

For information, turn to Small Business Administration

This week's column is in response to the requests I have received over the last several days for additional sources of small business planning information.

As I mentioned last week, there is no substitute to being well informed of what it takes to successfully own and operate an independent business venture. But any information is only as good as the user's ability to apply what he or she has learned.

The Small Business Administration's Office of Management Assistance publishes and makes available free of charge a variety of booklets

as part of its Management Aids series. Its Small Business Bibliographies and Starting Out series.

THE MANAGEMENT Aids series offers more than 80 booklets on topics relating to strategic planning, financial management and analysis, marketing, personnel management, legal and government affairs, and general management and administration.

The bibliographies include more than 30 publications such as "Home Business," "Statistics and Maps for National Market Analysis,"

focus: small business

Mary DiPaolo

"New Product Development" and "Inventory Management," among others.

The starting out series presents specific information by type of business. It includes such titles as

"Sporting Goods Stores," "Building Service Contractors" and "Interior Design Services."

CONTACT The Detroit office of the SBA (224-5075) to obtain a complete listing of these publications. There is a limit of 50 titles that can be ordered, one copy per title.

For start-up manuals by type of business, the American Entrepreneurs Association makes available its AEA business manuals. They provide step-by-step details on starting up and running particular small business enterprises.

From "Exact Start-up Costs" to "Equipment Needs" to "Location," these manuals are an excellent planning and reference tool. Almost any business you can imagine is covered

— pet cemeteries, "sweats only" retailing, craft success, and "no-wallpaper" wallpapering services. The manuals range in price from \$25 to \$50 and are available at the "Start-Up Business Store," 2050 W. Big Beaver, Troy. The telephone number is 543-0742.

Mary DiPaolo is the owner of **MarkTrends**, a Farmington Hills-based small business consulting firm. She is producer and host of the cable television series, "Focus: The Small Business Environment."

business people

Doug Carney of West Bloomfield was honored with the award of "Contractor of the Year" for his shop, Kant Heating & Cooling.

Bonnie J. Potchen was promoted to account coordinator at Baker, Abbs, Cunningham & Kieperling in Birmingham. She will be responsible for the organization, scheduling and follow-through of the Stanley Automatic Openers and Stanley Door Systems accounts.

Carolyn J. Butcher of Birmingham was appointed manager of administration and accounting for Merit Systems Inc., a data processing professional services company in Troy. Butcher is responsible for all administrative and accounting functions.

Richard L. Keen of Birmingham was appointed general manager for Westinghouse Elevator Co.

Donald K. Giroux was promoted to the position of director of production at Harley Ellington Pierce Yee Associates in Southfield. He has also been elected a principal of the firm.

J. Robert D'Alessandro was elected a principal of the firm Harley Ellington Pierce Yee Associates in Southfield.

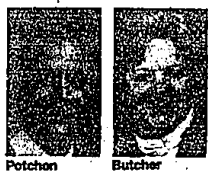
Jon Katov of Southfield was promoted to account supervisor with W.B. Doner and Co. in Southfield. Katov joined Doner in 1985 as an assistant account executive.

Liz Conlin was promoted to account supervisor at W.B. Doner and Co., a Southfield-based advertising agency. Conlin will be in charge of the Fyffe Beverages account.

Mark D. Kay of Troy was promoted to factory engineering manager at TRW Steering & Suspension Division's manufacturing facility in Sterling Heights. Kay joined TRW in 1982 as a tool and process engineer.

Michael G. Buell of Bloomfield Hills was promoted to president of O/E Systems Inc., a subsidiary of O/E Automation Inc.

Beverly A. Berzaw of Troy was promoted to second vice president and systems officer in the systems application development department at Manufacturers National Bank of Detroit.



Bruce Griffin joined Nordhaus Research Inc., a marketing research firm in Southfield. Griffin, a former employee of the company, had previously been with Maritz Market Research in Los Angeles.

Linda Erwin joined American Media Counselors as vice president. Erwin previously worked as media director of Slater & Simmons and will be responsible for serving accounts in planning, buying and in media management activities.

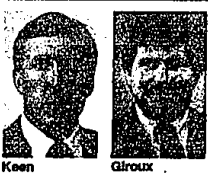
Melvin E. Hall of Auburn Hills was named director of catering for Omni International Hotel at Millender Center. His most recent position was with The Sheraton, Bal Harbour, Fla., as director of catering and has been working in this field for more than 15 years.

Anna M. Donovan of West Bloomfield was named director of research for Hermanoff & Associates, a Farmington Hills public relations firm. Donovan joined the firm in July 1986.

Steve Cenko of Birmingham, former associate dean of academic affairs of the University of Alabama, was elected to the Board of Directors of Kuhlman Corp.

