



finances and you

Sid Mittra

Readers like financial advice

On March 13, 1986, we solicited your opinion of "Finances and You." All the forms were submitted to the editor for review. Here are the results of that survey.

Both the editor of Observer & Eccentric Newspapers and I are grateful to you for participating in this survey. We greatly appreciate your vote of confidence. In fact, we promise to try even harder to act on the many suggestions you have given

us, thereby making this column even more useful.

Educational seminar: The effect of proposed tax legislation on your 1986 investment, tax and retirement planning will be the subject of the seminar. Sponsored by Observer & Eccentric Newspapers and Coordinated Financial Planning Inc. The seminar will be 7-9:30 p.m. Tuesday, July 8, at the Baldwin Library, 300

readers' views on Finances and You

1. I read Finances & You regularly	occasionally	rarely	
95%	4%	1%	
2. Topics are interesting:			
always	often	rarely	sometimes
51%	42%	1%	6%
3. Treatment of topic is:			
just right	complex	shallow	
87%	6%	7%	
4. Give references:			
yes	no		
76%	24%		
5. Weekly column is just right	too much	too little	
65%	2%	33%	

6. Answer reader queries regularly	sometimes	never	
44%	48%	8%	
7. Two-part articles are:			
good	awkward	OK	
32%	43%	25%	
8. Coverage is:			
balanced	too concentrated	lacks format	too narrow
82%	4%	5%	9%
9. The length is:			
just right	too brief	too long	
24%	75%	1%	
10. Overall rating:			
excellent	good	average	tolerable
68%	26%	5%	1%

W. Merrill, Birmingham. For registration, call 643-8888.

Sid Mittra is director of certificate program in personal finance at Oakland University and president of Coordinated Financial Planning Inc. in Troy.

datebook

BUSINESS OPPORTUNITY

Thursday, June 12, Tuesdays, June 24 - "Choosing the Right Business Opportunity for You" workshop offered 6-8 p.m. at 2880 Rochester Road, Troy. Fee: \$15. Information: High Probat, 524-9742. Sponsor: Entrepreneur's Start a Business Store.

WOMEN IN BUSINESS

Thursday, June 12 - National Association of Women's Business Owners meets at 5:30 p.m. at the Red Stars Restaurant at Nine Mile and Telegraph in Southfield. Information: Elaine Hughes, 455-4343.

COMPUTERS & ACCOUNTANTS

Friday, June 13 - Free course, "Microcomputer Applications for Accountants" will be offered 2-4 p.m. at Entree Computer Center in Southfield. Information: 569-5570.

COUNTY C OF C

Monday, June 16 - A road discussion forum will begin at 7:30 p.m. in Pontiac. Information: Jan Husband, 654-1229. Sponsor: Oakland County Chamber of Commerce.

LOTUS SYMPHONY I

Mondays and Wednesdays, June 16-25 - "Lotus Symphony I - Beginning Spreadsheet" offered 7:30-9:30 p.m. in Bloomfield Hills. Fee: \$75. Information: 645-3635. Sponsor: Cranbrook Schools.

COMPUTERIZED ACCOUNTING

Mondays and Wednesdays, June 16-25 - "Small Business Computer-

ized Accounting System" offered 4-6 p.m. in Bloomfield Hills. Fee: \$75. Information: 645-3635. Sponsor: Cranbrook Schools.

RETIREE'S INVESTMENT

Mondays, June 16, 23, Thursday, June 26 - "Investing During Retirement" course offered from 10 a.m. to noon at Oakland University, off I-75 in Rochester Hills. Fee: \$10. Information: 376-3120. Sponsor: Oakland University.

WOMEN IN REAL ESTATE

Tuesday, June 17 - Women's Commercial Real Estate Association meets at 11:30 a.m. in Birmingham. Information: Sue Harrison, 363-8307.

TRAVEL EXPENSES

Tuesday, June 17 - "Turning Travel Costs into Profits" course offered from 8 a.m. to 5 p.m. in Detroit. Fee: \$375. Information: 421-423-1944. Sponsor: Purdue University Center for Management Institutes.

ACCOUNTING ASSISTANT

Tuesday, June 17 - Examinations to waive introductory accounting courses in the accounting assistant diploma program offered at Oakland University near Rochester. Fee: \$10 per examination. Information: 370-3120. Sponsor: Oakland University division of continuing education.

