

## Professional fact gatherer

# Ms. Know-It-All searches for facts

By CHRISTINE WALDEN

Give Gloria Donohoe an hour and she'll find out everything there is to know about delicatessens, the microwave oven business in Japan, or whether an essay has been written on a certain subject.

Backed with a library science degree, Ms. Donohoe is a qualified researcher who is making a living by gathering information other people want.

She started her firm, Info-search, 1½ years ago to serve as an information broker for clients throughout the metro-Detroit area.

Now based in Troy at 2855 Coolidge, Ms. Donohoe's business grew out of her Southfield home last September. It was also at that time that she quit her part-time job as a reference librarian in the Livonia library to devote

all her working hours to Info-search.

"It takes a lot of effort," she said. "Sometimes it seems like 24 hours a day. I never go home without having some work with me."

INFO-SEARCH itself began with search.

"I read about information brokers two or three years ago," she said. "And I thought it was fascinating."

The intrigue turned into a concerted effort by Ms. Donohoe to find out how many information brokers were based in Detroit.

When she found out there weren't any, she decided to take a part-time plunge and become Detroit's first search company.

"I couldn't find anything else like it, so I figured there must be a need," she said. She went fulltime in September.

ciding if Info-search was going to work it needed all her attention.

Ms. Donohoe's initial search also revealed the philosophy necessary for a successful information broker.

"I found out that you have to go into it because you're enthusiastic, not because you want a job," she said.

Not only was she enthusiastic but she was also diligent. She worked for a year without any personal income and she devoted much of her time building the business.

However, one of the biggest factors contributing to the company's early success was the economy.

Although the economic climate was a disaster for many companies, it brought business to Ms. Donohoe.

"A lot of companies stopped having their own library and librarians," she said. "But they still needed information."

For less than what a fulltime employee would cost and without having to pay fringe benefits, companies turn to Info-search to maintain the libraries they had and gather statistics on a per-job basis.

"We catalogue libraries, we are their on-call librarians," said Ms. Donohoe. "It cataloguing gives us something to do when we are not out rushing information. It also provides a good financial base for us."

LAST YEAR, THE chase for information took Ms. Donohoe some 25,000 miles and she never left Detroit.

"We don't need a large office because we are very mobile," she said. "We use the Detroit Public Library, the University of Michigan, the Department of Commerce. Wherever the information is, as long as it has public access, we get it."

The service fee is \$20 an hour and the amount of time spent on a search depends on the client and the subject.

"I had one client who said don't spend more than two hours of fruitless search," she said. "One way to avoid fruitless search is to plan our strategy before we go out, decide ahead where we might find something."

But we can find a company in England and their sales in less than an hour.

The bulk of Info-search's clientele

consists of automobile-industry related companies.

"One thing I've found out is that you don't have to know how to make a car, in order to research automobiles."

Fortunately, there are other jobs—some are offset, some ordinary and many are not car related at all. One client was considering going into the microwave oven business in Japan.

Ms. Donohoe was asked to find out if microwaves were popular in Japan, the price range, and how many Japanese homes are wired for electricity.

Another client wanted to start a yogurt advertising campaign and asked Ms. Donohoe to locate historical and literary fact on the food.

"There was one man who wanted us to find out about a home he had just purchased," said Ms. Donohoe. "I went to the Burton Historical Library and went through the original owner's papers."

As Ms. Donohoe explains it, her searches do not reveal new information. Rather, "it's secondary research, we find out what has been written. The research has already been done by someone else."

Also, her services differ from that of a reference librarian. "A librarian will show the person where the information is," she said. "We get it."

FORTUNATELY, THE PACE at Info-search is hectic. Ms. Donohoe now has a part-time helper and together they map out the week, attract new customers and get answers to a client's question.

"We might have one search every day, maybe more. Some weeks we are so busy, I'll have a chart to tell us where to be."

"And a lot of time is spent meeting people, generating some business."

The possibilities for a firm such as Info-search are endless, said Ms. Donohoe. With a corner on the Detroit market, the experience and the apparent capability to deliver, she has a guarded optimism about what it could be.

"I'm ahead of myself in my financial schedule," she said. Now, if she could just convince the people who put together the yellow pages that her firm exists.

## Diplomatic relations seen for Israel and Soviets

By SHIRLEE IDEN

U.S. Sen. Abraham Ribicoff (D-Conn.) predicted on Saturday that once peace talks begin in Geneva the Soviet Union and Israel will resume diplomatic relations.

The senator addressed about 200 supporters of Technion, Israel's university of technology, at a dinner at Congregation Adat Shalom in Farmington Hills.

"If diplomatic relations resume between the USSR and Israel, we will again get a flow of Jews leaving the Soviet Union," he said.

Ribicoff said that President Carter has given priority to peace in the middle east.

"He said recently that Arab nations understand and accept the unique position of Israel and the U.S.," Ribicoff said. "Right now the Israeli elections are crucial to what's going on there. Israel needs unity."

The senator explained there are 1,300 candidates from 22 parties who are vying for 122 seats in the Knesset (parliament).

"I anticipate that (acting prime minister and Labor Party candidate) Shimon Peres will prevail but without a majority. He will provide the proper leadership. President Carter told us last Thursday we will invite Israel's new prime minister to Washington immediately following the election."

Ribicoff asserted that what Israel needs most in her political set-up is a two-party system.

Concerning the Palestinians, Ribicoff said political leaders talk differently in private than in public "without exception."

"Arab leaders say privately they fear the radicalizing of Arab regimes by the PLO (Palestine Liberation Organization) far more than the Israelis," he said. "Because of this they allowed Syria's (prime minister) Assad to move into Lebanon and destroy the power of the PLO."

Ribicoff described Iran as "Israel's only friend outside of the U.S."

"The Shah feels a strong Israel can prevent communism in the Middle East," he explained.

Ribicoff said President Carter's strategy has been to force all parties to recognize where negotiations will lead—to Israel's withdrawal from Arab lands captured in the 1967 war and to Arab recognition of Israel and her right to exist.

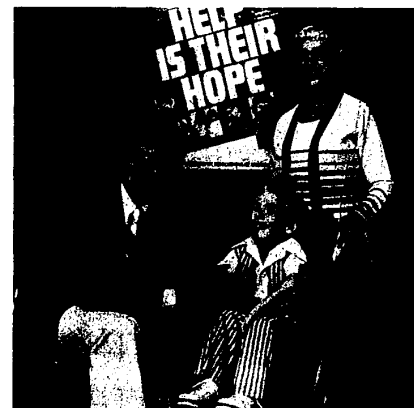
"Israel will insist on a peace treaty, not just an agreement, and the opening of trade relations," he said.

"We feel it is that the Palestinians would be represented in Geneva. You can't keep them out," he said. "They will repudiate the tenet of the destruction of Israel."

If it may take years to attain a settlement, Ribicoff said, predicting a five-to-ten-year period before a peace treaty for the middle east is worked out.

GREETINGS from the Technion were extended by the Honorable Emanuel Shimon, director of public affairs at Israel's institute of technology.

"We still live in the shadow of the Yom Kippur War," he said. "Some of the lessons are positive since the Arabs learned that Israel can't be overcome. But we also learned we can't rest on military laurels."



### A winning team

Teaming up for the fight against muscular dystrophy are Farmington northeast chairwoman Dorothy Furlong (right), poster child Chris Yotti and Channel 2 anchorman Joe Glover. They are seeking volunteers for the drive scheduled for June 7, from 5-9 p.m. Those interested should call 398-7780.

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