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## Businesses bring their best to Hills holiday expo

BY JULIE BROWN • OBSERVER STAFF WRITER • NOVEMBER 8, 2009

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Steve Chorazewitz of Farmington Hills was showing wares Thursday at the Holiday Shopping Expo at the Costick Center.

His wife, Cheryl, owns a business, Bottle Docker, offering a personal bottle beverage carrier.

“This has become my full-time job,” said Steve Chorazewitz, the chief operating officer. “We first started at the Founders Festival this year.”

A couple customers appeared at the expo, offered by the City of Farmington Hills Department of Special Services. “No belt required,” he told them. “Try one on.”

You can find out more at [www.bottledocker.com](http://www.bottledocker.com). The design's not theirs, but they have changed it to make it competitive. “Ours is easy on, easy off,” he said. “It's more for the casual walker, someone who goes to ballgames.”



Steve Chorazewitz of Farmington Hills shows off his Bottle Docker. The business was among those offering wares Thursday at the Costick Center. (John Stormzand | Staff Photographer)



Headbands by Donna Bohler of Southfield were featured at the Holiday Shopping Expo.



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It sells for \$5 or five for \$20, and there's also a device to extend it for purse clip-on use.

"They've done well," he said, listing shows in Wilmington, N.C., where they're made, as well as Dayton, Ohio, and the St. Clair River Fest.

"We're just on the edge of going retail," he said. "They sell themselves." He's working on ways to improve product demonstration.

"We plan to do our own bottle, too. You've got to walk before you run," he concluded.

The expo featured some 70 vendors with a variety of wares just in time for Christmas and Hanukkah. Bling N' Thingz owners Beth Lipman and Loree Gordon, both of Farmington Hills, are proud of their Swarovski Crystal-embellished shoes and boots. They also had baby bibs and other items.

Shoes start with babies and go on up: "All the way up," said Gordon. "My seventh-grader has a pair." The women have had their business two and a half years.

They started with adult flip-flops after seeing them sold in Las Vegas while on a trip.

"Then it moved onto infant stuff," Lipman said. The holidays are important for business, although the flip-flops do well in the spring and summer.

"We've done lots of boutique shows," said Lipman, with her partner for the first time at the Farmington Hills show.



Left, Tiffany Zendejas of Canton and Diane McDaniel of Redford display their Lia Sophia products. The Thursday event at the Costick Center was hosted by the City of Farmington Hills Department of Special Services.



Sunbears Just Bones owner Dorothy Rehm. The Gibraltar resident offers homemade dog "bones" good enough for people to consume.

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Nearby was Macomb Township resident Amanda Olszewski, owner of Simple Designs Fashion Jewelry. "I created my business about four years ago," said the former General Motors electrical engineer.

Her dad, a hard-working 43-year GM line employee, got sick. "When he got sick, life just stopped," Olszewski said. She reassessed priorities.

"It's just about living instead of trying to get ahead." This is her busy time, with 22 shows in November.

She's working on a Web site, and is on Facebook. She has customers all over, and tries to keep prices down.

"I try to have a variety of places for them to go to," said Olszewski.

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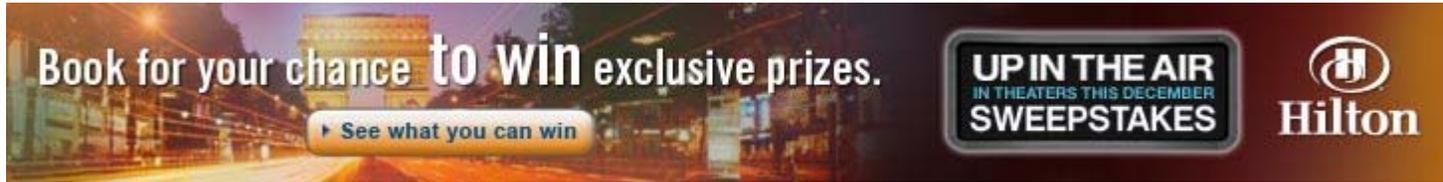
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