PREBUSINESS WORKSHOP

Tuesday, June 17 - All-day workshop for prospective business owners and those who have recently started a new venture. Fee: \$10. Information: 645-3635. Sponsor: Cranbrook Schools.

tion: 226-7947. Sponsors: U.S. Small Business Administration, Service Corps of Retired Executives.

WOMEN IN BUSINESS

Tuesday, June 17 - Free seminar for women in business 1-5 p.m. at the Somerset Inn in Troy. Information: Linda Goboly, 626-6660. Sponsor: Apple Computer Inc.

RESTAURANT MANAGEMENT

Tuesday, June 17 - Restaurant management open house from 10 a.m. to 7 p.m. in the Southfield Civic Center, Southfield. Information: James Lall, 478-000. Sponsor: Little Caesar Enterprises Inc.

INDEPENDENT ACCOUNTANTS

Tuesday, June 17 - Southeastern chapter of Independent Accountants Association of Michigan meets at 5:30 p.m. at Kingsley Inn in Bloomfield Hills. Information: Gerald R. Johnson, 982-3560.

LOTUS SYMPHONY I

Tuesdays and Thursdays, June 17-26 - "Lotus Symphony I - Beginning Spreadsheet" offered 9-11 a.m. in Bloomfield Hills. Fee: \$75. Information: 645-3635. Sponsor: Cranbrook Schools.

COMPUTERIZED ACCOUNTING

Tuesdays and Thursdays, June 17-26 - "Small Business Computerized Accounting System" offered 7:30-9:30 p.m. in Bloomfield Hills. Fee: \$75. Information: 645-3635. Sponsor: Cranbrook Schools.

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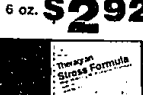
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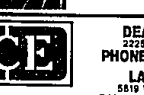
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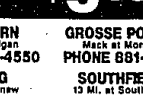
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marketplace

F&M Distributors Inc. will hold a grand reopening beginning at 9 a.m. Friday for its store at 2105 S. Telegraph near Square Lake Road in Bloomfield Township.

Structural/Kinematics Corp. of Troy will undertake a 33,000-square-foot expansion to be completed by December.

Grant Scott Supermarkets held a grand reopening of its store at 11 Mile and Middlebelt in Farmington Hills.

Baker, Abbs, Cunningham & Klepper of Birmingham has been selected as the advertising agency for the advertising agency for the Detroit Race Course.

Anoush Cosmetics by Laurie has moved to Top of Troy Hair Salon.

Kalon, Bittker & Desmond of Troy has been named the advertising agency for First Federal Savings Bank and Trust.

Dana Commercial Credit of Troy has been named advertising and public relations agency for the new name of Potomac Leasing.

Dennis R. Green & Associates of Southfield has been named advertising and public relations agency for the new name of Potomac Leasing.

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the Center for Physical Rehabilitation, Troy.

Howard/Mariboro Group has opened a Southfield office to provide support to Saatchi Compton's handling of the American Motors Corp. account.

Corbett Advertising of Rochester has added Madison Electronics, Romeo Rim and Myron Zucker Inc. as its clients.

Selective Copy Machines Inc. has opened a new sales office and show room at 3221 Big Beaver, Troy. The new facility will display the popular Toshiba and Ricoh high tech lines of copier equipment.

Ahlbtl-Price Corp. Building Products Group in Troy received the Silver Hammer Award for Marketing Excellence in the Building Material category at the National Home Center Show. It also received the 1986 Innovator Award.

Mars Advertising of Southfield was elected a member of the American Association of Advertising Agencies.

Mars Advertising of Southfield won three first-place awards in a re-

cent competition. It won for two sales promotion trade films and a 30-second animated spot.

Mars Advertising of Southfield will handle the Tuffy Service Center account.

MLX Corp. of Troy acquired the frozen products business and related assets of the S.K. Wolfman Corp., a subsidiary of Brush Wellman Inc.

The Du Pont Co. is constructing a multi-million-dollar technical service laboratory in Troy for application development of engineering polymers at its Corporate Automotive Development Center.

The Keim Group Ltd. of Southfield has bought a 15,000-square-foot office building to be its world headquarters at 1740 Big Beaver, Troy.

Mars Communications of Southfield has added two divisions bringing to nine the separate operating units which include Mars Advertising, Amigo, with headquarters in San Antonio, Texas, provides Hispanic communications services. Universal Promotions in Philadelphia, provides promotion and marketing services for national consumer packaged goods accounts.

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