

## GCI Group and Gabriel Werba form affiliation

The GCI Group has established an affiliation with Gabriel Werba and Associates Inc., the Detroit public relations firm formed last January by Gabriel Werba, Farmington Hills, when he left Anthony M. Franco Inc., Detroit, to set up his own organization.

Werba had been the Franco firm's president and chief operating officer.

GCI is the fastest-growing of the country's 15 largest public relations firms, according to industry listings. The firm was formerly Greycom before it changed its name to GCI last year.

Based in New York City, with offices in Los Angeles and 12 foreign countries, GCI has a network of domestic affiliates that covers 14 of the major population centers of the United States. Its international subsidiaries are based in seven countries in Europe, in Canada and Mexico, and in Australia, Hong

Kong and Japan.

Paul Spindler, president of GCI West and executive vice president of GCI Group Inc., said Werba and Associates will provide public and investor relations services to GCI clients targeting the Detroit-area market. The two firms are already working together on projects for Nissan Motor Corp. in USA.

"The region's strong industrial base is of great interest to many of our clients," Spindler said. "As a result, we look forward to a long and productive relationship with the Werba firm."

Werba said the affiliation with GCI should create new opportunities for his firm in addition to the work it will be doing for GCI.

"The affiliation will enable us to use GCI's national and international networks to greatly expand the reach we can offer our clients and prospects," Werba said.

## Builders hear positive message

Success in business is more than having the right product at the right time. It also requires goals to pursue and a desire to keep learning one's profession.

Art Fettig, an author, consultant and speaker on positive living concepts, told members of the Farmington Hills-based Builders Association of Southeastern Michigan (BASM) during a recent seminar that the greatest resource in business is human potential. The building industry is one which especially thrives on that resource.

"We have tremendous opportunity to fashion dreams into reality," says

James Bonadeo, president of BASM. "Developers and builders translate open space into homes and dreams-come-true every day, but it requires progressive vision as well as skills."

Fettig asserts that attitude is a major determinant in business success. The president of Growth Unlimited Inc., Fettig urged builders to overcome negativism with positive ideals and goals and to reinforce positive attitudes every day.

"We need to work from goals and dreams," he says. "Work isn't work if you're having a good time."

He offered members of BASM six facets of success, which follow his

maxim to "Make Every Day Prove Self Fulfilling."

ACCORDING TO Fettig, those facts are:

- Mental — every invention is derived from something extant, so learn something or try something new every day; education is part of attitude adjustment.

- Emotional — it's important to take charge of your emotional life, to "dump your bucket without hitting anyone" . . . relax.

- Domestic — work daily at improving personal relationships among family and friends.

- Physical — take care of your

physical well-being and set goals for personal health; attitude and performance are directly influenced by our state of health and fitness.

- Spiritual — maintain involvement with whatever faith you follow.
- Financial — keep your financial matters organized — money can be a tremendous distraction if you don't know where it's going.

Fettig encouraged builders to do the best they can and to do their homework. Fulfilling visions demands the savvy to know where opportunity is and how to use available skills and knowledge to make it all pay off.

## Little is selected COE by Mercy

Phillip Little was named executive vice president and chief operating officer of Mercy Alternative, Farmington Hills.

Little is the former senior vice president, national operations, of Partners National Health Plans. There, he directed a division that provides all financial and administrative services to 23 HMOs serving 600,000 members nationally.

He had earlier been employed in computer-related positions for 14 years.

Mercy Alternative is a subsidiary



Phillip Little moving up

of Mercy Health Services (MHS), a Farmington Hills-based, multi-hospital health care system sponsored by the Sisters of Mercy, Province of Detroit.

Mercy Alternative implements the managed care activities of MHS throughout the Mercy system, including Care Choices Health Plans.

## Physician in Hills presents scientific paper on drug abuse

Dr. Eugene Oliveri, a Farmington Hills osteopathic physician, presented scientific information at a convention and scientific seminar of the American Osteopathic Association in Las Vegas.

The presentation, "Medical Complications of Drug Abuse," was part of a seminar coordinated by the American College of Neuropsychiatrists.

Oliveri received his doctor of osteopathy degree from the Kansas City College of Osteopathic Medicine (now the University of Health Sciences, College of Osteopathic Medicine) in Missouri. Board certified in internal medicine and gastroenterology, he is a Fellow of the American College of Osteopathic Internists and a Fellow of the American College of

Gastroenterology.

He is chairman of the Section of Gastroenterology and director of the GI Fellowship Program at Botsford General Hospital, Farmington Hills.

In addition, he serves as clinical professor of medicine, section of gastroenterology at the Michigan State University College of Osteopathic Medicine.

The selection of papers, dealing with recent and significant developments in patient care, attracted 3,000 physicians to the clinical sessions. Those attending the convention received Continuing Medical Education credits. Osteopathic physicians are required to earn 150 CME credit-hours every three years to maintain AOA membership.

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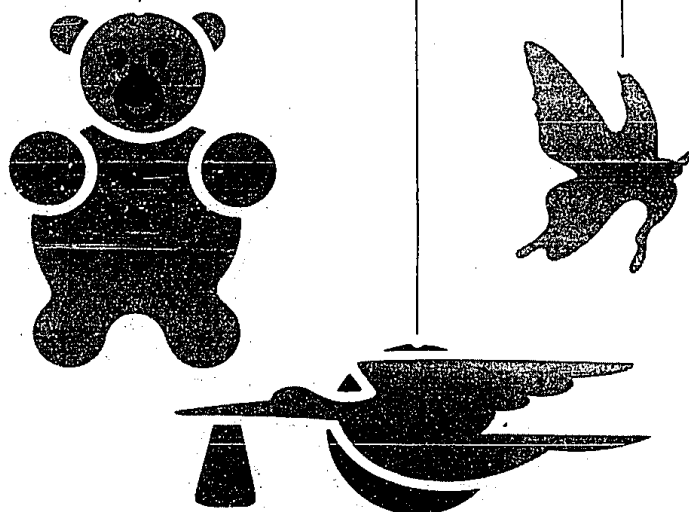
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## Thinking for two.

Parents-to-be are more assertive today about their hospital choices. They want to be certain about the quality of the hospital experience for both mother and child. The medical aspects are most critical, but comfort, friendliness, family involvement, and privacy are also important. So families check things out for themselves. It's not just the doctor's choice anymore. That's why hospitals are talking about their differences. And the differences at Grace are significant.

Grace is a teaching hospital. And that means patients receive more attention from more professionals. It also means that patients see improved procedures introduced sooner.

Grace is a leader in the prenatal, neonatal and high risk pregnancy specialties, but normal deliveries get lots of special attention, too.

A wonderful private birthing suite for families seeking an alternative to the more traditional delivery room program is available at Grace. Private rooms are also available. And at Grace, mother and infant are cared for together under a long established maternal bonding program.

Families are encouraged to tour the Grace maternity section before making a hospital decision. And parents-to-be can use the Grace physicians referral program to find a conveniently located Grace affiliated physician.

Thinking for two means planning ahead. We think Grace should be a future mother's first thought.

A member of The Detroit Medical Center. Affiliated with the School of Medicine, Wayne State University. (313) 966-3100.



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