

short takes

If you recently opened a shop, captured an award, earned a promotion or are planning a new venture or project — and there's a Farmington-area business angle — we'd like to hear from you so we can share your news item with other Farmington Observer readers. Send items to: Short takes, Farmington Observer, 33203 Grand River, Farmington 48024.

NEW VP

Tony Hernandez of Farmington Hills was appointed executive vice president of Doyle Marketing and Communications Group.



Tony Hernandez
Bentley

As senior vice president of Inter-group Marketing and Promotions, Hernandez was responsible for the sales promotion, merchandising and direct marketing subsidiary of D'Arcy Masius Benton and Bowles.

Formerly, he held senior management positions at Ross Roy Advertising, J. Walter Thompson, American Motors and Grey Advertising.

Doyle Marketing and Communications Group is a marketing consulting firm based in Southfield.

JAMES ASSOCIATES

James P. Ryan Associates, Architects & Planners, P.C., in Farmington Hills, has named as associates Gail Corey, Anthony Dellicolli and Alfred Parber.

The announcement was made by James Ryan, president and founder of the firm, which specializes in shopping center and commercial design.

EARN AWARDS

Magic Lantern Productions, based in Farmington Hills, has been honored for the production of miniatures and other special effects for television commercials, feature film work and industrial films.

During the past four years, Magic Lantern has compiled a list of awards. Some of these include:

• Emmy: The television equivalent of the Oscar. Magic Lantern commercials have won for two consecutive years.

• Caddy: Awarded by the Creative Advertising Club of Detroit. Magic Lantern commercials have won in all the top categories for Silver and Merit, for three straight years. In 1985, one Gold, four Silver

and five Merit awards were received.

• Addy: The Chicago CADDY. In 1985, an ADDY was won for the Magic Lantern LOTTO campaign.

• U.S. Television Commercial: "Angel Eyes" was the first place winner in 1983.

• Advertising Age Best TV Commercial of the Year: Magic Lantern's "Pink Shoelaces" was selected as one of the best in 1983.

• Clio: The Oscar of commercial production honoring the best of television, cinema and cable commercials. Magic Lantern commercials have been selected from 19,000 entries as finalists in five different categories.

NEW SERVICE

Circuits, DMA, manufacturer of the printed circuit boards used on the recent Voyager flight, has announced formation of a new division called American Laser Plotting.

Established as a graphic arts service, American will cater to such industries as printed circuit boards, printing, graphic arts, die making and electronics.

"American was created to fulfill the need we saw, especially in the printed circuit board industry, for a laser photoplotting and scanning service bureau," said Farmington Hills resident Laurence Elliott, president.

Like Circuits, DMA, an industry leader in use of new technological equipment advances, American will provide customers with the best tools the field has to offer.

Investing \$500,000, American set up operations with the most powerful engineering work station, scanner and laser photoplotter available on the market: the IMAGE 2002.

"In addition to providing computerized pre-plot engineering edits and laser scanning capabilities, this new work station is capable of combining high speed tooling with incredible image reproduction," Elliott said.

"We believe the IMAGE 2002 will enable American to help revolutionize the way tooling is created for printed circuit board manufacturers."

American Laser Plotting will operate from Circuits DMA headquarters at 32900 Capitol, Livonia. The telephone number is 525-4010.

NEW CLIENT

Southwest Airlines has chosen Hermanoff & Associates in Farmington Hills as its public relations agency for the year.

The Dallas-based airline begins serving Detroit Metropolitan Airport

June 4. Southwest, founded in 1971, primarily serves the southwest United States and has corporate headquarters at Dallas-Fort Worth.

The airline has the industry-leading on-time and customer satisfaction record.

ATTENDS FORUM

Two Farmington residents were among 700 Aid Association for Lutherans (AAL) volunteers from Michigan to attend the annual convention of the Michigan Federation of AAL Branches.

They are Rosanne and Ronald Achtenberg.

AAL members are joined in branches where they are given organizational and financial resources to accomplish humanitarian, service, social and educational projects to help others in their communities.

AAL, the nation's largest fraternal benefit society, provides 1.4 million members in 6,500 branches with fraternal benefits and, through its affiliated companies, other financial services.

CHANGES UNVEILED

Douglas & Lomason Co. in Farmington Hills announced the election of Roger Morelli as vice president-assistant vice president-quality assurance. He was formerly assistant vice president-quality assurance.

Two new assistant vice presidents were also announced: Warren Dausenbeck, assistant vice president-safety engineering, and Carl Holdampf, assistant vice president-product engineering. Other officers of the company were re-elected.

Douglas & Lomason is a supplier to the automotive industry of original equipment seating, hardware and ornamentation. This year marks its 85th year of operation.

MASTER LEVEL

Farmington Hills resident Tony Jung of Ed Schmidt Ford in Ferndale has earned Ford Division Master Level membership in the 300/500 masters program for outstanding sales accomplishment in 1986.

This marks the ninth time he was honored by membership in this sales organization.

SHE'S HONORED

Anita Solomon, personal financial planner in Farmington Hills for IDS Financial Services, a nationwide financial planning and services firm, was honored at a career development conference held at IDS corporate headquarters in Minneapolis.

Solomon is also a paralegal and holds a degree in business administration and finance.

on the agenda

Agenda details for government meetings scheduled this week follow. All meetings are open to the public.

