

6C(OXWB,T,S,F-6C,RO-8A)

new in town

OLD STYLE beer has made an impressive debut in Oakland County, according to Don Lee Distributors of Dearborn. Until recently the beer was not available locally because of shortages in existing markets. Old Style — the best selling beer in Chicago, according to industry reports — is brewed by the G. Heileman Brewing Co. of La Crosse, Wis.

COMPTON ADVERTISING Inc. agency for American Motors four-wheel drive product advertising, is moving its media function for the AMC account to its Southfield office. Compton's Detroit office works on AMC Eagle/Jeep, International, Canada and fleet advertising.

CIGNA CORP., the diversified financial services company formed by the merger of INA and Connecticut General, has announced the physical integration of its INA/Aetna property-casualty reinsurance operations in Troy. The INA/Aetna field marketing office will be at 900 Tower Drive, Martin C. Taft, who has been associated with INA for 20 years, has been named marketing vice president of the office.

PURDY, DONOVAN & BEAL, certified public accountants, have relocated their offices at 1609 N. Woodward, Suite 200, Birmingham 48011.

FIRST RATE ENTERPRISES Inc. of Troy offers a new line of lo-cal candy. The "sweets" come in natural flavors and colors but contain only nine calories per piece. A 12-ounce bag costs about \$4. For more information call Vivian Seiferheld, 583-1207.

SPACEBUILDERS and Tel-X Discount Phone Center, both under one roof, have opened in the Tel-X Mall at Telegraph and 10 Mile, Southfield. Spacebuilders specializes in closet and kitchen storage accessories, and the phone center is a discount phone store.

DEFENSE RESOURCES, a division of Logistics Data Services Inc., has established a Southfield office to assist local firms in obtaining government contracts.

business people

JANE SHERMAN has begun work as a sales representative for Thomeo & Associates, one of Stone, August & Co.'s affiliated companies. Thomeo handles brochures, annual reports, mailers and specialty items for the parent company in Birmingham.

LARRY GREENBERG of Southfield, district agent for the Lutheran Mutual Life Insurance Co., was named a member of the company's President's Club for the second year. Membership in the club is based on superior production throughout 1982. Greenberg, an associate of the Bernie Alter Agency of Southfield, produced over \$2.2 million in life insurance sales during the year.

GEORGE R. BRUIHA, formerly of Bloomfield Hills, has been transferred to the Hong Kong office of Arthur Andersen & Co. He is now partner-in-charge of the management information consulting division.

NANCY SAMIS of West Bloomfield has been named controller for the Michigan region of the Allstate Insurance Co. Samis, who joined Allstate in 1973 in the Long Island, N.Y., regional office, was recently inducted into the Academy of Women Achievers by the YWCA of New York City.

MIKE JONES of Troy has been promoted to account supervisor at Desmond & Associates Inc. Advertising.

Jones, a 1976 graduate of Western Michigan University, has been with Desmond for two years.

ROBERT SAARINEN SWANSON, AIA, of Bloomfield Hills and Hoyem-Basso Associates Inc. of Troy have been won "M Awards" for excellence in masonry design. The awards competition was sponsored by the Masonry Institute of Michigan in cooperation with the Michigan Society of Architects. Also cited were:

Harley Ellington Pierce Associates of Southfield, Carl Luckenbach/Robert L. Ziegelman Inc. of Birmingham, and Robertvick Construction Inc. of Southfield.

MONICA HARGROVE of Troy has been promoted to Detroit district manager for Elaine Powers Figure Salons Inc. Her responsibilities include overseeing salon operations and development of salons in Roseville, Sterling Heights and Warren. Hargrove, a graduate of Mott High School in Troy, began her career with Elaine Powers in 1981.

JOHN H. BISSELL of Birmingham has been promoted to group vice president-marketing for the Stroh Brewery Co. Bissell, who joined Stroh in 1979, has overall responsibility for all marketing activities including advertising, sales promotion, merchandising and brand management.