Richard W. Spicka was elected by the board of directors of Kuhlman Corp. of Birmingham to vice president and controller. Spicka, formerly corporate controller for Highland Superstores, will be responsible for Kuhlman's capital expenditures, accounting policies and practices, cost management, information systems and internal auditing.

Sharon Malone was appointed art director to R.J. Ball Advertising in Troy. Malone, formerly art director for an Ann Arbor agency, will be responsible for the conception and design of print advertising.



Bernadette Lewis of Farmington Hills was named an associate in the tax department for Plante & Moran, an accounting and management firm. Lewis joined the firm in 1982 as a tax staff accountant.

David L. Neilson was appointed to program director for transmissions at Rockwell International Corp.'s Automotive Operations in Troy. In this newly created position, Neilson will formulate and direct all strategic and operational activities for Rockwell's entry into the transmission market.

Brian T. Schubot of Jules R. Schubot Jewelers in Troy was awarded the advanced professional title of Certified Gemologist Appraiser by the American Gem Society.

Gregory D. Aurand joined the professional staff of Heber-Pfuger-Wendel Inc., a Birmingham-based investment consulting and financial advisory firm. Aurand was named a portfolio manager.

Diane D. Graczyk of Birmingham was elected chairwoman of Oakland Family Services' board of directors for the 1986-87 term. Graczyk has been a board member with the organization since 1972.

Dennis A. Kramer was named engineer of the year by Rockwell International Corp. Kramer is section supervisor for Electronics Initiatives at Rockwell's Automotive Operation in Troy.

Gerald J. McMillan of Birmingham was named chairman of the board and chief executive officer of Frank B. Hall & Co. of Michigan.

Nancy A. Newmyer joined the



Berline Group in Bingham Farms as assistant traffic manager. Newmyer is a 1986 graduate of Michigan State University.

Emil T. Safford of Birmingham was appointed to vice president and supervisor at McCann-Erickson Detroit.

Joann Knight was appointed to vice president at Oakland Printing Services in Troy. Joann Perdue was named secretary/treasurer, and Charles Rymal was named to the board of directors.

Michael A. Sandler of West Bloomfield and P.C. Shetty of Troy have been promoted to executive vice chairman and associate vice chairman, respectively, in the Department of Diagnostic Radiology at Henry Ford Hospital and Specialty Centers.

Beth Ann Biecher of Bloomfield Hills was named assistant account executive at The Berline Group Inc. in Bingham Farms. Biecher was formerly production assistant at the agency.

Edward M. Gray of Beverly Hills joined Ross Roy Productions as an account supervisor, responsible for film, video, live show and meeting production for a variety of clients. He lives with his family in Beverly Hills.

Joseph Markvitz, a real estate agent for Century 21 in West Bloomfield, was honored by the company for selling \$10 million in real estate in 1986. He was also named a member of the Multimillion Dollar Club.

Thomas N. Boucher and **Victor A. Costello**, of Gordon & Co. CPAs in Bloomfield Hills, passed the certified public accounting examination.



Ann Gray of Farmington Hills was promoted to quality insurance manager for H&H Tube and Manufacturing Co., a producer of copper and brass tubing based in Southfield.

Frank Egan of Bloomfield Hills, president of Frank Egan Associates, was elected to the board of directors of Fred Waring Enterprises Inc., a corporation that publishes and distributes choral and instrumental music to schools and churches, and resides in Bloomfield Hills.

Timothy E. Teagan of Troy was promoted to the position of senior vice president and secretary at Frank B. Hall & Co. of Michigan. James L. Gynn of Troy was promoted to vice president.

Judy Dennis of Birmingham was promoted to media group supervisor of the diversified planning group at Young & Rubicam Detroit. Other promotions include Amanda Thompson of Bloomfield Township, to media supervisor, Anna Staka of Southfield, to account executive on the Lincoln-Mercury Dealer Association account, and Nancy Las of Rochester Hills, to assistant account executive in the traffic department.

Kim Bray was promoted to manager of national accounts for Stanley Door Systems in Troy. Bray has worked for Stanley since 1979.

Cheryl A. Albert of Farmington Hills was promoted to second vice president in the commercial financial services-west department at Manufacturers National Bank of Detroit.

Calvin Zark, a sales representative in Rochester with the Prod-



Daniel J. Clarke of West Bloomfield was promoted to vice president and senior investment officer in the bank investments department of Manufacturers National Bank of Detroit.

Thomas Hostlin Jr. was named assistant general manager for the Hampton Inn Hotel in Southfield. Hostlin has served in various departments, including manager on duty, for the past five years at the Harley Hotel in Lansing.

Michael Warren was named guest services manager at the Hampton Inn Hotel in Southfield. He has been with the Hampton Hotel since its opening in 1980.

