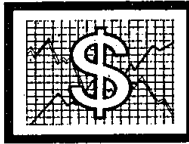


Business

Barry Jensen editor/591-2300



(R-12A)OJC

Thursday, August 16, 1985 O&E

New OU program stresses interpersonal skills

I've wanted to apply my academic and practitioner experiences to a personal financial planning professional development program for a long time. And now, thanks to Ronald M. Horwitz, dean of the school of economics and management, this fall Oakland University will be rounding out educational options for people who work or want to work in the financial services industry.

As program director, I described my philosophy of the proposed program to members of a prestigious advisory council.

THE OAKLAND University program is being developed to overcome some of the deficiencies I have noted in existing professional development programs. Most notable is the lack of emphasis on the process itself, which de-

mands human interaction skills and the lack of some experience in the financial services industry.

The advisory council is top-notch and is, perhaps, the most prestigious council in the country. Members include at least one from the following disciplines: attorney, CPA, banker, financial planner, broker dealer and member of academia.

It also includes chairman, president and board members of the national and local International Association for Financial Planning as well as such pioneers as Robert Bohn of Golden Gate and Thomas Warschauer of San Diego State University.

THE ADVISORY council liked the design of the non-credit 10-course certificate program that will be taught at



finances and you

Sid Mittra

the graduate level and graded pass/fail.

Council members praised the program's emphasis on the planning process. Aspects of the process will be included in each course as appropriate.

Specifically, the program will emphasize that our system for personal financial management provides everyone with a framework for achieving financial independence.

Goal setting, personal financial planning and economics are directly related in the overall structuring of money management. With organization, knowledge, action, and future orientation, every person can overcome frustration and properly plan for a secure economic future.

KNOWING The client is crucial to developing the most appropriate plan. Existing professional development

programs are devoted most exclusively to quantitative skills and neglect the importance of human interaction skills. Counseling skills will be included in the new program.

Counseling implies help-giving, and the help-giving aspect is an integral part of the process. Counseling is a long-term process, typified by struggles, setbacks, and eventually, insights leading to a change in behavior as clients strive for financial independence and maturity.

The curriculum will augment the professional training of persons in a broad range of business activities: bankers, real estate and security brokers, trust officers, attorneys, CPAs, insurance and investment advisers, advertising agency for Blue Care Inc., an affiliate of Blue Cross and Blue Shield of Michigan.

You may obtain additional information by calling the Division of Continuing Education, (313) 370-3130.

"REAGAN'S Tax Proposal: Your Survival Kit" is the main topic for the educational seminar to be conducted by the Observer & Eccentric newspapers and the Coordinated Financial Planning staff. It will be 7-9:30 p.m. Tuesday, Sept. 10, at the Baldwin Public Library in Birmingham. An out-of-town guest speaker will present a tax shelter suited for 1985 tax planning. The seminar is free but registration is required. Call 645-8888 for registration.

Sid Mittra is director, personal financial planning program at Oakland University and president of Coordinated Financial Planning in Troy.

marketplace

RAM Communications of Michigan Inc. is relocating its Michigan headquarters to 18311 W. 10 Mile, Southfield. Telephone (313)-569-2337.

The **Berline Group Inc.**, Birmingham, has been retained to handle advertising and public relations for Potomac Leasing, a subsidiary of Dana Corp.

Carl Luckenbach/Robert L. Ziegler Inc., Birmingham, designed the new Farmington Hills Police Administration Building to be located at 31555 11 Mile.

Kaufman and Payton, Farmington Hills, has relocated its principal offices to the recently opened Northwestern Financial Center.

Kenneth Neumann/Robert Greaser

and Associates are responsible for the creation of the Northwestern Financial Center in Farmington Hills.

French & Rogers Inc., Troy, has been retained by ROBCAL Ltd. to handle advertising and public relations.

Wolk Advertising Inc., Birmingham, has been retained to handle all print advertising for Giant Carpet, N.J.

M.L. Dierff Co., Farmington, has been named to membership in the Manufacturer's Agents National Association.

Sparks Tune-up Center, Farmington Hills, is observing their second anniversary in business this month. The Center is owned and operated by Carolyn and Fred O'Dras of Farmington.

Berline Group Inc., Birmingham, has been named advertising agency for Michigan National Corp.

Art Moran Pontiac GMC, Southfield, will be one of a limited number of dealerships which will sell the Vixen-21 starting next year. The Vixen-21 is a Class A motorhome priced under \$30,000.

F.J. Baker Advertising Inc., Troy, has been chosen as advertising and public relations agency for Allied Film and Video.

WTVS Corporate Campaign has won a 1985 PBS Special Development Achievement Award, presented at the recent Development conference in Palm Springs. The award points to the success of the first two Corporate Campaigns in dollars raised and numbers of firms pledging to Channel 56.

Thomas Advertising Productions Inc. (TAP), Farmington Hills, has been appointed advertising agency for Ann Arbor Railroad System.

Giffels Associates Inc., Southfield based architectural and engineering firm, is the 44th largest design firm in the country according to a survey conducted by Engineering News Record.

Samelson Investment Group, Bloomfield Hills, has acquired the new Novich Hilton Hotel and the remaining 103 acres of Orchard Hill Place, a commercial and office park surrounding the hotel at Eight Mile Road and I-275.

D.A.B. Industries Inc., Troy, has been purchased by J.P. Industries Inc. of Ann Arbor.

New York Video Systems, Farming-

ton Hills, has completed construction of their New Production/Post Production facility on Northwestern Highway, featuring the EECO IVES 2 A/B Editing System.

David E. Hickey & Co., Bloomfield Hills, has been selected as advertising agency for Blue Care Inc., an affiliate of Blue Cross and Blue Shield of Michigan.

McCann-Erickson, Troy, has been assigned to administer all factory funds in Buick Motor Division's Market-by-Market (MBM) program. Effective with the 1988 model year, McCann will purchase all factory-funded media for Buick's 148 dealer marketing groups.

Van Dye-Crotty Inc., has opened a new warehouse and distribution facility for textile products in Farmington Hills.

Effective Aug. 1, **Newcor Inc.** of Troy acquired a majority interest in Arotech Systems Inc. of Warren. The new subsidiary will be operated under the direction of chairman Lawrence P. Nolla, a vice president of Newcor, and Richard Lezawy, president and the minority stockholder of Arotech.

SCB Restaurant Systems Inc. of Southfield is withdrawing as a licensee franchisee of Sisters International Inc. It is trading five restaurants in exchange for the indebtedness it owes Sisters. SCB Restaurant Systems will still continue to operate its remaining restaurants as quick-service sitdown restaurants in the Detroit metropolitan area.

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