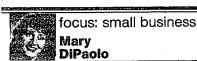
Business must first satisfy the customer

The parents had planned a gala event to celebrate the marringe of their only daughter. They hired an 18-place orchestra to provide the entertainment, commissioned a shop to bake the perfect cake and made catering arrangements at an area bannut facility.

catering arrangements at an area bannet facility. "Everything was supposed to happen without a hitch," the father of the bride said. When the banquet hall ower lold me I didn't have to worry about a thing, I believed him, and that was my first mistake." Some time and several thousand



dollars later, the father is still dis-turbed about his family's experience and urges others to remember that "you can't always judge a book by its

As with any business transaction, customer satisfaction must always remain a top priority.
"Once they had our money, they stopped caring," the father said. "It

"You would think my being in the food business would have encour-aged management to do a good job for us. I ran back and forth to the kitchen so many times that night, I felt I was at work," the father said.

care."

So what went wrong?

"You name it," the mother of the
"You name it," the mother of the
where agests were to att. Missing
placecards at the entry. No champages although we pald for it. Not
clough food. Horrible service. What
clse would you like to know?"

To top off the evening, the person responsible for cutting the wedding cake distributed the whole cake

REBATES

without saving the top layer for the bride and groom.

The father summarized the ordeal by explaining that trying to do "too much" as a business owner can spell disaster for the unsuspecting cus-

disaster for the unsuspecting cus-tomer.
"If I had known what we were in for, I would have catered the recep-

tion myself."
And what advice does he offer to others who hope to avoid a similar situation?
"Tell your kids to elope."

mobiltronics ORIVE-IN

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

marketplace

Peterson American Corp. of Southfield signed an agreement with Sanko Senzai Kogyo Co. of Kyoto, Japan, to establish a 50/50 venture in North America.

W. B. Doner & Co. of Southfield carned five First Place Addy's and five Certificate of Excellence awards at the National Addy awards. Doner has earned more Addy awards than any other agency in the United States in the 1999 Na-tional Addy Awards competition.

Thompson Advertising Produc-tions Inc. of Farmington Hills shared the Corporate Identity Graphics cat-egory award with Wolverine Blue Racer.

CELLULAR

datebook

O ACHIEVING
Thursday, June 29 — "I Can
Achieve" workshop offered noon to 1
pm. in the third-floor auditorium of
Comprehensive Health Services'
main building, 2875 W. Grand Bited,
Detroil. Information: Comprehensive Health Services, 875-4200 Ext.
2887.

**ORUG ABUSE Thursday, July 6 - "Getting Holp with Drugs and Alcohol" workshop offered noon to 1 p.m. in the third-floor auditorium of Comprehensive Health Services' main building, 2875 W. Grand Blvd., Detroit. Information: Comprehensive Health Services, 875-4200 Ext. 2887.

• INVESTMENT STRATEGIES Saturday, July 8 — Free seminar, "Investment Strategies in Uncertain Times," begins at 10 a.m. in the Ro-chester Merrill Lynch office, 800 W. University Dr. Information: 658-4326.

**BEGINNING COMPUTER Moddays, July 10-31 — "Beginning Computer . . . Surviving the Computer Age" offered 7-9 p.m. in Gordon Hall of Crashrook School, 550 Lone Pine, Bloomfield Hills. Fee: \$65. Information and reservations: 645-3635. Sponsor; Crashbrook Schools.

• LOTUS 1-2-3 Tuesdays and Thursdays, July 11-20 — "Joins 1-2-3 Beginner on the IBM PC" offered 7-9 p.m. in Gordon Hall of Cranbrook School, 550 Lone Pine, Bloomfield Hills. Fee: 475. In-formation and reservations: 645-5555. Sponsor: Cranbrook Schools.

• COMPUTER ARBITRATION
Tuesday, July 11 — "Arbitration

of Computer-Related Disputes" seminar offered 9 a.m. to noon at the EMbassy Suites Hoten in Southileid. Non-member fee: \$35. Information: Nadine Slowik, 3521-5500. Sponsor-American Arbitration Association.

© COMPUTER GRAPHICS
Tuerday and Tharsday, July 11
not 13 — "Computer Graphics with
Lotus 12-3" offered 4:30-6:30 p.m. Ground Hall of Cranbrook School,
50 Lone Pine, Bloomfield Hills.
Fee: \$45. Prerequisite: Lotus 1-2-3
Beginner or equivalent. Information
and reservaidnes: 645-3635. Sponsor:
Cranbrook Schools.

