

Magazine fills niche

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cause, traditionally, men have been the employers," Fitzpatrick said. Entrepreneur is a thick, glossy publication that sells on the newsstand for \$2.95. It is aimed at "relatively young" small businesses, that is, those that range from birth to 10 years old, Fitzpatrick said.

"That's the most critical time in a business start-up," he said. "That's the time people need the information on what kind of computer they need, what kind of vehicle. We give them information on computers, legislation. We try to cover the whole spectrum of small business ownership."

A "small" business is generally defined as one that employs up to 100 people. Entrepreneur features standing columns by former pro football player or Fran Tarkenton, who now runs an Atlanta management consulting firm, and Mark H. McCormack, author of "What They Don't Teach You at Harvard Business School." The May issue's cover story is a report on high-tech office equipment.

One thing the magazine does not provide is personally profiles on rich and famous business people.

"That's more recreational-type reading. It's fun to read about, but it's not meaningful," Fitzpatrick said. "This is not leisurely reading. This is all hands-on, how-to. It's information intensive."

business people

Michael J. Gleason of West Bloomfield was elected a divisional vice president of Empire of America Realty Credit Corp.

Michael T. Cantwell joined Jay Alix & Associates of Southfield as a senior associate.

Sebastian Coppola of Rochester Hills was appointed director of investor relations for MCN Corp.

Patricia Anderson of Birmingham was appointed director, communication research and planning of Lovio-George Inc.

Dr. Ian Thomas Jackson joined The Institute for Craniofacial and Reconstructive Surgery in affiliation with Providence Hospital as director and a principal consultant and surgeon.

Jay Freeman joined Radisson Plaza Hotel at Town Center in Southfield as the new food and beverage director.

William H. Tinker was named national sales manager for Plumb Shop Division of Brass Craft Manufacturing Co. of Southfield.

Christopher C. Nern of Birmingham was named assistant vice president, manager and associate general counsel of Detroit Edison's legal department.



Gleason



Cantwell



Coppola



Anderson



Jackson



Freeman



Tinker



Nern

Stephen B. Gals of Rochester joined Roney & Co. as an account executive.

Leo Roberts of Southfield joined WNCN-FM as afternoon drive host.

Bruce Rosenblatt was promoted to branch manager of the West Bloomfield branch office of DMR Financial Services Inc.

Walter J. Polleiner and David A. Skrzyziarski were appointed sales engineers. Polleiner will be representing Wickes on the General Motors account. Skrzyziarski was assigned to the Ford Motor account.

Gregory P. Kuebler joined Oliver/Catalano/Grubb & Ellis of Southfield as an industrial sales specialist.

James C. McCowry was named manager of the industrial division at

Oliver/Catalano/Grubb & Ellis of Southfield.

David M. Chasco, Daniel J. Dennis and Kellie Miyashita were promoted to associates of Gunnar Birkers and Associates Inc., a Birmingham architectural firm.

William A. Gelgo Jr. was promoted to director of marketing for Volkswagen United States in Troy.

Marcia Zotas of Troy was promoted to advertising and production supervisor of Ziebart Corp.

C. Robert Gartry of Rochester Hills was appointed to the newly created position of promotions manager for Audi of America Inc. of Troy.

Kathleen C. Taylor of Birmingham, head of the physical chemistry department at the General Motors

Research Laboratories, was selected the 1989 Garvan Medal recipient by the American Chemical Society.

Lois R. Ross of Bloomfield Hills was appointed executive vice president, international automotive operations at Ford Motor Co.

James T. Bender of Troy and Mark F. Bollegar of Rochester Hills were promoted at Ziebart Corp. in Troy. Bender was appointed vice president and general manager of branch operations. Bollegar was promoted to director of franchise sales.

Paul A. Rosinack was appointed chief executive officer of Leeco Diagnostics Inc. of Southfield.

Deborah Lancaster was named assistant office supervisor for White

Castle System Inc. of Farmington Hills.

Robert T. Waters was appointed director/public relations services at Denham & Co./Detroit of Troy.

Rita S. Jawerick of Southfield joined Vitality Magazine of Troy as production and office manager.

Richard W. Heiss of Farmington Hills was promoted to executive vice president of Manufacturers National Bank of Detroit. Heiss joined the bank in 1957 in the trust department.

Thomas C. Johnson, branch sales manager of the Detroit branch of Geico Space, was awarded membership in the Excellence Circle of the Masters Club. This is the third Masters Club membership awarded Johnson.

datebook

BIRMINGHAM BLOOMFIELD WOMEN

Thursday, April 27 — Women's Forum Committee of the Birmingham Bloomfield Chamber of Commerce meets in Birmingham. Information: 644-1700.

MANAGEMENT LEADERSHIP

Thursday, April 27 — "Improved Leadership — Personal Preferences and Styles" offered 7:30 p.m. in Farmington Hills. Fee: \$75. Information: 477-8404. Sponsor: The Community Center Farmington-Farmington Hills.

WORLD TRADE CLUB

Friday, April 28 — World Trade

Club meets in Farmington Hills. Information: 984-4000, Ext. 249.

STATISTICAL CONTROL

Friday, April 28 — Seminar on statistical process control offered 8:30 a.m. to 3:30 p.m. in Southfield. Fee: \$245. Information: Sandra Kay, 557-0104. Sponsor: Tomlinson Research.

