Owners' knowledge must exceed customers'

As the third largest hair care and cosmette products distributor in the country. Sebastian International knows how technological change can affect a company's long-term success and growth.

In 1977, Sebastian was the first company to that radical products and company to the product of the p

new ground by offering its Systema product line billed as changing color, shape and volume of the hair of the

country. Schastian International shape and volume of the hair of the knows how technological change can affect a company's long-term success and growth.

In 1977, Schastian was the first company to introduce translucent color shine to the professional salon dustry. At that time, it was recognized as the most significant development in half coloring in 20 years.

With the introduction of Cupil coloring services with the introduction of coloring half coloring services that would gradually wash out.

This year Schastian is breaking

focus: small business Mary **D**iPaolo

izes the salon's image and reputa-tion." Dawn Capaldi said.
"We're in business to make sure that customers have access to the very best on the market. That can only happen when owners keep abreast of what's going on both here and abroad."

To bridge the gap between change and the need for current customer information, salons like Je Talme make teaching seminars at opp pitority. "Suppliers like Sebastian arent just in the business of creating and selling new products," Tony Capaldi said.

"They sponsor artistic teams both here and in Europe to conduct classes offering hands-on experience for industry professionais." According to him, this cooperative effort benefits overgone.

So were the way of products and service while they go back with new ideas for the fatter."

"It won't be long before the majority of top sations offer individual image consulting as part of its standard conductive of the Schazdlian International will be found in the way of products and service while they go back with new ideas for the fatter."

future."

And what does the future hold for the professional salon industry? "Today's customer is very image, and results-oriented and interested in achieving a total look using halr, makeup, clothing and accessories," he said.

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

datebook

MORTGAGE WOMEN

Thursday, Feb. 18 — Association of Professional Mortgage Women meets in Southfield. Information: Polly Lawshe, 666-9359.

WOMEN'S BUSINESS Thursday, Feb. 18 — National Association Women's Business Owners meets. Information: 864-3300.

◆ FRANCHISE WORKSHOP Monday, Feb. 22 — "Pros and Cons of Franchising" offered 7-9 p.m. in Troy, Fee: 525. Information: 649-8646. Sponsor: Start A Business

FINANCIAL EXECUTIVES
 Monday, Feb. 22 — Financial Executives Institute meets. Informatioon: Donald L. Foehr, 626-3156.

ECONOMIC CLUB

Monday, Feb. 22 — The Ecopnomic Club of Detroit meets. Information: 963-8549.

• ENTREPRENEURS
Tuesday, Feb. 23 — "Right Brain/
Left Brain for Entrepreneurs" offerd 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start
A Business Store.

WOMEN ACCOUNTANTS Tuesday, Feb. 23 — American Society of Women Accountants meets. Information: Maryanne Keane, 476-

COMPUTING MACHINERY Tuesday, Feb. 23 — Association for Computing Machinery meets in Bloomfield Hills, Information: Scott Vrooman, 731-2050.

INDUSTRIAL MARKETING

Tuesday, Feb. 23 — Industrial Marketing Group meets at 6 p.m. in Southfield. Information: Helene Lieberman, 354-9948.

WRITE YOUR WILL

Tuesdays, Feb. 23 and March 1— "How to Write Your own Will" be-glas at 7 p.m. in Birmingham. Infor-mation, 544-5832. Sponsor: The Com-

◆ PERSONAL FINANCE Wednesday, Feb. 24 — "Personal Finance... Understanding the Fi-nancial Pages" offered at 7:30 p.m. in Bloomfield Hills, Fee: \$10. Infor-mation: 645-5635. Sponsor: Cran-brook Schools.

DESKTOP PUBLISHING Wednesday, Feb. 24 — Free semi-

nar. "Take Advantage of Desktop Publishing," on IBM-PC and Macin-tosh offered 2-4 p.m. in Southfield. Information: 353-1911. Sponsor: ESI Executive Systems Inc.

♥ FINANCIAL PLANNERS
Wednesdays, Feb. 24 through May
11. — "Retirement Planning, Employee Benefits" offered 6-8:30 p.m.
in Birmingham. Fee: \$200. Information: 1-487-2292. Sponsor: Eastern
Michigan University.

BUSINESS TRAVEL
 Thursday, Feb. 25 — "The Changing Picture of Travel" offered at 7:30 p.m. in Bloomfield Hills. Fee: \$10. Information: 645-3835. Sponsor: Cranbrook Schools.

IMAGE CONSULTING Thorsday, Feb. 25 — "Image Con-

sulting" offered 10 a.m. to noon in Troy, Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.

• COMMUNICATIONS CAREERS

CAREERS
Saturday, Feb. 27 — Communica-tions '88 career day offered 8 a.m. to 5 p.m. in Southfield. Fee: \$40 for stu-dents. Information: Laurie Gonyea, 399-8515.

BUSINESS WOMEN
 Thursday, Feb. 25 — Detroit Business Woman's Club meets in Birmingham. Information: Carol Ann Payne, 937-2200.

• CAREER CHANGES
Saturday, Feb. 27 — "Careers in
Transition" offered 10 a.m. to 3 p.m.
in Troy. Information: 649-8646.
Sponsor: Start A Business Store.

INTERNAL AUDITORS
 Saturdays, Feb. 27 through May 7
 Certified internal auditor examination review held 8 a.m. to noon in Rochester. Fee: \$50 to \$100. Information: 370-3120, Sponsor: Oakland University.

● GRE PREPARATION Saturdays, Feb. 27 through March 19 — Graduate Record Examination review workshop offered 9 a.m. to 12:30 p.m. in Rochester. Fee: \$115, Information: 370-3120. Sponsor: Oak-land University.

and university.

© ENGINEERING REFRESHER
Saturdays, March 5-25 — Part II
Professional Engineer refresher
course will be offered half days at
Lawrence Institute of Technology
Southfield. Information: 832-8400.
Sponsor: Engineering Society of Detroit.

marketplace

PRMI Marketing and Public Rela-tions of Southfield was selected for advertising and public relations by the Radisson Suite Hotel, Farming-ton Hills, and for marketing commu-nications by Villani Eye Center Inc. and Angell Optical Co. Inc. of Harper Woods. Lucas Industries Inc. of Troy has aquired Lear Slegter Power Equip-

aquired Lear Slegter Power Equip-ment Corp. of Cleveland, Ohio; Gra-son Stadler Inc. of Littleton, Mass.; Datametrics of Westford, Mass.; and Ebe Elektro-BAU-Elemente of West

Germany.

Rockwell International Corp. of Troy has acquired substantially all the assets of the off-highway axle and transmission business of SOMA Europe Transmissions.



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Don Graham Associates Inc., physical therapy clinics, has moved its headquarters to 17333 W. 10 Mile,

Stone, August & Co. of Birming-ham was selected as the advertising agency for Weight Watchers of Greater Pittsburgh.

Bentley, Barnes & Lynn Inc. are moving to 26711 Northwestern High-way, Sulte 208, Southfield. Luckenbach/Ziegelman and Part-

ners Inc. of Birmingham was recog-nized by American School and Uni-

versity for design excellence.
Arbor Drugs Inc. of Troy opened a
new store at 33230 W. 14 Mile in the
Simsbury Shopping Plaza, W. Bloom-

The Townsend Hotel of Birming-

ham opened the marketing and sales office for the hotel at 222 Merrill Street.

Superior School Equipment Co. of Farmington Hills will combine prod-uct lines and sales personnel with

Valley School & Office Suppliers of Lansing.

Robert Solomon & Associates of Bloomfield Hills was named agency of record for the Hopp/Biltmore Management Group of Birmingham.







