

datebook

THE DETROIT Chapter of the American Society of Women Accountants will host a scholarship fund-raising dinner Sept. 30 at the Grosse Pointe Yacht Club. Featured speaker is William Martin, dean of the school of management at the University of Michigan-Dearborn, talking on "Motivation - the Lost Work Ethic." For more details, call Susan Clark at 354-6000.

THE UNIVERSITY of Detroit in cooperation with the Small Business Management Schools will present two training programs for small businesspersons: "Managing for Profits" and "How to Start a Successful Small Business," with free introductory sessions from 7-10 p.m. today and 9 a.m. to noon Saturday at the Southfield Parks

and Recreation facility. Evergreen at Civic Center Drive. The classes last six weeks, beginning Sept. 25 and cost \$195. Call 927-1025 for more details.

THE NATIONAL Association of Accountants, Detroit Chapter, will feature Paul McCracken, professor of business administration at the University of

Michigan, speaking on "Is this the Age of Inflation?" at its dinner meeting at 6:30 p.m. tonight at the Standard Club, 400 Tower of the Renaissance Center. For more details, call Robert Schaefer at 259-4200.

THE MORTGAGE Bankers Association of Michigan's second annual convention will be Sept. 28-30 at the Grand Traverse Hilton

Hotel in Traverse City. Theme of the convention is "Challenging the '80s" and includes workshops and recreational events. Registration fees are \$95 for members, \$65 for spouses and \$150 for non-members. Checks payable to the Mortgage Bankers Association of Michigan should be sent to Richard Chapin, Graham Mortgage Corp., 3000 Town Center, Suite 300, Southfield 48075.

marketplace

Affiliated Talent and Casting Service of Southfield, a division of Affiliated Models Inc., appointed **MARY DREW LOCKER** as talent coordinator. She was a director of stage plays and a talent agent in New York.

J. PATRICK GODFREY of Troy was appointed to officer status as a personal loan officer for Detroit Bank & Trust. He joined the bank in 1969 as an administrative trainee and has held various positions since then.

DON SCHULZ of Birmingham was appointed assistant national advertising manager at the Detroit Free Press. He was a salesman in the national advertising department since 1978.

JAMES T. RILEY was appointed general sales manager for GMC Truck & Coach Division of General Motors succeeding **JAMES CONLAN** who was named executive assistant to Robert Truxell, division general manager. Riley was director of worldwide truck marketing for the GM marketing staff since 1979. Conlan was general sales manager for GMC since 1975. Both are Birmingham residents.

Water means life to those in West

Water management means life to the West, and people out there don't take kindly to Easterners who label efforts to corral the liquid as "pork barrel projects."

Aware that their homes, farms and cities simply would not exist without it, Westerners have unabashedly manipulated water on a scale never before seen on earth.

The Colorado River is a good example. Though it carries only as much volume as the 306-mile Hudson River, the Colorado not only sustains burgeoning Sunbelt cities but irrigates 3 million acres of desert on its 1,450-mile course through the arid West to Mexico.

So far, the river still delivers the watery goods. But this could change in about 10 years, said Thomas Y. Canby in the August issue of National Geographic.

The vast Central Arizona Project will begin pumping 90 tons of water a second to a height of 815 feet so it can be carried by tunnel through the Buckskin Mountains and channeled 310 miles eastward to bolster the dwindling groundwater supplies of Phoenix and Tucson.

The \$1.6 billion project will divert 390 billion gallons of water a year. At this point, many experts believe demand for Colorado River water will begin to exceed supply. Indian rights also may influence the delicate balance.

Many treaties mention Indian water rights, and federal courts grant them

legal priority. A mammoth government project now under way will bring more than 110,000 acres of the Navajo Reservation in New Mexico under irrigation. The venture could suddenly transform a largely pastoral people into farming entrepreneurs.

Californians have a big stake in the Colorado, too. No water flows out of arid southern California into the Colorado. But, like tributaries in reverse, two man-made rivers carry Colorado water in California.

One of these giant aqueducts irrigates the Imperial Valley. The other flows 242 miles to the Los Angeles area, where it helps Californians enjoy the blessings of water without the inconvenience of abundant rainfall.

THE COLORADO'S bounty has its limitations, however. In Utah, the Dolores River joins the Colorado, bringing a dubious dowry. On its way to the meeting point, the Dolores flows over the Paradox Valley salt beds. Each day they feed the equivalent of 11 railroad cars of salt into the Dolores.

Other tributaries pour in more salts, and so does man. Water irrigating desert fields dissolves about two tons per acre a year and bears it back to the river.

Between the contributions of man and nature, the Colorado freights 10 million tons of salt a year. Along lower reaches, crops wither, land must be abandoned, and losses climb higher than \$50 million a year.

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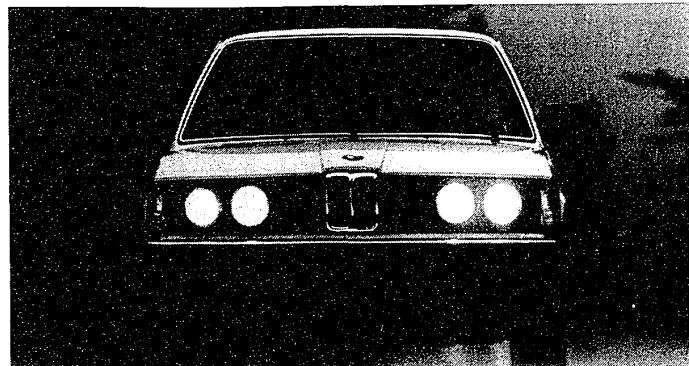
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