City of Farmington
Planning Commission
23600 Liberty
8 p.m. Monday, May 11

Planners will consider an application from Walter Sundquist of Heeney-Sundquist Funeral Home to rezone property at 33321 Oakland from R-1 (one-family residential) to R-1P (one-family residential parking) to provide additional parking and to alleviate the need for funeral home visitors to park on Oakland.

Farmington Hills City Council
Council chambers
31555 11 Mile
7:30 p.m. Monday, May 11

The council will consider rescinding previous resolutions establishing a special assessment district for the paving of Goldsmith. The council also will consider retaining architectural services for the renovation of the Spicer Executive House and awarding of a contract for landscaping for the new police building.

Also to be considered are the awarding of a contract for the 1987 road safety improvement program and approval agreement for improvements to M-102 with the Michigan Department of Transportation. The council also will receive the proposed 1987-88 budget.

Farmington City Council
Council chambers
26300 Liberty
7-9 p.m. Wednesday, May 13

This special meeting is one of three scheduled as the city council holds work sessions to discuss the proposed 1987-88 budget.

military news

Tapping the military news pipeline.

SHE'S PROMOTED

Jennifer Hart of Farmington Hills was promoted by the Air Force to senior alarm.

Hart is a munitions systems specialist at Langley Air Force Base, Va., with the 1st Equipment Maintenance Squadron.

Farmington Board of Education
Community Relations Committee
O.E. Duncel Middle School
32800 12 Mile, Farmington Hills
7:30 p.m., Tuesday, May 12

This is the second meeting of the board's community relations committee to discuss how a districtwide parent organization can be created to work with the schools.

Farmington Community Library
Craft room
Hills library branch
32737 12 Mile
5 p.m. Wednesday, May 13

The board of trustees will review pending state legislation for libraries. Library director Beverly Papad will review completed objectives for fiscal 1987-88 that complement goals in the five-year plan.

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CANFIELD CO-OP

ALLEN PARK DRUGS 5226 Allen Rd. AL-WIK SALES 9255 Allen Rd. ARROW DRUGS 10630 W. Warren B & B DRUGS 28287 Plymouth Rd. BI-LO DRUGS 34500 Ford Rd. BI-RITE DRUGS 6580 W. Nine Mile Rd. BOSTON DISCOUNT 2840 W. Eleven Mile Rd. CENTRAL SALES 17177 Michigan Ave. CHET'S THRIFTY 114 Water Rd. CODY PHARMACY 16320 W. Chicago COMMUNITY DISCOUNT 2833 W. Jefferson COSMETIC CHEST 9718 Jos. Campau D & B DISCOUNT 101 W. State St. DAILY DISCOUNT 21160 Greenfield DAY DRUGS 26235 Hoover Rd. DENIS MARKET 3465 Pontiac Lake Rd. DETROIT SUNDRIES 5211 Chene DICK'S DISCOUNT 5425 Michigan EPROS NO. 1 15060 W. Ten Mile Rd. EPROS NO. 2 847 Orchard Lake Rd. GARDEN PLAZA 28552 Ford Rd. GREENFIELD DRUGS 5438 W. Six Mile Rd.	KAY BEE VITAMINS 29 S. Monroe KING DISCOUNT 401 Main St. KINGSMART DRUG 15560 Joy Rd. L & S DISCOUNT 2315 Vandy LAHMER DRUG 20528 Lathrop Rd. MAISON DIST. 107 Buell Rd. NORTHTRIDGE 61 W. Long Lake Rd. NOWAKS DIST. 1092 Third St. P & M COMPANY 4161 Oakman Blvd. PAUL'S CUT RATE 1419 Broadway PENNYWISE DISCOUNT 33303 Grand River PROVEN DRUGS 10234 Jos. Campau ROCHETTES 505 Cedar St. SAVOY SALES 1215 Washington Blvd. SAVOY SALES 14403 Gratiot SHEPARD DRUGS 31500 Joy Rd. SHERMAN DRUGS 3301 Rochester Rd. SILVER LEAF 101 W. Cedar SO-LO DRUGS 16500 Warren TECUMSEH DIST. 123 W. Chicago TRIPLE A DRUGS 14515 Woodward UPTOWN DISCOUNT 117 Ludington WONDER DRUGS 5627 Highland Rd.
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Joseph J. Weiss, M.D. Rheumatology
18825 Farmington Road
Livonia, Michigan 48152
Phone: 478-7860

TENSION MYALGIAS
When muscles ache, there may be a reason. You consider any recent strains or an exposure to a viral infection. You may wonder if the aches represent early signs of arthritis. However, one cause for muscle aches is not related to arthritis or other changes in your body; emotional strain. The person who feels: "I am carrying a great burden on my shoulders," is prone to the muscle disorder known as tension myalgia. This condition is characterized by a chronic ache, primarily in the shoulders, neck and upper back, but at times is present throughout the body. The ache is not changed by either vigorous activity or prolonged rest. However, the pain may disappear without apparent reason, for days to weeks, only to appear again without your undertaking any strenuous activity. Medications such as muscle relaxants or tranquilizers do not help. The usual therapies are heat and reassurance that the problem will not lead to impairment. Understanding how to relax in the ideal approach, however, if you have tension myalgia, such techniques may be difficult to learn.

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