

Thursday, February 24, 1983 O&E

datebook

PROPERTY TAX SEMINAR

Fundamentals of the Michigan property tax system will be the focus of the 1983 property tax symposium slated for 3:30 p.m. Thursday at the Troy Hilton Inn.

The symposium is intended to help executives determine whether an unfair property tax assessment exists and to learn the appropriate action which can be taken to protest. For more information, call 961-1900.

PAINE WEBBER SEMINAR

Thursday, Feb. 24 — Paine Webber is holding a nationwide seminar, "The Securities Markets: Where Do We Go From Here?" at four locations in the Detroit area beginning at 6:30 p.m. The locations include the Paine Webber Troy office, 2401 West Big Beaver; 1 Parklane Blvd., suite 104 in Dearborn; 219 Fisher Building, Detroit; and 100 Renaissance Center, suite 1750 in Detroit. For more information, call 643-9200.

MATERIAL MANAGEMENT SEMINAR

Thursday, Feb. 24 — The Purchasing Management Association of Detroit (PMAD) is sponsoring a joint meeting of PMAD and the American Production

and Inventory Control Society beginning with cocktails at 6 p.m. followed by dinner at 7 p.m. in the Book Cadillac Hotel, Detroit. Don Tienken, Director of Purchases for the World Headquarters of Unireal Corp., Middlebury, Conn., will speak on managing materials in the 1980s. For reservations, call 353-5300.

MIDDLE EAST SPEAKER

Thursday, Feb. 24 — Emanuel Zipori, Consul General of Israel to the Midwest, is the featured speaker at a meeting of the World Trade Club of Detroit, a council of the Greater Detroit Chamber of Commerce at 7 p.m. at the University Club, 1411 E. Jefferson, Detroit. He will speak at dinner on the changes in the Middle East after the fighting in Lebanon, the possibilities of achieving a lasting peace in the region, the role of the great powers in that part of the world and relations between Israel and the United States. For more information, call 964-4000.

OAKLAND HOLDS AUDITORS PROGRAM

Saturday, Feb. 26 through May 7 — Internal auditors who seek to upgrade their credentials with certification may prepare in an 11-week program

conducted at Oakland University, in conjunction with the Detroit Chapter of the Institute of Internal Auditors. Two classes are held from 8:40 a.m. and 10:15 a.m. Saturdays. Classes are in principles, techniques, management and related disciplines. Instruction is from university faculty and professionals who specialize in internal auditing. Tuition ranges from \$20 to \$45 per class. The registration fee is \$15. For more information, call 377-3120 between 8 a.m. and 8 p.m. weekdays.

WORD PROCESSING SEMINAR

Saturday, Feb. 26 — Directional Word Processing is holding a seminar from 9 a.m. to 1 p.m. at the Holiday Inn of Southfield, 28555 Telegraph. The seminar will feature guest speakers and exhibitors representing every aspect of the word processing industry. For more information, call 352-8985.

SMALL BUSINESS TRAINING

Saturday, Feb. 26 — Local business owners and new company planners are invited to free training workshops in small business management, sponsored by Michigan State University. Workshops take place at 10 a.m. or Saturday, Feb. 26, and Saturday

March 5, at the MSU Management Center, 811 W. Square Lake, Troy.

Six-week courses on how to start and run successful small businesses begin the week of March 7, as well.

For more information, call 542-4220.

FINANCIAL PLANNING SEMINAR

Monday, Feb. 28 — A seminar called, "Financial Planning for Wealth Accumulation and Management," takes place from 4-6 p.m. at Bloomfield Hills Andover High School, south of Telegraph off Long Lake. For registrations, call the Bloomfield Hills Community Education office at 334-3578.

Subjects discussed in the seminar include protection to prevent destruction of financial plans, proper amount and place for savings/emergency funds and planning a diversified investment program.

MARKETING EXPERT SPEAKS

Thursday, March 3 — Jude Cote, Manager of Direct Response Advertising for the Bank of America, will speak to the Direct Marketing Association of Detroit at noon at the University Club in Detroit. For reservations, call 961-9720.



finances
and you
Sid Mittra

Reading list examines interesting investments

RECENT STOCK MARKET patterns have helped revive interest in various investments. Here is a selected reading list on investment.

GOOD GENERAL READING

• "Extraordinary Popular Delusions and the Madness of Crowds" — by Charles Mackay, published in 1841 and reprinted by Harmony Books. A history of the crazes that have seized great masses of people. Financier Bernard Baruch said that this book saved him millions before the Crash of 1929.

• "Winning With Money" — by Beryl W. Sprinkel and Robert J. Geneski, Dow Jones-Irwin. How to put yourself on the winning side of economic policies. Sprinkel is an undersecretary of the Treasury; his explanation of government monetary policy alone makes the book worth reading.

• "Where are the Customers' Yachts?" — by Fred Schwed Jr., Simon & Schuster. A fun book illustrated by Peter Arno that debunks all of the above.

• "Inside Wall Street" — by Sid Mittra, Dow Jones-Irwin. The book provides a good introduction to investing in the stock market.

GENERAL HOW-TO BOOKS

• "How to Buy Stocks" — by Louis Engel with Peter Wyckoff, sixth revised edition, Little, Brown & Co. A starter book that explains how stocks and bonds are created, bought and sold, with general advice.

• "Successful Investing" — by the staff of United Business Service, second revised edition, Simon & Schuster. A longer basic book that covers all investment, as well as personal financial planning.

MORE SPECIFIC TECHNIQUES

• "The Intelligent Investor" — by Benjamin Graham, Harper & Row. A classic with specific advice for balanced investment in stocks and bonds.

• "A Method for Stock Profits Without Forecasting" — by Leon B. Allen, Doubleday & Co. How to get long-term capital gains with a continuous limitation of risks. Allen uses moving averages to establish trends.

• "Shaking the Money Tree" — by Winthrop Knowlton and John L. Furth, Harper & Row. A basic program for selecting promising growth stocks.

If you wish to read a book that is out of print, you may contact Ron Bever Books, Route 3, P.O. Box 2438, Edmond, Okla. 73034.

Financial Planning Seminar: The Observer & Eccentric Newspapers and I will conduct our second seminar of the year from 8-10 p.m. next Wednesday at the Michigan State University Management Center in Troy. For more details, call 643-8888.

marketplace

D.C. FREY & ASSOCIATES Inc. of Southfield has been appointed marketing, advertising and public relations agency for Mark Young Heating & Cooling, which services and installs residential and commercial furnaces, air conditioners, and air-to-air and ground-source heat pumps. Don Frey will supervise the account.

ADVANCED COMPUTER Management Corp. has become a distributor of Harris Data Service Inc. Software. ACM will market, support and offer modifications through its offices in Chicago, Detroit, Indianapolis, Orange County and Los Angeles.

GOLDFARB HOFF & CO. Inc. will handle adver-

tising and public relations for the Somerset Inn, the 250-room luxury hotel in Troy. A new advertising campaign is planned to include radio, magazines and newspapers. Steve Hoff will be account supervisor, and Myrna Michel account executive.

D'ARCY-MacMANUS & MASIUS has been named the advertising agency of record for National Bank of Detroit, according to Ron Monchak, chairman of the agency's Bloomfield Hills office. The agency will provide advertising and collateral support materials for NBD's corporate, retail, trust and commercial lending operations.

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