DICK BAIDAS of Birmingham has been elected to the board of directors of the Michigan Association of Recreational Vehicles and Campgrounds. Baidas, who works for General Trailer in Southfield, has been in recreational vehicle sales and a member of the association for 11 years.

STEPHEN E. PEW, an associate of Max Brook Inc. of Birmingham, has been sworn in as secretary treasurer of the 18,400-member Michigan Association of Realtors.

ELAIN CARPENTER of Birmingham was appointed local sales manager at WJBK-TV. Carpenter, a native of England, has lived in Michigan most of her life. She is a member of the Adcraft Club, American Women in Radio and Television and the Women's Ad Club.

PATRICIA GRAY is the new franchise owner of Uniform Temporary Services, a national temporary help firm at 1000 S. Woodward, Birmingham. Gray formerly worked for Adams and Martin Personnel, Birmingham.

LEE J. MARKS of West Bloomfield has been promoted to vice president of the Southfield office of E.F. Hutton & Co. Marks, who is treasurer of Temple Beth El, has been associated with E.F. Hutton since the company came to the Detroit area in 1964.

datebook

• Gall L. Beron will be the guest speaker at the February meeting of the Women's Commercial Real Estate Association at Jacques restaurant, Birmingham, at 11:30 a.m. Tuesday.

Beron, president of the Beron Co., Southfield, which specializes in the appraisal of industrial and commercial real estate, is the only woman in Michigan to have attained the designation of Member, Appraisal Institute. The lunch meeting is \$12. For reservations contact Marion Cohen, 335-0820.

• A business mixer for the exchange of contacts with business persons will be held in the Versailles Room of the Hotel Pontchartrain 5:30-7:30 p.m. Wednesday.

Thirty exhibits of products and services will be featured. Cost is \$4. Register by Tuesday by calling Vivian Kovach, 954-4000.

• Roger W. Brucker will tell how to figure the return on investment (ROI) on an ad budget at a luncheon meeting of the Industrial Marketers of Detroit at the Detroit Club at 11:30 a.m. Feb. 17.

According to Brucker, president of Odiorne Industrial Advertising Inc., Yellow Springs, Ohio, the method of figuring a company's advertising ROI is extremely useful for determining productivity and efficiency. For reservations contact Olga Bayne, 352-9760.



finances
and you
Sid Mittra

'Unit trust' bonds offer investors floating rates

ONE WAY TO REDUCE risks of investing in municipal bond is to buy unit trusts. These trusts, periodically offered by a group of large brokers, are packages of municipals. They can be long- or intermediate-term.

A relatively new type consists of "floating rate" industrial-revenue municipals. One such trust offered by four of the largest brokerage firms yielded approximately 65 percent of the prime rate.

Since the interest rate floats up and down with the general interest level, the principal will show little change.

IN THIS UNIT TRUST are 15 bonds with maturities ranging from 10 to 12 years. Each is backed by a bank letter of credit, and the interest of each is determined by that bank's prime rate.

One unit costs \$1,000 with a three-quarter percent commission. Generally, there is a floor of 7 percent and a ceiling of 25 percent on the interest. One possible problem with floating-rate units is that even if interest rates fall, holdings will show no capital gain.

MUNICIPAL BOND mutual funds offer diversity. Some funds stick with short-maturities, say five or 10 years. The closer to maturity, the less a bond's price will fall if interest rates rise.

There are many municipal bond mutual funds on the market, each specializing in different areas and different maturities.

Your broker, CPA or financial planner can assist you in selecting the fund that is best for you.

Financial planning seminar: The Observer & Eccentric Newspapers and I will conduct our second seminar of the year on March 2 at the Michigan State University Management Center in Troy.

This session features financial planning in general and tax shelters in particular. Admission is free but registration is required. For more details, call 643-6888.

Sid Mittra is president of Coordinated Financial Planning & Troy and a professor of management at Oakland University in Rochester.

