



April 24, 1994

Wyandotte Distinguished Graduate Inductee



Alice F. Croll Sieloff Class of 1963

Alice Florence Croll Sieloff has distinguished herself in the fields of Marketing and Journalism.

In January of 1963, Alice graduated from Roosevelt and entered Northwood University, Midland, Michigan, where she received an Associate's Degree in Journalism and a Bachelor's Degree in Business Administration.

Alice began her career with the J. L. Hudson Company writing advertising copy. She put the word "colorful" in Hudson's highly successful "White Sale" advertising campaign and while at Hudson's she received the company's "Writer of the Year" Award in 1968.

In 1969 she joined The Detroit News. During her 15 years with The News, Mrs. Sieloff was the recipient of numerous creative writing and advertising campaign awards. In 1981 Alice became the Marketing Services Director and was the first female member of the "executive committee" for the newspaper.

In 1985, she became Corporate Marketing Director for Crain Communication, Inc., While at Crain's, Alice worked closely with their 26 publications, worldwide.

She continued her dramatic career achievements by becoming the publisher for two different area magazines before starting her own publication in 1991. Alice is founding President, Publisher, and Editor-in-Chief for the highly successful *Detroit Metropolitan Woman Magazine*. She will be publishing a second magazine, *Lansing Metropolitan Woman* debuting in July, 1994.

Among her many honors, she is most proud of receiving the "Dynamic Woman Award" by the Women's Economic Club of Detroit. In addition, Alice is an active member of many community and civic organizations. She is a life member of the Women's Committee of the American Lung Association, a member of the Detroit Neighborhood Block Association, and chairperson of Northwood University's National Women's Board. Additional memberships include the National Association of Women Business Owners, Adcraft Club of Detroit, the Detroit Press Club, and the Women's Economic Club of Detroit where she is currently on their Board of Directors.