● BEING A PARENT
Thursday, Jaly 13 — "Effective
Parenting" workshop offered noon to
p.m. in the third-floor auditorium
of Comprehensive Health Services
main building. 2875 W. Grand Blud.,
Detroit. Information: Comprehensive Health Services, 875-4200 Ext.
2687.

MARKETING ASSOCIATION Tuesday, July 18 — American Marketing Association meets in Southfield. Information: Kay Bonni-ci, 569-7095

● RECORDS MANAGERS
Wednesday, July 19 — Association
of Records Managers and Administrators hear program on "How to
Make Effective Presentations" at
5:30 p.m. at the Skyline Club in
Southfield. Information: Marilyn
Brozovic, 244-1002.

NETWORKING
 Thursday, July 20 — "Networking" workshop offered noon to 1 p.m. in the third-floor auditorium of Com-

prehensive Health Services' main building, 2875 W. Grand Blvd., De-troit. Information: Comprehensive Health Services, 875-4200 Ext. 2687.

• FINANCIAL INFORMATION Friday, July 21 — "Financial In-formation for Business Owners" of-fered 8:30 a.m. to noon at Wayne State University, 6001 Cass, Detroit. Fee: \$45. Information: Jim Couto, College of Lifelong Learning, 577-

● HOME-BASED BUSINESSES Wednerday, Jaly 25 — "How to Start and Manage Your own Home-Based Business" offered 6-9 p.m. at Detroit College of Business, Oat-mand Boulevard south of Michigan Avenue in Dearborn. Fee: \$28. Infor-mation: 581-4400 Ext. 249.

MARKET STRATEGY

O MARKET STRATEGY
Friday, Aug. 18 — "Planning Your
Market Strategy" offered 8:30 a.m.
to noon at Wayne State University,
6001 Cass, Detroit. Fee: \$45. Information: Jim Couto, College of Lifelong Learning, 577-4665.

● BUSINESS PLANS Friday, Sept. 21 — "Developing a Successful Business Plan" offered 8:30 a.m. to noon at Wayne State University, 6001 Cass, Detroit. Fee: \$45. Information: Jim Couto, College of Lifelong Learning, 577-4665.

DESIGN CENTER
Thursday, Sept. 28 — Michigan
Design Center in Troy hosts Mary
Knackstedt for lunch. Information:
649-4770. Sponsor: Michigan Design



REBATES REBATES

Ameritech

EAST 31051 Stephenson Hwy. Madison Heights Just N. of 13 Mile

585-4520

(A) COMMUNICATIONS

AMERITECH' SERVICE

Automatic roaming in every North American cellular city

 More cells for greater call capacity
 Free roaming in Windsor - pay local cellular rates only.

WEST

32825 Northwestern Hwy. Farmington Hills

626-8480



Get a \$6.00 rebate with the purchase of two 1.75 liter bottles or a 52.00 rebate with the purchase of one 1.75 liter bottle.

tain your refund, mail this coupon with the entire IPC code from the back label or neck label (south empty) bottle in water for oction removal) one or two 1.75 files bottles of Canadian Cub and complete each register receipt with price clearly marked as prod of purchase for two 1.75 files bottles of Canadian Cub and complete each register receipt with price clearly marked as prod of purchase for including the clear of the label, coupon or receipt will be accepted.

Similar of the label, coupon or receipt will be accepted.

On what will be person of legal develop open near of resource for one of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

On the or of who bottles of Canadian Dub check one:

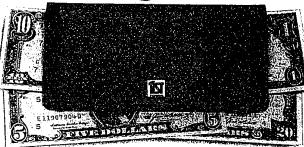
On the order of the order o

r a refund on one or two bottles of Canadian Club check one:

☐ \$2.00 retund: ☐ \$5.00 retund: ☐ \$6.00 retund: ☐ \$6.00 retund: ☐ \$6.00 retund: ☐ \$1.75 ker bottles (02)

design of transformer and transformer break of the control of the

We Want To Put Some Money Into Your Checking Account.



When you open a checking account at First Federal of Michigan, we'll show you something you may not be getting from

your bank.
Interest.
43/% annual interest,* paid and compounded monthly.
No charge per check. And your first 50
checks are free.
And if you maintain a \$300 minimum
balance, there's no monthly service
charge.

Open an account now and we'll even pay you for your old checks, five cents per unused check, up to 200.
Also, you can use your First Federal Prestige® Card to access your account through the Magic Line® (#£.) and Plus System® 24-hour ATM networks. And enjoy expanded Saturday drive-up service at many offices.
For more information, call Fishers and Saturday drive in formation in the first.

It pays to think First.

,

Think About Checking. FIRST FEDERAL OF MICHIGĂN