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BUSINESS AND PROFESSIONAL INSTITUTE COURSES

<p>FINANCIAL PLANNING FOR THE 80's FEE: \$50</p> <p>Tuesday, March 15, April 5 & 19, 7:30-9:30 p.m. Admission: \$10.00. Location: Oakland Community College, Room 3-111</p> <p>NEW DIRECTIONS IN LABOR-MANAGEMENT RELATIONS FEE: \$0</p> <p>CSC #11 Section 02 01 Saturday, February 19 8:30 a.m. to 11:30 a.m., Auburn Hills Campus, Room B-111</p> <p>CSC #12 Section 02 02 Friday, March 18 8:30 a.m. to 11:30 a.m., Orchard Ridge Campus, Room J-409</p> <p>CSC #13 Section 02 03 Friday, April 15 8:30 a.m. to 11:30 p.m., Noyes Oak Campus, Room C-181</p> <p>As industries are day program facilities, the program and skills needed in establishing a viable enterprise to produce, process, and distribute labor-management relations. The program will provide, through presentations, case studies, and role playing, the necessary legal issues and any limitations of the program.</p> <p>INSTRUCTOR: ELMER ECKST, PRESIDENT OF LABOR RELATIONS ASSOCIATION WITH THE AMERICAN ARBITRATION ASSOCIATION</p>	<p>ADVANCED FINANCIAL PLANNING FEE: \$25</p> <p>Thursday, February 24, March 4, 10 Orchard Ridge Campus - Room B-111 CSC #14, Section 02 04</p> <p>The seminar is designed to help you establish your financial plan by explaining when to effect the transfer of assets and opportunities that will enable you to develop assets in the most tax-efficient manner. The seminar will address the transfer of assets from parent to child, and the transfer of assets from child to grandchild.</p> <p>INSTRUCTOR: GENE GRABER, J.D., is a Managing Attorney, HAYES, PATE, ANDERSON, & ASSOCIATES, P.C., in Troy, Michigan. He is also a member of the Michigan Bar Association, the American College of Trust and Estate Counsel, and the American College of Trust and Estate Counsel.</p>
<p>SELECTION OF SMALL BUSINESS COMPUTERS SEMINAR Material Cost (See Course Description) FEE: \$47</p> <p>Saturday, March 12, March 19, April 2, 9, 16, 23, 30 8:30 a.m. to 11:30 a.m. and 1:00 p.m. to 4:00 p.m. Orchard Ridge Campus - Room J-409</p> <p>CSC #15 Section 02 05 Saturday, March 12, 19, April 2, 9, 16, 23, 30 CSC #16 Section 02 06 Saturday, March 12, 19, April 2, 9, 16, 23, 30 CSC #17 Section 02 07 Saturday, March 12, 19, April 2, 9, 16, 23, 30</p>	<p>PERSONAL FINANCIAL PLANNING FEE: \$0</p> <p>Thursday, February 24, March 4, 10 and 17 Admission: \$10.00. Location: Oakland Community College, Room 3-111</p> <p>CSC #18 Section 02 08</p> <p>Course designed to provide basic guidance in financial planning to the individual. The seminar will cover the following topics:</p> <p>INSTRUCTOR: RANDALL P. CONDON, JR., is a Certified Financial Planner in the Birmingham, MI Office of W.C. ROBERT & COMPANY, a company and a member of the New York Stock Exchange, Inc. He is also a member of the American College of Trust and Estate Counsel, Inc. and the American College of Trust and Estate Counsel, Inc.</p>
<p>WAYS TO LEGALLY REDUCE YOUR TAXES AND BECOME WEALTHY — FEE: \$25</p> <p>Thursday, March 24 and March 31 7:30 to 9:30 p.m. Orchard Ridge Campus - Room A-208 CSC #18, Section 02 18</p> <p>INSTRUCTOR: MAURICE A. BETMAN, CLU, MSA</p>	

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Please indicate course with which you wish to enroll (all payments). Make checks payable to Oakland Community College. Mail checks or money orders along with this form to:
Business & Professional Institute, Oakland Community College, 17951 Orchard Lake Road, Farmington Hills, MI 48331

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