



# focus: small business

## Mary DiPaolo

### Bell's program seeks to retain, create jobs

Retaining and creating jobs in Michigan is the focus of Jobs 2000, a program managed by the economic development staff of Michigan Bell. It began as a pilot program in Ingham County in cooperation with Governor Blanchard and state Rep. Tom Alley. It was structured to analyze activity and identify job opportunities within the county's small- to medium-sized business community. Six segments were reviewed: the county's agricultural and natural resource industry, retail sector, business and personal services trade, tourism, government and education, and manufacturing base. Through the analysis, plans were developed to provide an assessment of strengths and weaknesses along with recommendations for individual segments.

THERE IS a natural affinity between economic development and education relations in all of the communities that have been served, said Robert L. Morris, Michigan Bell's director of economic development. "The educational community has a major impact on future economic growth. Evaluating a school district's effectiveness, reputation and ability to attract new business are just a few of the areas we focus on as part of our educational relations effort." Examples include vocational-technical training, speaker programs,

and in-house fund-raisers aimed at supporting local colleges and universities. THE CITIZENS Education Committee has been working with Michigan Bell to guarantee a "certainty of opportunity" among students now enrolled in Detroit Public Schools. Through its "Detroit Compact" agreement, people have promised both career and college opportunities for students who meet certain requirements during high school. Requirements pertain to attendance, grade point and civic behavior. The Greater Detroit Chamber of Commerce, Business Education Alliance and Detroit Strategic Planning are three of the organizations working with CEC. For more information about programs developed by Bell's economic development department, call Morris at 233-5246.

Mary DiPaolo is the owner of MarketTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Chamber Perspectives."

### business people

Michael McCready of Birmingham was appointed executive vice president for Gorman's Business Interiors.

John A. Fitzpatrick was named administration manager of VSK Division of GTE Valente Corp.

Joseph W. Kelly of Farmington Hills was promoted to manager by Touche Ross. Kelly joined Touche Ross in 1987.

Paul E. Hoppe was appointed risk management adviser at Meadowbrook Insurance Group in Southfield.

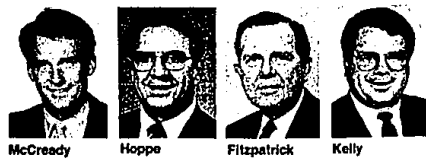
Constance J. Guthard was promoted from second vice president to vice president and accounting manager at Michigan National Corp. in Farmington Hills. Guthard joined Michigan National in 1979 as a junior accountant.

Alice J. Wachol of West Bloomfield was promoted to senior consultant by Touche Ross & Co. She is assigned to the management consulting department of the Michigan practice.

Stanford M. Krandall was named president of Sidney Krandall & Sons Jewelers based in Troy.

Michael J. Murphy of Troy was appointed account manager for Creative Universal's general market sales group.

Sheryl Biermann joined W.B.



McCready Hoppe Fitzpatrick Kelly

Doner & Co. in Southfield as an art director.

David Galba and Scott L. Molaski were promoted to assistant managers in the Detroit area at Smith Security Corp. Galba is assistant account manager on Team 8. Molaski is assistant account manager on Team 7.

Patrick Simmons was promoted to vice president at GMC Truck Light Duty of Troy.

Joseph Hoffman and Saul Grossman have joined the accounting staff at Cohen & Associates of Farmington Hills.

Pam Hoepfner was appointed director of sales at Embassy Suites Hotel-Detroit/Southfield.

Sheldon Alkon of Farmington Hills is a Cushman & Wakefield broker who handled the sale of the J.L. Hudson's warehouse.

M. Joseph George of Farmington Hills opened the new American Family Care Center in Livonia. He is the founder and medical director of the center.

Frances George of Farmington Hills and Carla McCorney of Southfield are on the staff at American Family Care in Livonia. George joined the staff as a myomassologist. McCorney was appointed office manager.

Colleen A. Meir of Rochester Hills joined Peat Marwick Main & Co. in Detroit as a manager in the tax department.

### marketplace

Michael Fiora & Associates was recently chosen as advertising agency by Sports Creek Raceway, a harness racing track west of Flint.

Donwit Teller's of Troy in Somerset Mall, extensive renovation is completed. A redesigned interior has resulted in a 10 percent increase of selling space.

Oliver Realty/Grubb & Ellis and Catalano & Co. both of Southfield merged to form one of the largest commercial real estate services companies in Michigan. The newly formed company will be called Oliver/Catalano/Grubb & Ellis and will be headquartered in Oliver/Grubb & Ellis' current corporate offices.

Church's Lumber Yard appointed R.E. Launs Inc. of Southfield as its advertising and public relations agency.

Hedge & Co. Inc. public relations and advertising firm in Southfield, will represent Bendix Safety Restraints Division. Bendix is one of the world's leading suppliers of air bag and seat belt systems to the automotive industry.

### datebook

ACCOUNTING ASSISTANTS  
Tuesday, Jan. 3 — Free job opportunity seminar to learn about accounting assistant career offered 7:30-8:30 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.

DIRECT MARKETERS  
Thursday, Jan. 5 — Direct Marketing Association of Detroit will hear Susan McIntyre, director of the mail order division for the Stash Tea Co., at 11:30 a.m. at the Michigan Inn in Southfield. Information: 455-0911.

GRE PREPARATION  
Saturdays, Jan. 7-23 — Workshops in preparation for graduate record examination offered 9 a.m. to 12:30 p.m. Jan. 7 and 9 a.m. to 3 p.m. Jan. 14-23 in Rochester. Fee: \$125. Optional math refresher course offered 6-10 p.m. Thursday, Jan. 4. Next GRE examination is Feb. 4. Information: continuing education staff, 370-3120. Sponsor: Oakland University.

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