Patricia A. Zikakis of Birmingham was promoted to personnel officer in the personnel department of Manufacturers National Bank of Detroit.

Donna M. Vanderberg of Bloomfield Hills was promoted to vice president and senior account executive in the metropolitan loan division at Manufacturers National Bank of Detroit.

Cheryl Plachta of Farmington Hills joined the Weight Watchers account as an assistant account executive for Stone, August & Co., a marketing, advertising and public relations agency in Birmingham.

Dawn Aubrey was named vice president of personnel/administration for Resource Data Systems Corp., a Southfield-based distributor of NIB Office Automation Systems. Other promotions include two recently appointed vice presidents, Morton Mallin, in charge of finance, and Joe LaPalme, in support organization.

marketplace

Fidelity Investments has moved its investor center to First Center Office Plaza, Suite 175, 26955 Northwestern Highway, Atrium Level. The telephone number is 800-544-0767.

Southfield Rehabilitation Center has been granted its hospital license as a free-standing rehabilitation hospital. It will be known as Southfield Rehabilitation Hospital.

Trans Inns Management of Birmingham has chosen Marketing Impact Inc. of Southfield to handle its advertising.

Healthy Options opened in Birmingham. It will offer comprehensive wellness programs. The telephone number is 647-5540.

I. Geller & Associates of Farmington Hills has formed as a public relations firm specializing in corporate communications and investor relations.

Catallo Associates Inc., architectural and interior designers, has moved to new facilities at 3100 East Maple Road, Suite 100, in Birmingham. The telephone is 649-8800.

Michael Fiora & Associates of Troy, an advertising agency, won six awards in the statewide 1986 Michigan Advertiser competition.

Two radio spots were awarded, 3 television spots and one billboard.

Fortune Personal Consultants of Southfield Inc. Co. to advertise for the company on Telegraph. The company recruits executive and middle management people.

Birmingham Motors won honorable mention in the annual "Automobile Dealer Awards for Creativity in Radio" sponsored by the National Automobile Dealers Association and the Radio Advertising Bureau.

The Reichel Corp. of Farmington Hills exhibited for the first time at this year's national automobile dealers association convention in Las Vegas.

E.F. Hutton & Co., an international stock brokerage company, moved from 2000 Town Center to 2000 Town Center in Southfield.

Reichelmer & Lederman, a South-

field accounting firm, recently merged with **Seldman & Seldman/BDO**, a Troy-based accounting firm. The firm of **Reichelmer & Lederman** will move to the Seldman offices at 755 W. Big Beaver, Suite 1700, Troy.

Robert Solomon & Associates Advertising, a Bloomfield Hills agency, was chosen by the Anthony S. Brown Development Co. to advertise for the Townsend Hotel, scheduled to open in October in Birmingham.

Realty Services Inc. has moved to 17117 W. Nine Mile, No. 910, Southfield. The telephone number remains the same: 559-0500.

B.R.C. Group Inc. is a new company in Farmington Hills formed from the joint efforts of Barton M. Bertram of Amurco Corp. and Richard F. Corvax of J&J Slavik Inc. The company will be focused on the development and construction of single-family houses and condominiums.

ESI Executive Systems Inc., a

Southfield-based computer hardware and software dealer has been awarded a federally financed Job Training Partnership Act. ESI will train residents of Oakland County in micro-computer skills at its offices in the Regency Office Centre. The free courses are aimed at any person who wants to enter the workforce.

Local architectural firms cited for design excellence in the annual "M Awards" sponsored by the Masonry Institute of Michigan are **Giffels/Hoyen Basso** of Troy, for the CBS/FOX Video Operations Center in Livonia; **Lockenbach/Ziegler and Partners Inc.** of Birmingham, for the North Valley Office Building in Farmington Hills; **Straub Associates/Architects** of Troy, for the ADA Office Building in Troy; **TRP Associates of Bloomfield Hills**, for the U.S. Post Office in Howell; and **Young & Young Architects Inc.** of Bloomfield Hills, for a Bloomfield Hills home.

Gemini Travel, a West Bloomfield

based travel agency, has retained **Dennis R. Greene & Associates Inc.** of Southfield as its advertising agency and public relations firm.

Markovitz Advertising Inc. of Farmington Hills has been named the advertising and public relations firm for **BBC Group Inc.**, a Farmington Hills based development and building company.

Fred Lavery Co. of Birmingham has been appointed a charter dealer

for Range Rover, the British sport/utility vehicle. These vehicles, which are expected to be available this month, have combined the driving qualities of a sedan with off-road capabilities.

Ron Rose Productions is opening a new audio post facility at the video post production house on Northwestern Highway in Southfield. This studio is a result of a joining up of Ron Rose clients and the technological systems at Postique Inc.

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