

■ Contact Managing Editor Karl Ziomek: kziomek@heritage.com

ON THE AGENDA

■ **Greater Romulus Chamber of Commerce golf outing**, Aug. 21 at The Woodlands of Van Buren, 39670 Ecorse Road, Van Buren Township. Details: 1-734-893-0694 or www.romuluschamber.org.

■ **Trenton Business Association Open House**, 5:30 to 7 p.m. Aug. 20 at R.J. Howey Inc., Architects, 2363 W. Jefferson Ave., Trenton. Details: www.trentonbiz.com or 1-734-676-9561, ext. 3.

■ **Southern Wayne County Regional Chamber Human Resources Council Meeting**, 9 a.m. Sept. 17 at the chamber office, 20600 Eureka Road, Suite 315, Taylor.

Topics: Recruiting, retention, to temp or not, job fairs, selection tests, human resource information system.

Free; R.S.V.P. required. Details: Contact Sandy Mull at 1-734-284-6000, ext. 29, or sandy@swccc.org.

■ **Trenton Business Association Open House**, 5:30 to 7 p.m. Sept. 17 at Downriver Community Federal Credit Union, 18707 West Road, Trenton.

Details: www.trentonbiz.com or 1-734-676-9561, ext. 3.

■ **Southern Wayne County Regional Chamber Human Resources Council Meeting**, 9 a.m. Oct. 15 at the chamber office, 20600 Eureka Road, Suite 315, Taylor.

Topics: Americans With Disabilities Act; protected classes.

Free; R.S.V.P. required. Details: Contact Sandy Mull at 1-734-284-6000, ext. 29, or sandy@swccc.org.

■ **Trenton Business Association Open House**, 5:30 to 7 p.m. Oct. 15 at Colors by Kim, 3259 West Road, Trenton.

Details: www.trentonbiz.com or 1-734-676-9561, ext. 3.

■ **Southern Wayne County Regional Chamber's "After Business, Ours,"** 5:30 to 7:30 p.m. Oct. 23 at Crystal Gardens, 16703 Fort St., Southgate.

There will be a miniexpo, hors d'oeuvres, refreshments and door prizes.

Tickets: \$5 for chamber members; \$15 for non-members.

Tables for miniexpo: \$45 (members only). Details: Contact Kelly Kwiatkowski at 1-734-284-6000, ext. 25, or kelly@swccc.org.

■ *Send items to: Biz Calendar, The News-Herald Newspapers, One Heritage Drive, Suite 100, Southgate, MI 48195; via fax to 1-734-246-2727; or via e-mail to jslezak@heritage.com.*

'Smiles for Life'

Dentist participates in annual charity venture

BY KRISTI STAMEY

HENRY FORD WYANDOTTE HOSPITAL

WYANDOTTE — By whitening smiles, Dr. David Sorial hopes to brighten the future of a Henry Ford Wyandotte Hospital pediatric patient.

Sorial, a Southgate-based dentist and a member of the Crown Council, is taking part in this year's "Smiles for Life" campaign, which started March 1 and ended June 30. He's been involved with the annual event for three years.

Participating Crown Council dentists offer teeth whitening at less than the normal fee and donate 100 percent of the cost to children's charities across the United States and Canada.

"I feel it is important for me to participate in this campaign for many reasons," Sorial said. "The most important reason is that it gives me and my entire staff the opportunity to really help children in our community."

"We see our work directly aid these children. It is wonderful to know that what we are doing at our dental office is, hopefully, changing someone's life in a positive way. It is also a way for me to give back to the community."

Half of the proceeds from this year's program will be donated to the Garth Brooks Foundation to help underprivileged children, while the other half will be donated to a charity of Sorial's choice.

"In past years, we have donated the funds to the Children's Hospital (of Michigan) here in Detroit, and last year, we donated to Oakwood Hospital's Exceptional Kids Foundation," he said.

Each year, Sorial and his staff choose a different local charity to help children.

"This year, we have decided to help one child in need," he said. "We decided on Henry Ford Wyandotte Hospital since it serves our community."

"We feel great knowing that our efforts will help an underprivileged child with their medical issue, and we hope that it affects their life in a positive way."

Lynn Moore-Pischke, director of philanthropy for the hospital, said Sorial contacted the hospital to help identify a patient who could benefit from the proceeds of this year's program.

"In my position, I occasionally have the privilege of connecting a generous donor with a deserving patient in need," Moore-Pischke said. "Henry Ford Wyandotte Hospital is a nonprofit organization, and most of the public does not

think of us that way. We are dependent on the generosity of our community to give donations that, in turn, provide critical and often lifesaving medical care to our neighbors.

"Our standards of excellence and the care they receive are the same, regardless of their ability to pay."

Jimmie Armes Jr., 17, of Detroit will be this year's beneficiary.

