

# Bell will help small businesses

## datebook

**QUALITY CONTROL**  
 Thursday, Dec. 15 — American Society for Quality Control meets at 8 p.m. at the Michigan Inn in Southfield. Free. Topic: "Chrysler Tooling and Equipment Supplier Quality Program." Information: Bill Harral, 420-0122.

**ACCOUNTANTS ASSOCIATION**  
 Thursday, Dec. 15 — Oakland County Chapter of the National Association of Accountants will hear "Selecting a Financial Planner" at 6 p.m. in the Double Eagle Restaurant at Sylvan Glen in Troy. Information: 652-8797.

**WOMEN BUSINESS OWNERS**  
 Thursday, Dec. 15 — National Association of Women Business Owners meets 5:30-8 p.m. at the Fisher Building in Detroit. Speaker: Judi Schindler, national vice president of membership. Non-member fee: \$25. Information: Thelma Scott, 923-0390.

**APPRAISERS SOCIETY**  
 Tuesday, Dec. 20 — American Society of Appraisers meets at 8 p.m. at Southfield Country Club, 18705 W. 12 Mile, Southfield. Speaker: Richard Fedorowicz. Information: 625-2774.

**COMING BENEFIT CHANGES**  
 Wednesday, Dec. 21 — Free seminar 8:30-11:30 a.m. at the Detroit Athletic Club to help business people prepare for the coming changes in benefit plans required by the IRS. Information: 396-3472. Sponsor: Pooche Ross.

**DETROIT CHAMBER**  
 Wednesday, Dec. 21 — Greater Detroit Chamber of Commerce networking mixer 5:30-7:30 p.m. at 800 W. Lafayette Blvd., Detroit. Non-member fee: \$10. Information: 964-4000 Ext. 279.

**TAX PLANNING**  
 Wednesday, Dec. 21 — "Year-End

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**Tax Planning** offered by Donna Siemaszko of Arthur Young and Co. at 8 p.m. at the Ramada Inn, Telegraph Road one-half mile south of 18 Mile in Southfield. Free. Information: Ken Skinner (after 6 p.m.) at 398-5711. Sponsor: Detroit Delta chapter of Charles J. Given Organization.

**ACCOUNTING ASSISTANTS**  
 Tuesday, Jan. 3 — Free job opportunity seminar to learn about accounting assistant career offered 7:30-9:30 p.m. in Rochester. Information: continuing education staff, 370-3120. Sponsor: Oakland University.

**LEGAL ASSISTANTS**  
 Wednesday, Jan. 4 — Free informational panel about legal assistant career offered 7:30-8:30 p.m. in Rochester. Information: continuing education staff, 370-3120. Sponsor: Oakland University.

The economic environment under which all firms operate has a significant impact on their ability to achieve long-term success and growth. Described as one of five external environments beyond the business owner's control to modify, economic conditions basically influence the way companies use resources.

One company that serves to assist local communities in taking control over their own economic growth and development is Michigan Bell. Since 1984 its economic development staff has worked with local companies, community groups and government agencies throughout the state based on the approach that "success grows best at home."

Michigan Bell's Business Retention and Expansion program is one of seven initiatives that has been developed to support existing businesses while attracting new companies to a given community. By encouraging growth among local companies and enhancing non-business attraction efforts, everyone stands to benefit.

According to Robert L. Morris, di-



## focus: small business

Mary DiPaolo

rector of economic development at Michigan Bell, these benefits include providing the assistance necessary to resolve issues and problems before they pose serious economic threats — as well as bringing in new dollars and new jobs. Using Michigan's manufacturing sector as a focus for this program, Morris referred to a recent U.S. Chamber of Commerce study showing how 100 new manufacturing jobs stimulates its surrounding community: 100 new retail jobs and 102 families added to the community, the creation of 64 new non-manufacturing jobs, \$1.5 million added to annual retail sales, \$1.9 million added to annual personal income, and 202 more people attracted to the community.

Through the implementation of this program around the state,

comprehensive step-by-step guide to starting a business retention and expansion program in your community.

Among other initiatives are Jobs 2000, international attraction program, entrepreneurial building program, community growth alliance grant, and the tourism program. Next week, we will discuss how these programs work in conjunction with Michigan Bell's educational relations effort.

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, "Chamber Perspectives."

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