Consulting isn't for those with weak self-esteem

"To open a business, very easy; to keep it open, very difficult."

In his book, "Consulting The Complete Guide to affect the doctored by the Control of the



They need little outside motivation or direction because they take the in-itiative to start and complete tasks.

gy levels.
"This Internally directed energy enables them to work under pressure and to meet mutilple deadlines."

CONSULTING ALSO demands ex-cellent communication and interper-sonal skills: "Three have been some assignments where I was called in to active energy as assunding board," and albert L. Huff, management "Many CEOs operating within smaller firms do not have others

and failure. Consultants often lose proposal bids, make mistakes and see their recommendations rejected.

"Like a good lawyer or salesperson, they know to move on to the next project."

CONSULTING ALSO demands excellent communication and interperson.

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 Environment."

datebook

O COLLEGIATE JOB FAIR Friday, March 25 — Michigan Collegiate Job Fair held on the Or-chard Ridge campus of Oakland Community College. Cost to compa-nies: 3200. Information: Kay Kozora, 577-3390. Sponsors: Wayne State University, Eastern Michigan Uni-versity.

• FINANCIAL CHECK-UP Friday, March 25 — A financial check-up for women will be offered noon to 1 p.m. in Detroit, Fee: \$4. Information: Julie Pompa, 567-2300.

• INTO TO COMPUTERS?

Saturday, March 26 — "Introduction to Computers for Small Business" offered 10 a.m. to noon in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business

FINANCIAL EXECUTIVES
 Monday, March 28 — Financial
 Executives Institute meets. Information: Donald L. Foehr, 626-3156.

ACCOUNTING
 Monday, March 28 — Accounting
workshop offered 7-9 p.m. In Troy.
Fee: \$25. Information: 649-8646.
Sponsor: Start A Business Store.

O BUSINESS AT HOME

Monday, March 28 — "HomeBased Business" offered 7-9 p.m. in
Troy. Fee: \$25. Information: 6498646. Sponsor: Start A Business

WOMEN'S AD CLUB Monday, March 28 — Women's Advertising Club meets. Informa-tion: Carole Beyma, 362-4800

ACCOUNTING

ACCOUNTING
 ASSISTANTS
 Monday, March 28 — Examinations to waive introductory accounting courses in the control of the counting course in the counting assistance in the counting assistance in the counting assistance in the counting assistance in the counting counting counting counting in the counting in th

REACH YOUR MARKET
 Tuesday, March 29 — "Identifying
 and Reaching Your Market" offered
 630-8:30 p.m. in Detroit. Fee: \$20.
 Information: 577-4850. Sponsors: Detroit Economie Growth Corporation,
 Wayne State University.



Tuesday, March 29 — "Right Brain/Left Brain" presented 7-9 p.m. in Troy. Fee: \$25. Information: Ruth Probst, 649-8646.

WOMEN'S ECONOMIC
CLUB
 Tuesday, March 29 — Women's
Economic Club meets. Information:
023.0092

• REAL ESTATE TRADE SHOW

SHOW
Wednesday, March 30 — Real estate trade show offered all day at Southfield Civic Center. Information: Margaret Davey, 538-030. Sponsors: Institute of Real Estate Management, Building Owner & Managers Association.

BUSINESS PLAN

• INTERACTIVE
COMMUNICATIONS
Thursday, March 31 — International Interactive Communications
Society meets in Southfield. Information: Ted Vilella, 476-8888.

• ACCOUNTING
Thursday, March 31 — Accounting
workshop offered 7-9 p.m. in Troy,
Fee: \$25. Information: 649-8646.
Sponsor: Start A Business Store.

SUCCESS WORKSHOP
Thurday, March 31 — Personal
motivation workshop "The Desire of
a Winner" begins at 7:30 p.m. in
Southfield. Information: 355-4769.
Sponsor: RAO and Co.

MARKETING ASSOCIATION Thursday, March 31 — American Marketing Association meets in Southfield, Information: Kay Bonni-cl, 569-7095.

SUCCESS WORKSHOP
Thurday, April 7 — Personal motivation workshop "Singleness of
Purpose" begins at 7:30 p.m. in
Southfield. Information: 355-4769.
Sponsor: RAO and Co.

• SUCCESS WORKSHOP SUCCESS WOHKSHOP
 Thursday, April 14 — Personal
 motivation workshop "Psychocybernetics for Winners" begins at 7:30
 p.m. in Southfield. Information: 3554769. Sponsor: RAO and Co.

business people

Mark Cummins, Tim Lachowski, Craig Picchura and Cindy Sikorski were promoted to vice president, creative group supervisors at W.B. Doner and Co., Southfield.

Ruben E. Ramos has joined Test-ing Engineers & Consultants Inc. of Troy at manager, special projects.

Dennis F. Wilkle of Birmingham was appointed general manager of the Ford Glass Division of Ford Mo-

Tim Byer of Birmingham has bined Gail & Rice Productions Inc. f Livonia as vice president.

Connie Bookmyer of West Bloom-field Township has joined CTS Asso-ciates Inc of Detroit as account man-

Stephen J. Taglione was appointed executive vice president of finance and administration at BBC Group Inc., Farmington Hills.

Lisa K. Linabury of Birmingham was awarded an Outstanding Per-formance Award by D'Arcy Masius Benton & Bowles/Bloomfield Hills.

Julie Ryckman of Birmingham was awarded an Outstanding Per-formance Award by D'Arcy Masius Benton & Bowles/Bloomfield Hills.

Linda Meek of Birmingham was warded an Outstanding Perform-

interest.
*IMPORTANT FACTS about h
registration, schools and more.

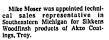
FOLK-JORDAN

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ance Award by D'Arcy Masius Ben-ton & Bowles/Bloomfield Hills.



Joel L. Piell of Southfield was named administrative partner of the law firm of Miller, Canfield, Pad-dock and Stone.

Kenneth Kernen was named vice president of Real Estate Inc./Better Homes and Gardens, Sterling Heights.

James Sorrentino was appointed manager of the Birmingham office of Real Estate Inc./Better Homes and Gardens, Sterling Heights.

Chris McCormick was appointed art director assigned to the regional creative group at McCann-Erickson Detroit of Troy.











The in outlet

The inside trick to getting great prices on great furniture is to shop CORT Furniture Rental's Resale Center — early in the week, and often. Fine brand name furniture comes from rental to offices, homes, condos; it's fully reconditioned and offered at fabulous resale prices.

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SELECTED	ASSORTED
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TAXPAYERS

Beginning with your 1987 income tax return that you will file in tax return that you will file in 1988, you generally must list social 1988 to up the return the security numbers for dependents who are at least five years old by the end of 1987. If any of your dependents do not have this number, get an application form to be found. application form today from the Social Security office in your area

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