

# datebook

- **AD COUNCIL**  
Monday, Feb. 17 — Michigan Advertising Agency Council meets. Information: 540-7277.
- **RECORDS MANAGERS**  
Monday, Feb. 17 — Detroit Chapter of Association of Records Managers and Administrators Inc. meets at 6 p.m. in Birmingham. Information: Sally Legault, 256-7776.
- **UNEMPLOYMENT COSTS**  
Tuesday, Feb. 18 — "Unemployment Compensation Cost Control" seminar offered 8-10 a.m. in Bloomfield Hills. Non-member fee: \$10. Information: Jan Husband, 644-1229. Sponsor: Oakland County Chamber of Commerce.
- **CREDIT WOMEN**  
Tuesday, Feb. 18 — Credit Women's Group of Detroit meets. Reservations: Geraldine Johnson, 883-7172.
- **PROSPECTIVE BUSINESSMEN**  
Tuesday, Feb. 18 — Prebusiness workshop for prospective business owners offered all day in Detroit. Information: 226-7947. Fee: \$10. Sponsors: U.S. Small Business Administration, Service Corps of Retired Executives.
- **BUSINESS BREAKFAST**  
Tuesday, Feb. 18 — Ivan Block presents "Sing and Dance in the Real Estate Business" at 7:30 a.m. in Bloomfield Township. Non-member price: \$10. Information: 644-1700. Sponsor: Birmingham Bloomfield Chamber of Commerce.
- **INSURANCE WOMEN**  
Tuesday, Feb. 18 — Insurance Women of Metro Detroit meet at 5:15 p.m. in Southfield. Information: Liz Vanderwalker, 642-4022.
- **PURCHASING MANAGEMENT**  
Thursday, Feb. 20 — Purchasing Management Association of Detroit meets. Information: Jo Ann Mayer, 362-8881.
- **DEVELOPERS**  
Thursday, Feb. 20 — Land Sales & Developers Division of the Detroit Board of Realtors meets at 11:30 a.m. in Southfield. Information: 961-6168.
- **AD ASSOCIATION**  
Thursday, Feb. 20 — Business Professional Advertising Association of Detroit meets. Information: R.P. Murphy, 553-9300.
- **SMALL BUSINESSES**  
Thursday, Feb. 20 — Free workshop on how to start or run a small business offered 7-9 p.m. in Troy. Information: 542-4220. Sponsors: Small Business Management Schools, Wayne State University.
- **INVEST IN MUTUALS**  
Saturday, Feb. 22 — Mutual Funds as Investments is offered from 9 a.m. to 4 p.m. in Rochester. Fee: \$20. Information: 370-3120. Sponsor: Oakland University division of continuing education.
- **ADVANCED PC**  
Saturday, Feb. 22-March 15 — "More Experience on the IBM PC" offered in Rochester. Fee: \$95. Information: 370-3120. Sponsor: Oakland University.
- **START A BUSINESS**  
Monday, Feb. 24-March 31 — "How to Start a Successful Small Business," a six-session seminar, will be offered 7-10 p.m. in Troy. Fee: \$295. Information: 542-4220. Sponsor: Small Business Management School in Royal Oak.
- **RUN A BUSINESS**  
Wednesday, Feb. 26-April 2 — "How to Run a Successful Small Business," a six-session seminar, will be offered 7-10 p.m. in Troy. Fee: \$295. Information: 542-4220. Sponsor: Small Business Management School in Royal Oak.
- **FINANCIAL PLANNING**  
Thursday, Feb. 27 — Free personal financial planning seminar offered at 7

- p.m. in Southfield. Information: Michael Morger, 827-1230. Sponsor: IDS/American Express.
- **PE REFRESHER**  
Saturday, March 1-22 — Physical engineering refresher course classes offered from 8 a.m. to noon in Southfield. Information: 832-5400. Sponsor: Engineering Society of Detroit.
- **AUDITOR EXAM REVIEW**  
Saturday, March 1-May 10 — Certified internal auditor examination review program offered from 8 a.m. to noon in Rochester. Fee: \$50 to \$100. Information: 370-3120. Sponsor: Oakland University.
- **SELF-EMPLOYMENT SEMINAR**  
Saturday, March 1 — A seminar for those considering self-employment will be offered from 9 a.m. to 3 p.m. in Troy. Fee: \$125 at the door. Information: 642-1110. Sponsor: Self-Employment Seminars Inc.
- **STEEL CONSTRUCTION**  
Tuesday, March 4 — Seminar on "In-

specification of Steel Construction" offered from 8:15 a.m. to 4:30 p.m. in Southfield. Registration: 358-2620. Deadline: Feb. 24. Sponsor: Great Lakes Fabricators & Erectors Association.

"Artificial Intelligence for the Automotive Industry — The Demystification" three-day conference and exhibit offered in Detroit. Information: Dale Mason, 271-1500, Ext. 375. Sponsor: Computer and Automated Systems Association of the Society of Mechanical Engineers.

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## Michigan's resurgence is our wave to the future.

When the Michigan economy started making ripples some people were astute enough to notice. They noticed something special. A new wave rising in business. A wave of fresh ideas sure to help business.

Michigan business began to master the demands of the changing economy. It began to rise on the strength of existing manufacturing capabilities and resources. To follow the inroads of its many manufacturing innovations. To utilize the latest technology and take advantage of flexible production capabilities. To initiate completely new labor-management techniques. And it's being helped further by a state government which is dedicated to trimming costs and maintaining an environment in which business can prosper. All of which have made Michigan what it is today, a national leader in advanced manufacturing.

Everyone couldn't help but see it. And hear it. And join in with it. In 1984 manufacturers throughout Michigan planned over \$1.7 billion in new construction, more than any other state. 1985 also brought a record high in business start-ups and a top-three national ranking in spending for research and development.

Today, around the state and around the world, Michigan is being recognized as the center of it all. And businesses want to ride the crest with us. Michigan's resurgence. We're making waves. Straight into tomorrow.

Doug Ross, Director  
Michigan Department of Commerce  
Lansing, Michigan 48909



Michigan business, the answer is yes.