

business briefs

If you recently opened a shop, captured an award, earned a promotion, are planning a new venture or project, or have information about other business we'd like to hear from you so we can share your news item with other Observer readers. Send items to: Business Briefs, Farmington Observer, 33203 Grand River, Farmington 48024.

TOP SALES

The American Group and State Mutual Companies of Farmington Hills announced that agent Salvatore Ventimiglia qualified for the 1989 Million Dollar Round Table for the seventh consecutive year.

Dentists set hospital benefit

The dental office of doctors Joel and John Toupin will hold a "Clean Tooth" fund-raiser benefiting Children's Hospital of Michigan on Saturday, April 1. Hours will be 9 a.m. to 3 p.m. For \$25 cash, children ages 3-12 will receive an exam, cleaning and fluoride treatment. All proceeds will go to Children's Hospital of Michigan in Detroit. The two dentists have been in the

MDRT is an independent international association of the life insurance industry's most successful underwriters.

NEW AD CAMPAIGN

Farmington Hills-based United Savings Bank is promoting certificates of deposit in a special television campaign, produced with characteristics of live television, that allows rate changes as often as needed, even daily.

The campaign was conceived and developed by the Birmingham advertising agency, Kane and Kane, Inc.

"Each station running the ad will

receive a master campaign tape," said Kelly Kane, vice president. "When the rate changes, we will FAX the updates to each station where new audio and video are dropped in immediately."

The 15-second ads feature a new slogan for the institution: "The little bank with the big rates." Newspaper ads are also planned. "We feel that television provides the broadest reach," said Michele Siegel, bank marketing officer. "Our target audience for the product is both male and female, over 35 years of age and located throughout the metro area. Investors don't have to live in the neighborhood to take advantage of these special rates."

HE'S ELECTED

Farmington Hills-based Douglas & Lomason Co. reports that Richard Vandekieft was elected to the board of directors to fill the unexpired term of G. Maynard Smith, who retired after 32 years.

BUSINESS MIXER

The Farmington/Farmington Hills Chamber of Commerce will hold a business mixer from 5:30-7 p.m. Thursday, March 9 at American

House, 24400 Middlebelt (north of 10 Mile). Bring business cards. Fee is \$5. For reservations, call the chamber: 474-3440.

NEW CHAIRMAN

Robert Taylor of Herb Taylor & Son Landscaping was named chairman of the Board of the Michigan Association of Nurserymen during the 1989 Great Lakes Trade Exposition in Grand Rapids.

The Farmington Hills resident also is treasurer for the Metropolitan Detroit Landscape Association, on the administrative board for the Nardin Park United Methodist Church in Farmington Hills and on the advisory board of the Salvation Army in Farmington Hills.

After graduating from Michigan State University in 1955, he entered the 7-year-old family business and established a design/construction division within the company. In 1973, Herb Taylor retired and Robert became sole proprietor.

The Michigan Association of Nurserymen is the trade association for Michigan's \$240 million nursery and landscape industry.

Access director is named for library

Sallie Ellison of Farmington Hills is the new assistant director for access of the Wayne State University Libraries.

Ellison is the former manager of information services for the Industrial Technology Institute in Ann Arbor. She also has served as research librarian for General Motors Research Laboratories and as corporate librarian for the Harbin-Walker Corp.'s Garber Research Center and USX Research Laboratories in Pittsburgh.

Her professional memberships include the American Society of Information Science, past president of the Michigan Database Users Group, the board of director for the Minority Technology Council of Michigan and the Special Libraries Association.



Sallie Ellison access coordinator

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If you have arthritis, you may face a continual struggle. Bathing, dressing, lying down, buttoning bread, putting on coat and gloves, walking from the doorway to the car, all can become tasks of great difficulty. Surrounding you are relatives and friends who are available to help. Some of these individuals are eager to give aid, while others are irritated when you ask for their assistance. Possibly neither group really understands the extent of your limitations. Under these circumstances, when do you ask for their help, and when should you take on the task yourself? Get help when time is short, the job must be done, or you are tired and in pain. Turn the job over to someone else, if your doing it will put anyone at risk. For instance, don't try to drive a car when your hands can't grip anything, let alone a steering wheel. Otherwise, the tasks of daily living are yours. There is no better way to keep up your dexterity, preserve your strength, or retain your self-esteem.

O&E Classifieds work! O&E Classifieds work!

Hospital rents car seats

Buckle up: It's the law, not only for you but also for your children. Botsford General Hospital in Farmington Hills offers a car seat rental and education program to ensure compliance with Michigan law and that your children are riding safely. The program is open to anyone interested in renting a car seat for an infant or a toddler. There are no rental restrictions; however, the hos-

pital requires each participant to receive a half-hour instruction and information session.

This feature of the program ensures everyone is educated in proper use of the restraint devices. A child restraint can cost \$30 to \$80. Botsford's rental fees are:

- Infant seats, \$5 per year with a \$15 refundable deposit.
- Toddler seats, \$10 per year with a \$20 refundable deposit.

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