

datebook

- **BAKERY OPENS**
Thursday, May 14 — T.J. Cinnamons, the country's fastest growing bakery, opens a specialty bakery in the Downtown Farmington Center. The bakery specializes in gourmet cinnamon rolls.
- **WOMEN BUSINESS OWNERS**
Thursday, May 14 — National Association Women's Business Owners meets at 6 p.m. at the Recces Club in Detroit. Information: 645-3200.
- **GRAND OPENING**
Thursday, May 14 — Grand opening of Fischer Body Refinishing Automotive Restoration Center, 1759 Maplelawn, Troy. Reception at 5:30 p.m.
- **CHRISTIAN BUSINESSMEN**
Friday, May 15 — Full Gospel Business Men's Christian Fellowship meets at 6 p.m. at Sveden House Restaurant, 31530 Grand River, Farmington. Information: Stan Marcantette, 464-7291.
- **CPA CREDITS**
Friday, May 15 — "Lifestyle Factors Which Contribute to Good and Poor Health" offered at noon in Rochester. Fee: \$15. Information: Nadine Jakowski, 370-3120. Sponsor: Oakland University Continuum Center.
- **EMPLOYER'S SEMINAR**
Friday, May 15 — "The Role of the Employer and the New Immigration Act: Shifting Responsibilities and New Perspectives" offered 8:30-11 a.m. in Detroit. Fee: free. Information: Roth Young, 559-3300. Deadlines: May 8. Sponsors: Roth Young Personnel Service of Detroit Inc.
- **CPAs AND TAX PLANNING**
Friday, May 15 — The Denise of the General Utilities Doctrine and "Economic Outlook — Triumph or Tragedy" begins at 8:30 a.m. in Southfield. Fee: \$90. Information: conference department, 855-2288. Sponsor: Michigan Association of Certified Public Accountants.
- **RETIRE IN FLORIDA**
Friday-Sunday, May 15-17 — "Florida Retirement Living Showcase" offered at the Weston Hotel in Detroit. Sponsor: Major Marketing Enterprises Inc.
- **CPA WEEKEND**
Friday-Sunday, May 15-17 — CPA weekend offering up to 58 credits toward recertification will be offered in Rochester. Registration fee: \$15. Tuition: \$20-475. Information: 370-3120. Sponsor: Oakland University Continuum Center.
- **TALL GIRLS CONTEST**
Saturday, May 16 — Deadline for entry into Tall Girls Shops "Cover Girl" contest open to women at least 5-foot-8 and at least 18. Sponsor: Tall Girls Shops.
- **CMAT PREPARATION**
Saturday, May 16-June 13 — Five-session Graduate management Admissions Test preparation workshop offered from 9 a.m. to 12:30 p.m. and 9 a.m. to 3 p.m. June 6 in Rochester. Fee: \$130. Information: 370-3120. Sponsor: Oakland University Continuum Center.
- **PRESS VS. PR**
Monday, May 18 — Women in Communications Inc. hears panel on press vs. PR beginning at 7 p.m. at the Troy Hilton in Troy. Information: Kathy Korijohn, 756-8514.
- **ENTREPRENEURIAL IQ**
Monday, May 18 — "Testing Your Entrepreneurial IQ" begins at 7 p.m. in Troy. Fee: \$15. Information: 649-8646. Sponsor: Start a Business Store.
- **WOMEN AND ADVERTISING**
Monday, May 18 — Women's Advertising Club of Detroit meets at 5:30 p.m. in the Bloomfield Township Public Library. Non-member fee: \$17. Information: Carol Bays, 362-4800.
- **ENGINEERING JOB FAIR**
Monday-Tuesday, May 18-19 — A Detroit engineering and high-tech job fair will be held from 10 a.m. to 8 p.m. in Detroit. For more information, call 368-2429. Sponsor: Career Recruiting Conferences.
- **MANAGEMENT EXCELLENCE**
Tuesday, May 19 — Techniques of a one-minute manager will be presented in the "Excellence in Management" workshop offered from 9 a.m. to 4 p.m. in Southfield. Fee: \$85. Information: 370-3033. Sponsor: Oakland University Continuum Center.
- **ACTIVE LISTENING**
Tuesday, May 19 — "Active Listening" will be offered 7-10 p.m. in Rochester. Fee: \$50. Information: 370-3033. Sponsor: Oakland University Continuum Center.
- **PERSONAL PLANNING**
Tuesday, May 19 — Free nursing home insurance and personal planning seminar offered 5-7 p.m. at 30360 Telegraph in Bingham Farms. Information: Vicki McDonald, 646-6633. Sponsors: Net Worth Inc., Chlump & Wenger, lawyers.
- **OAKLAND CHAMBER**
Tuesday, May 19 — Oakland County Chamber of Commerce mixer 5:30-7:30 p.m. in Gino's Restaurant in Farmington Hills. Information: 644-1229.
- **BUSINESS EXPO**
Tuesday-Thursday, May 19-21 — Detroit Business Expo begins at 10 a.m. in Cobo Hall in Detroit. Information: Tim Cleary, 569-8290.
- **OLDER ADULT CLIENTS**
Wednesday, May 20 — "The Older Adult Client: A New Arena for Counselors" for therapists and counselors offered 7-10 p.m. in Rochester. Fee: \$30. Information: 370-3033. Sponsor: Oakland University Continuum Center.
- **DEVELOPMENT SOCIETY**
Wednesday, May 20 — American Society for Training and Development's new member special interest group meets at 6:30 p.m. in the Metro Bank Building in Farmington Hills. Information: 565-8539.
- **DATA PROCESSING**
Wednesday, May 20 — Data Processing Management Association's executive night begins at 5:30 p.m. at the Lakeside in Detroit. Fee: \$25. Information: Carol Peterson, 643-9600 Ext. 3183.
- **WORK AND FAMILY**
Wednesday, May 20 — "Work and Family: Impact on the Workplace" conference begins at 9:30 a.m. at Wayne State University's McGregor Memorial Conference Center in Detroit. Information: Marilyn Levin, 577-5244.

