

SCQ(Wb,T,S,F-OC,RO-8A)

O&E Thursday, March 24, 1983

finances and you
Sid Mittra

Stock predictables and unpredictable

Because of the recent surge in the stock market, I constantly am asked to make market predictions. Some investors also allow their judgment to be swayed from time to time by over-optimism with future uncertainties. Yet, this obstacle can be avoided if predictable major economic and investment trends are analyzed and weighed against those which cannot be measured. A reasonably complete balance sheet follows:

- The burden of taxation will become even heavier.
- The dollar's buying power will continue to decline.
- The burden of taxation will become even heavier.
- Political uncertainties will continue.
- Energy prices will rise in the long run.
- There always will be good buys available in the market.
- Long-term investors will win in the long run.

THE UNPREDICTABLES

- What stock prices will do next week, next month, or next year.
- How and when investors' moods will change from optimism to pessimism, or vice versa.
- Which groups of stock will become the next fad.
- Whether international developments will bring war or peace.
- How the political winds will blow.
- When business activity will swing up or down.

THE PREDICTABLES

- The population of the United States and the rest of the world will keep on growing.
- More people will need more goods and services.
- Research will develop new products and new methods, creating more demand and greater productivity.

EDUCATIONAL SEMINAR: The Observer & Eccentric Newspapers and I will conduct our next financial planning seminar from 8-10 p.m. Wednesday, April 6, at the Michigan State University Management Center, Troy. The seminar is free, but registration is required. For more details, call 643-8888. Please make reservations early so your subject preferences can be taken into account in developing the program for this seminar.

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

datebook

- **FINANCIAL ANALYSIS**
Saturday, March 26 — "Cash Flow and Financial Analysis," a one-day workshop designed for current and prospective small business owners/managers, takes place at Wayne State University's Northwest Center, 33380 Schroeder, East Detroit. The workshop teaches practical techniques for forecasting profits, reviews cost variables and analyzes cash flow. Cost is \$38. To register call Nancy Grose or Karen Leigh at 577-4710.
- **FREE ACCOUNTING SERVICE**
Monday, April 4 — Area businesses, including certified public accounting firms, are offered the services of skilled accounting assistants — at no charge — by the Oakland University Division of Continuing Education. To apply for the service, firms should contact program director, Patricia Martin, at 377-3120. Spring term of the Accounting Assistant Program starts the week of April 4.
- **CROSS-CULTURAL COMMUNICATION**
Thursday-Friday, April 7-8 — Oakland University's Cross-Cultural Training Program sponsors a two-day seminar on developing communication

- place. For contest rules and additional information, send a stamped, self-addressed envelope to Kim Karen, Birmingham-Bloomfield Board of Realtors, 4145 Dublin Drive, Bloomfield Hills 48013.
- **COMPUTER COURSE FOR BEGINNERS**
Thursday, April 7 — An introductory word processing course, helpful for home and business, is offered by the Oakland University Division of Continuing Education. The four-session introductory course, which includes lecture and hands-on experience, takes place 7-9 p.m. April 7 and April 21 (lectures) and four-hour lab sessions April 9 and April 23. For information on this, and other, computer courses call the continuing

- education office at 377-3120.
- **PHOTO CONTEST**
Monday, April 11 — South Oakland County Board of Realtors sponsors its third annual Community Amateur Photo Contest, celebrating "Private Property Week" April 10-16. Color and black and white photographs are accepted. Deadline is April 11. The theme revolves around housing and real estate. At least \$500 in cash and prizes will be awarded to the winners. For an entry blank and contest rules, call Kathy Pierson at 585-1283.
- **EPCOT DISCUSSION**
Wednesday, April 13 — A dinner-meeting, presented by the Oakland Chapter of the Michigan Society, discusses the design and construction of the EPCOT Center Pavilions at the Disney complex, Florida. It takes place at 6 p.m. at Roma's of Bloomfield, 2101 S. Telegraph, Bloomfield Township. Cost is \$10. For reservations call Paul Hendrickson, P.E. at 871-2333.

business people

MERI HILL, Birmingham, was appointed sales manager of the Lathrup Village/Southfield Office of Real Estate One. Hill previously was with First United Realtors of Naperville, Ill., and was assistant manager of the Real Estate One Farmington Hills office. He is million-dollar producer.

TERRENCE E. KEATING, Bloomfield Hills, was appointed first vice president of employee benefit division of Comerica Inc. Keating joined the bank in 1970 as assistant to officer in the trust business relations department, and was named a vice president in 1977. Arden J. Anderson, Troy, was appointed to officer status as a corporate banking officer, metropolitan corporate banking. Anderson joined the company in 1980 as a loan administration analyst.

JIM MOORE of Benedict & Moore Agency, Birmingham, was elected to the executive council of Aetna Life & Casualty's Great Performance Club. Moore is a member of the Independent Insurance Agents of Michigan (IIAM), past president of The Birmingham Insurance Agents and a member of IIAM.

BANKERS NATIONAL Life Insurance Co. recently named two people to its president's cabinet in recognition for their outstanding sales. They are Gordon L. Wolf, president of the Wolf Corp., Birmingham, and Robert M. Desser, president of Robert M. Desser Corp., also of Birmingham.

LINDA BOLTON, M.D., now is associated with Southfield Pediatric Physicians, specializing in pediatric, adolescent, young adult and allergy medicine.

