALLAS, NEW YORK, AND WASHINGTON, D.C. TO LEARN MORE ABOUT US, CALL TONY HOPP, CHAIRMAN, (586) 558-6060 OR MIKE RYAN, VICE CHAIRMAN, CHIEF OPERATING OFFICER, (586) 558-6155.