FRANCHISING SHOW

Saturday-Sunday, April 29-30 — "World of Franchising" show offered noon to 6 p.m. at the Westin Hotel Renaissance Center Detroit. Fee: \$5. Sponsor: International Franchise Association.

SME EXPOSITION

Monday-Thursday, May 1-4 — Society of Manufacturing Engineers exposition and conference at Cobo Conference/Exhibition Center in Detroit. Information: 271-1500. Co-sponsor: American Machine Tool Distributors Association.

BUSINESS WRITING

Tuesday, May 2 — "Business Writing in the 1990s" offered 8:30-11:30 a.m. in Southfield. Non-member fee: \$55. Information: Janet Roberts, 362-2100. Sponsor: International Association of Business Communicators.

COST ACCOUNTING

Tuesday, May 2 — Workshop on designing and implementing effective cost accounting and performance

measurement systems for manufacturers offered 9 a.m. to 4:30 p.m. in Rochester. Fee: \$135. Information: 370-3120. Sponsor: Oakland University.

SELLING TO KOREA

Tuesday-Thursday, May 2-4 — "Selling Auto Parts to Koreans" conference offered in Detroit. Fee: \$475. Information: Heather S. Jones, 1-202-377-1418. Sponsors: U.S. Department of Commerce, International Trade Association.

MEDIA RELATIONSHIP

Wednesday, May 3 — Seminar on assuring productive relationships with the media offered in Southfield. Information: 540-6668. Sponsor: Falbaum & Associates.

NURSE DAY OPEN HOUSE

Wednesday, May 3 — Open houses will be held at Michigan Health Center's Medical/Surgical Division in Detroit. Information: Janet Talcott, 874-9186.

INTERNATIONAL TRADE

Wednesday, May 3 — "International Trade Opportunities" conference and exposition at Cobo Hall. Non-member fee: \$65. Information: Tom Akas, 271-1500 ext. 430. Sponsor:

Society of Automotive Engineers.

BED & BREAKFAST

Wednesday, May 3 and 10 — Two-session workshop on opening a bed and breakfast offered 7-10 p.m. in Birmingham. Fee: \$50. Information: 644-5832. Sponsor: The Community House.

INTERMEDIATE WORDPERFECT

Wednesdays, May 3-24 — Intermediate WordPerfect course offered 6:30-8:30 p.m. in Rochester. Fee: \$125. Information: 370-3120. Sponsor: Oakland University.

SECTION 89

Thursday, May 4 — "Coming to Grips with Section 89" seminar on IRS regulations offered 8:45 a.m. to 12:15 p.m. in Troy. Fee: \$95. Information: 630-2222 Ext. 200. Sponsor: Walsh College.

SMALL BUSINESS DAY

Thursday, May 4 — Seventh annual Michigan Small Business Day from 9 a.m. to 8:30 p.m. at the Novi Hilton. Fee: \$85 for all day, \$35 for either lunch or dinner. Information: 517-372-5900.

BIRMINGHAM REALTORS

Thursday, May 4 — Birmingham-Bloomfield Board of Realtors meets in Bloomfield Hills. Information: Erin Osborne, 350-2100.

STATISTICAL CONTROL

Friday, May 5 — Seminar on statistical process control offered 8:30 a.m. to 3:30 p.m. in Southfield. Fee: \$245. Information: Sandra Kay, 557-0104. Sponsor: Tomlinson Research.

PROFESSIONAL COMMUNICATORS

Saturday, May 6 — Professional Communicator's Business Conference begins at 8:30 a.m. in Rochester. Information: 370-3120, fee: \$110. Sponsor: Oakland University.

GRE WORKSHOP

Saturdays, May 6 through June 10 — Graduate Management Admissions Test Examination workshop offered 9 a.m. to 12:30 p.m. in Rochester. Fee: \$155. Information: 370-3120. Sponsor: Oakland University.

REAL ESTATE ROUNDTABLE

Monday, May 8 — Real Estate Roundtable meets in Farmington Hills. Information: 26561 W. 12 Mile, Southfield Suite 207.

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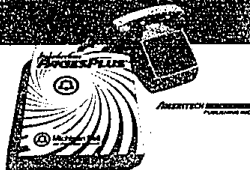


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DON'T MISS the 1989 GREATER LIVONIA EXPO

Schoolcraft College
18600 Haggerty

Show Preview Party

Tuesday, May 9
6:00 p.m.-8:00 p.m.
Physical Education Building,
Schoolcraft College
18600 Haggerty

Come experience a "Taste of Livonia" as some of Livonia's finest food and dessert establishments present their specialties to you. Tables of great food and an open bar. Tickets on sale for \$10 each. If purchasing 20 or more tickets, price is reduced to \$10 each.

Wine Tasting Party

(EXPO CONNECTION - no literature please)
Thursday, May 11
8:30 p.m.-10:30 p.m.
Physical Education Building,
Schoolcraft College
By the Wine Cask in Livonia, a treat for all the wine connoisseurs.
Free admission

Chamber Luncheon

Wednesday, May 10
12:00 p.m.
Watermen Center
Schoolcraft College
Guest Speaker: Edward McManis, Wayne County Executive
Investment: \$10