BEAUMONT HOSPITAL recently named Kenneth J. Matlack, Rochester, as director of William Beaumont Hospital-Royal Oak. He was appointed director of William Beaumont Hospital-Troy in 1976. He has been with the Beaumont Hospital system since 1969 as an assistant hospital director. John D. Lahriola is director of the Beaumont Hospital-Troy. He had served as associate director of the Beaumont-Royal Oak facility since 1980. He joined Beaumont in 1970 as a financial analyst, became senior financial analyst in 1971, assistant director of personnel in 1972 and director of the department later that year.

GEORGE E. PRANIS, West Bloomfield, was elected president, treasurer, and a member of the board of directors of H.F. Campbell Co., a Detroit-based commercial contracting firm. Pranis is

a native of Homestead, Pa., and was president of George E. Pranis Inc. and Talent Corp. before rejoining the Campbell firm in December 1982.

RALPH B. STILWELL, Avon Township, was granted recertification as a Registered Health Underwriter (RHU) for three years. Stilwell is associated with Frommer & Associates, Southfield, and first received the RHU designation in 1979 as one of the charter members.

NATIONAL BANK of Detroit recently announced the appointment of Karen Regep, Birmingham, as second vice president in its auditing department, and vice president Aubrey W. Lee Sr., Southfield, as head of the bank's city West Regional Banking Center. He will continue to serve on the board of directors of NBD Troy Bank.

SUCCESSFUL, YOUNG, BROADLY-EXPERIENCED FORTUNE 500 EXECUTIVE

WELCOMES
THE CHALLENGE AND OPPORTUNITY OF A RESPONSIBLE MANAGEMENT POSITION
In Which He Can Make
A SIGNIFICANT CONTRIBUTION TO THE SUCCESS OF A SMALLER COMPANY

WRITE
The Eccentric
Box 192
Livonia, MI 48150

ATTENTION: SMALL BUSINESS MANAGER!

Do you need a better handle on your cash flow, inventory, paperwork? Let a microcomputer be your solution. Get knowledgeable guidance in choosing the right system for your small business operation from an independent computer consultant...not a salesman. Call me, Richard Staff, for an on site consultation...682-4927

A-PLUS COMPUTER CONSULTATION

Contact:
P. TERRY KNIGHT, CLU



For Straight Talk about Business, Financial & Insurance Planning for the

- CORPORATE
- PROFESSIONAL
- BUSINESS MARKET

P. Terry Knight, CLU & Associates
2075 W. Big Beaver Suite 310 Troy
649-3250

IT'S GIRL SCOUT COOKIE TIME!



order NOW through February 11 \$1.75

Call your local Girl Scout Office.

NOW

A Nationwide Discount Stockbroker Serves Metro Detroit!



OLDE is a national discount stockbroker offering up to 90% savings from full service commission rates. And now OLDE makes these savings available to Michigan investors at THREE additional suburban locations:

LIVONIA 525-9000 33288 Six Mile Road Livonia, Michigan 48152	TROY 362-5500 City Center Building 888 West Big Beaver Road Troy, Michigan 48064	WEST BLOOMFIELD 855-5000 The OLDE Building 8348 Orchard Lake Road West Bloomfield, Michigan 48033
--	---	--

OLDE DISCOUNT STOCKBROKERS
A Division of OLDE & Co., Incorporated, Member NYSE

ADDITIONAL MICHIGAN OFFICES IN DETROIT AND GRAND RAPIDS

If you need one good reason to open an IRA with us, here are three.

- 1. More IRA Options.**
 - Guaranteed Interest IRA. Three fixed rate deposit options from 18 months to six years that pay higher interest each year.
 - Variable Interest IRA. An 18-24-month maturity with an interest rate that changes monthly.
 - New! The Investment IRA. Three mutual fund options designed to meet your personal IRA investment objectives.
 - New! The Independent IRA. You select the stocks and bonds in which you want your IRA invested through your Comerica Brokerage Services account.
- 2. Special Bonuses.**

A Comerica Individual Retirement Account is one of the best investments you can make for your future. Open your account before April 15 and get these added bonuses:

 - A discount coupon offering 20% off the purchase of a complete Apple computer system—a savings of \$400 or more—plus free instructional training seminar and an additional discount on computer accessories. All yours with a deposit of \$1,500 or more to your Comerica IRA.
 - High money market rates on all fixed rate and variable rate Individual Retirement Accounts.
 - You can even borrow to make your IRA deposit, buy your personal computer, or pay your taxes with a Comerica Cash Credit Account. It's our new line of credit account that lets you write yourself a loan by simply writing a check.
- 3. Instant Answers.**

IRA questions? Ask our Apple Computers. We've installed Apple IIe Computers in many of our metro Detroit Comerica offices to help explain the advantages of Comerica IRAs to you. Simply walk up to the computer and follow the easy instructions. Of course, the staff of your Comerica office will also be glad to answer all of your IRA questions and help you select the right IRA investment plan for you. Act Now! Make your 1982 or 1983 IRA deposit before April 15.

For more information, visit your nearest Comerica Bank or call our toll-free number:
1-800-292-1300

Comerica BANK

Offer may vary at Comerica Banks outside of metro Detroit. Members FDIC. Substantial penalties and tax liabilities are assessed for withdrawals from Individual Retirement Accounts prior to age 59 1/2, except in case of death or disability. Withdrawals must begin by age 70 1/2.