

Alumna's tour business highlights the promise of Detroit



Linda Yellin (B.S.W., '82; M.S.W., '83) knows that seeing is believing. So when she wants people to believe in Detroit, she shows them Detroit.

Yellin's outside-the-box contribution to the city's revitalization is Feet On The

Street Tours, the business she launched in 2007 to showcase the food, art, architecture, history, music and neighborhoods of Detroit by bus, car and foot. The company's mission is to promote a positive image of the city and the region through cultural tourism and social issues. Tours not only introduce visitors to the city, notes Yellin, but they bridge the gap between the city and suburbs and re-acquaint residents of the region with the cultural, social and economic resources in their own backyard.

Yellin's abilities as a promoter are evident in her success generating publicity about Feet On The Street Tours. Her frequent appearance in the local and regional press impressed the Women of Wayne Alumni Association, which

in April 2012 honored Yellin at its annual Headliners Awards luncheon. The award, which calls attention to the fact that Wayne State women are making a significant mark in society, is given to alumnae whose achievements have made headlines in the media.

Yellin, a clinical social worker credited with some of Southeast Michigan's first-ever pre- and post-adoption counseling services for those touched by adoption, brings the conscience of a social worker to her programs, which highlight local social services, rehabilitation programs, social justice issues, community art projects, and civil rights. One tour examines food and hunger issues with assistance from Eastern Market Corporation and Gleaners Community Food Bank. Another tour leverages the expertise of Southwest Solutions to explore issues unique to a large Hispanic population. Yet another explores Detroit's rich African American history, including visits to sites of urban renewal and the Motown Museum. Given their sociological bent, a number of Feet On The Street's experiential learning bus tours offer Continuing Education Clock Hours for social workers and certified counselors.