The high school sophomore was born without legs — only feet — short arms and a cleft palate.

His mother, Keya Rashleigh, said she did not get proper prenatal care in her first trimester.

"I was trying to take care of my mother, and I didn't get any medical care until I was four months' pregnant," she said. "Since birth, Jimmie has had several surgeries. His most recent surgery was in November to close a hole in his mouth to correct his speech. He now wears braces and takes speech therapy."

Rashleigh describes her only child as very independent.

"He doesn't consider himself handicapped," she said. "He's a normal child in a wheelchair. He plays Special Olympics and does volunteer work."

The single mother said learning about the program and Sorial's generosity is "overwhelming."

"All of this has been a life-changing process," Rashleigh said. "It's been a struggle to get help. We don't get this kind of attention, and to know a dentist who doesn't even know us wants to help is a blessing. We deeply appreciate all of this."

Moore-Pischke said Sorial's generosity is remarkable.

"He has provided a popular office procedure to the community when they make a donation to the Smiles for Life Program," she said. "We are proud and grateful to partner with Dr. Sorial, and look forward to working with local businesses for the betterment of our community in the future."

Sorial, a 1998 University of Michigan graduate, owns Southgate Dental, 14745 North Line Road.

The practice is more than 28 years old. Sorial, 35, became owner about four years ago.

Several of his patients have participated in Smiles for Life, and new

patients are welcome to participate.

"Your dentist can determine if you are a viable candidate for this procedure through a cosmetic consultation and shade assessment," Sorial said.

He recommends that patients have their teeth cleaned before the whitening process for the best results.

"To whiten teeth, a peroxide-type chemical is applied, and it goes through the enamel into the dentin (the first and second layers of teeth)," Sorial said.

"There are different ways this chemical can be applied. Both the character of your teeth and the whitening technique used determines how long it will take for your teeth to whiten, how white your teeth will get and how long the whiter color will last."

"The whitening process begins with a cosmetic consultation, in which custom bleaching trays are made for the patient. These bleaching trays are then delivered to the patients, along with instructions on how to use them and a shade assessment. Typically, the loaded trays are used at home on the patient's own time, either for multiple hours or overnight for the bleaching process to take effect. This process usually takes seven to 10 days."

The cost for the whitening treatment for the Smiles for Life campaign is \$199. The regular fee is \$300. In most cases, the donations are tax deductible.

Last year, Sorial's office raised \$5,000 during the campaign. He hopes to exceed that amount this year.

"Fifty percent of this year's campaign will be donated to the Smiles for Life program; the other 50 percent will go to Jimmie Armes to help with his medical bills," Sorial said.

"We will donate at least 50 hours of time in marketing, impressions and laboratory time for this campaign."

Sorial said that in previous years, some patients have donated to the campaign instead of having their teeth whitened.

Donations can be mailed to: Southgate Dental "Smiles for Life" Campaign, 14745 North Line Road, Southgate, MI 48195, or dropped off at the office.

"Simply come into the office and fill out the donation card and retain a receipt for tax purposes," Sorial said.

• **Anyone wishing to learn more about the whitening process or to make an appointment can call Southgate Dental at 1-734-281-0880.**



Sorial



Photo by Dave Chapman

Center opens

Cutting the ribbon at Heartland Healthcare Center-Allen Park are administrator Ken Page, nursing director Vanessa Manungas and admission director Lorna Dean. The renovated facility, 9150 Allen Road, features new resident rooms, including bariatric room additions; an intermed unit; and a rehabilitation gym addition that has 2,600 square feet. Therapists specialize in physical, occupational and speech therapy. For more information, call 1-313-386-2150.

Savings

Below are the money rates in the Downriver area. Rates vary daily and are subject to change. The rates shown are annual percentage yields (APY).

Institution	Money Fund Range	1-yr Cert (APY)	2-yr Cert (APY)
Advantage One CU	1.75-3.00%	3.00	3.25
Metro Shores CU	1.31-2.42%	3.00	3.23
River's Edge CU	0.40-1.06%	2.12	2.22
Trenton Federal CU	1.25-2.25%	3.10	3.30

Loans

Below are loan rates in the Downriver area. Rates vary daily and are subject to change. Assume 0 points on mortgage rates.

Institution	New Car 60 mos (APR)	Used Car 60 mos (APR)	Mortgage 30 yr fixed
Advantage One CU	5.49	5.89	6.625
Metro Shores CU	4.99	4.99	N/A
River's Edge CU	4.95	4.95	N/A
Trenton Federal CU	4.99	4.99	6.659

Life doesn't wait for your paychecks.

Neither do you.

Stretch Your Check

Things have a way of popping up and Trenton Federal Credit Union is here to help.



866-661-TFCU
www.trentonfcu.com

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