



JIM RUDER/staff photographer

Hiroko Miller said her company's research indicates the number of Japanese companies will double from 250 in the next five years.

## Smoothing the way for Japanese

By Peggy Aulino  
staff writer

A Troy consulting firm is launching a business guide, written in Japanese, for businessmen and their families who are new to the Detroit area.

The first edition of the Japanese Guide to Preferred Detroit Business is to be published in September by Nihon-U.S. Ltd. The firm offers lan-

guage instruction, translation services and business development for American and Japanese companies.

"They desperately need to get information," Nihon director Hiroko Miller said of the Japanese people whose jobs bring them to Detroit. "Most of them cannot speak English. They cannot read so well. They don't know the system."

The directory will consist of about 50 pages, 10 of which will be editori-

al content. The remaining pages will contain advertising. Advertisers' names will be in English and Japanese.

"They want it in Japanese so that people will really use it," said Freda D. Fenner, whose company, Fenner Communications, is helping to market the directory. "By making it kind of the bible, it will be important for advertisers to use it."

The advertising will be from upscale establishments because Japanese people who come to Detroit usually "are not into discount stores," Fenner said.

"They tend to like quality and once they find a store they like they stick to it," she said. "They have affluent tastes and the pocketbook to back it up."

## Zeroing in on Russian trade

By Peggy Aulino  
staff writer

The new openness in the Soviet Union's economy and industry has paved the way for trade between the USSR and the West, and now American companies are viewing the USSR as an extension of the foreign marketplace.

"A couple of years ago everyone thought perestroika was a South American football player," said Sonia Buxton, director of Tara International, a West Bloomfield company that is publishing a directory of U.S. companies interested in doing business with the Soviet Union.

throughout the United States," Montgomery said.

He said Tara's goal is to have 5,000 companies represented in the directory and "use those as our client base for seminars."

The first seminar the year-old firm is organizing is tentatively set for later this year in Chicago.

"The Soviets don't have their fax machines working. You can't pick the phone up and say, 'I would like to speak to Vladimir,'" Buxton said. "If you send a telex, you're lucky if you get a reply in a month."

The solution is "to do everything face to face," she said.

chambers of commerce. For \$150, American firms can buy a quarter-page advertisement in the 84 by 11-inch directory. The ads will contain 50-word descriptions of the U.S. firm, which will be written in English and Russian.

THE DIRECTORY will consist of up to 1,200 pages, depending on the number of companies that buy space, according to Ron Montgomery, research director at Tara. It will be divided into industry sectors, and each category will be limited to four companies so the U.S. companies will have little competition.

The nearly 1,000 companies that have agreed to advertise so far include manufacturers of sporting goods, pipe fittings, mechanical machinery and building and construction firms.

"We have a little bit of everything

throughout the United States," Montgomery said.

He said Tara's goal is to have 5,000 companies represented in the directory and "use those as our client base for seminars."

The first seminar the year-old firm is organizing is tentatively set for later this year in Chicago.

"We will bring together people from the Soviet Union and the United Nations and the state and federal government and have speakers and delegates discussing the latest trade topics, east/west trade, joint ventures — basically how to deal with the Soviet Union," Montgomery said.

Buxton said dealing with Soviet Union businesses is a lot more complicated than dialing an international telephone number.

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## Save now, retire later

Americans no longer assume that retirement must wait until their 65th birthday. In the last decade, the average age people retire has dropped from age 64 to 62. Similarly, more people now apply for Social Security at age 62 than at 65. The statistics underscore a trend that is likely to continue and perhaps even accelerate as the baby boom generation approaches retirement.

But choosing early retirement is not simply a matter of deciding that you no longer want to rush out of the office. The Farmington Hills-based Michigan Association of CPAs suggests that you need to understand the financial consequences of such a decision.

One factor to consider in deciding when to retire is life expectancy. Currently, the average life expectancy for men and women is approximately 80 years. The U.S. Census Bureau expects the percentage of those age 65 or older to double in approximately 30 to 40 years. Consequently, someone retiring at age 65 may need to finance some 30 years of retirement.

If you hope to retire at an early age, you need to take a long look at your possible sources of retirement income. More important, you have to find out exactly how an early retirement can reduce the amount of money you will draw from each of those sources.

Social Security benefits are based on your age, when you apply and the amount of lifetime earnings on which you paid Social Security taxes. Any covered worker born before 1938 can apply for Social Security at age 65 and receive full benefits. For those born in 1938 and beyond, the age at which one can retire with full benefits gradually increases. For example, someone born in 1947 will not be able to retire with full benefits until six months after his or her 66th birthday. For those born after 1960, the normal retirement age will be 67.

What happens to your Social Security benefits

### practically speaking

curity benefits if you take an early retirement? Retire before age 62 and you will receive no benefits until you reach 62. If you retire after age 62 but before 65, you will receive a monthly benefit check that will be permanently reduced by as much as 20 percent. Still, some financial planners believe an early retirement may pay off in the long run because the amount of Social Security you collect between ages 62 and 65 can sometimes compensate for the smaller monthly checks.

Social Security should not be your sole source of retirement income. For most people, a comfortable retirement will also require an employer's pension plan. Once almost taken for granted, today employer-sponsored benefits can be extraordinarily elusive. Economic pressures and new employment patterns frequently force workers to jump from employer to employer before they ever become fully vested in a company's pension plan.

If you are just shy of the vesting requirements of a company you plan to leave, consider postponing the job change just long enough to qualify for your benefits. In any case, make sure you review any current or prospective employer's benefit policies with great care. Besides finding out how long you must remain with the company in order to become partially or fully vested in its pension plan, make sure you research other aspects of the plan as well.

For example, how much does the company contribute to the plan? How is the money invested? What type of penalty do you pay if you withdraw money prior to your normal retirement age? How much net income can you expect to receive from the plan if you retire at 50? At 62?

Consider that many companies will base your monthly pension checks on the salary you earn at the time of retirement. So before ending your career prematurely, take time to estimate how another raise or promotion could improve the standard of living you enjoy during retirement.

The Social Security Administration estimates that those who hope to retire with an annual income of at least \$20,000 can expect these two factors to provide about 40 percent of their total retirement income. The rest is up to the individual.

Whether you plan to retire early, the importance of personal retirement plans, such as IRAs or 401(k) programs, cannot be overemphasized. They can make the difference between a comfortable retirement and one that barely passes the poverty level.

What happens to your Social Security benefits

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### Your Social Security benefits

The age at which you can retire with full Social Security benefits depends on the year of your birth.

1937	65 years
1938	65 years, 2 months
1939	65 years, 4 months
1940	65 years, 6 months
1941	65 years, 8 months
1942	65 years, 10 months
1943-1954	66 years
1955	66 years, 2 months
1956	66 years, 4 months
1957	66 years, 6 months
1958	66 years, 8 months
1959	66 years, 10 months
1960 and after	67 years

Source: Social Security Admin.

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Livonia Tech Center is the home of a joint venture between Chrysler and Renault to develop a new Jeep model. The tech center is being developed by Kinco Realty & Development of Bloomfield Hills. The Southfield office of Cushman & Wakefield arranged the lease.

## 2nd Annual Great American Outdoor Sale

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