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Business owners pool talents

Continued from Page 1

"When you're starting a business, you don't know what you need," Cameron said. "I do business cards, and a lot of times, that's all people think they need. They don't have any books set up. Or they haven't checked to see if the name has been taken."

"We share our mistakes with them

so they won't have to go through them. I wish somebody would have done it for me," said Susan Slattery, another of the consultants and a certified public accountant with a master's in business administration who owns Corporate Childcare Services of Huntington Woods.

ASK THE CONSULTANT was incorporated as a non-profit business

league last June. Since then, it has helped more than 100 clients, according to Milligan, who serves as board president of the group. Milligan said that although it operates as a non-profit league, Ask The Consultant operates with more than the client's bottom line in mind. Individual members charge the going rate for their particular professional services. If Cameron sends a client who has just bought business cards to Beverly Helm of the Bloomfield Hills law firm of Vestevich, Driitas, McManus, Payne and Vicko

for legal advice, the client pays for the advice as would any client.

"This is a way of promoting our individual businesses," said Milligan.

Members of Ask The Consultant also include accountants, computer specialists, collection specialists, financial planners, management consultants. One member, Judith Trepeck of the Birmingham firm of Grey & Trepeck, was honored by the U.S. Small Business Administration recently as Michigan's 1987 Accountant Advocate.

Ad agencies help WSU

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community. Some 12 percent of the staff at the more than 100 Detroit ad agencies are graduates of WSU, Riordan said. He said that the percentage is higher at many of the larger firms, including 21 percent at D'Arcy MacManus and 16 percent at Campbell-Ewald. The school's department of marketing is highly regarded nationally. The Journal of Marketing Education said the school ranks ninth nationally in terms of articles published by faculty in the eight most prestigious marketing journals.

THE ENDOWED professorship will be known as the Adcraft Club/Leonard Simons-Larry Michelson Professorship in Advertising in Wayne's School of Business Administration.

Simons and Michelson are two living founders of the advertising firm now known as Simon Michelson Sieve, which prospered despite being

founded a few months before the Great Depression in 1929. The firm is one of the top 20 agencies in the area, Riordan said.

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Farmington Hills, MI	Bloomfield Hills, MI	Detroit, MI
Holiday Inn 38123 W. 10 Mile Road at 161-102 Grand River Avenue, 1465 & 1275 Farmington Hills, MI	Holiday Inn 1801 S. Telegraph Road Bloomfield Hills, MI	Holiday Inn Fairlane Area 5801 Southfield/Secor Drive (Ford Rd. Exit M-153 at Southfield Fwy.) Detroit, MI
Tuesday, May 19, 1987 Afternoon Seminar 2:30 P.M. Evening Seminar 7:00 P.M.	Wednesday, May 20, 1987 Afternoon Seminar 2:30 P.M. Evening Seminar 7:00 P.M.	Friday, May 22, 1987 Afternoon Seminar 2:30 P.M. Evening Seminar 7:00 P.M.

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