

datebook

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 Life-Learning, 577-1665.

ARTIFICIAL INTELLIGENCE

Sunday-Friday, Aug. 20-25 — Eleventh International Joint Conference on Artificial Intelligence will be held at Cobo Hall in Detroit. Information: Claudia Mazzetti, 1-415-329-3123. Sponsors: International Joint Conferences on Artificial Intelligence Inc., American Association for Artificial Intelligence.

ACCOUNTANTS ASSOCIATION

Thursday, Aug. 24 — Oakland County Chapter of the National Association of Accountants meets at 6 p.m. at the Kingsley Inn in Bloomfield Hills to hear "International Taxation on U.S. Businesses." Information: 927-1172.

QUALITY CONTROL

Thursday, Aug. 24 — Greater Detroit Section of the American Society for Quality Control meets at 6 p.m. at the Michigan Inn in Southfield to hear "How to Get Published." Information: Jerry Bowen, 1-234-1647.

BUILDERS ASSOCIATION

Monday, Aug. 28 — Builders Association of Southeastern Michigan meets at 5:30 to hear David Link discuss "Opportunities and Challenges for the 1990s" at Rama's of Bloomfield, 2101 S. Telegraph, just north of Square Lake Road. Non-member fee: \$15. Information: 737-4477.

QUALITY CONTROL

Mondays, Aug. 28 to Oct. 23 — Statistical quality control workshops offered 6-9 p.m. near Rochester. Fee: \$125. Information: 370-3120. Sponsor: Oakland University.

MICROCOMPUTER CONFERENCE

Tuesday, Aug. 29 — "Getting Your Hands on New Technology" will be theme of microcomputer conference 8 a.m. to 5 p.m. at the Northfield Hilton, Troy. Fee: \$95. Workshops. Continuing education credit. Information: 855-2288. Sponsors: Michigan Association of Certified Public Accountants, Walsh College of Accountancy and Business Administration.

LEGAL ASSISTANT INFORMATION

Tuesday, Sept. 5 — Free informational career night on legal assistant

field offered 7:30-9:30 p.m. at Oakland University, Rochester. Information: continuing education staff, 370-3120.

LSAT WORKSHOPS

Tuesday, Sept. 5-21 — Law school admissions test preparation workshop offered 6:30-9:30 p.m. at Oakland University, Rochester. Fee: \$175. Information: continuing education staff, 370-3120.

ACCOUNTANT ASSISTANT INFORMATION

Wednesday, Sept. 6 — Free informational career night on para-professional accountant careers offered 6:30-7:30 p.m. at Oakland University, Rochester. Information: continuing education staff, 370-3120.

FINANCIAL ANALYSTS

Wednesday, Sept. 6 — Financial Analysts Society of Detroit meets in the Mackinac Room on the fifth floor of the Westin Hotel in Detroit. The speaker will be Robert Bowman, Michigan state treasurer, who will discuss "Public Financing — the State Treasurer's Perspective." Deadline: Sept. 1. Information: Ted Cole, 542-1800.

PERSONAL FINANCIAL PLANNING PROGRAM

Thursday, Sept. 7 — Free informational seminar about personal fi-

nanacial planning certificate program begins at 7:30 p.m. at Oakland University, Rochester. Information: continuing education staff, 370-3120.

PARALEGAL PERSONAL ASSESSMENT

Thursday, Sept. 7 — Personal assessment inventory (required for entry into legal assistant diploma program) offered 7:30-9:30 p.m. at Oakland University, Rochester. Application fee: \$25. Information: continuing education staff, 370-3120.

MANUFACTURING MANAGEMENT

Thursday, Sept. 7 — Free information night about Oakland University's production and manufacturing management certificate program offered 6:30-7:30 p.m. at Oakland University, Rochester. Information: continuing education staff, 370-3120.

VENTURE GROUP

Friday, Sept. 8 — Southeastern Michigan Venture Group meets at Walsh College, 3838 Livernois, Troy. Information: Scott Eisenberg, 468-1011. Members include accountants, lawyers, consultants and other service providers who can assist in the development of new businesses.

INTRODUCTORY COMPUTER

Friday, Sept. 8 — Two half-day

personal computer workshops will be at the Troy Holiday Inn. Topic: basics of DOS and Lotus 1-2-3. Non-member fees: \$87 for one, \$150 for both. Information: 844-1228. Sponsors: Oakland County Chamber of Commerce, Dun & Bradstreet.

GRE WORKSHOPS

Saturdays, Sept. 9 through Oct. 7 — Five-session graduate records examination preparation workshops offered 9 a.m. to 12:30 p.m. at Oakland University, Rochester. Fee: \$125. Information: continuing education staff, 370-3120.

CAE/CAD/CAM

Wednesday-Thursday, Sept. 13-14 — "Advanced CAE/CAD/CAM Technology for Design and Manufacturing Engineers" offered at the Troy Hilton. Fee: \$250. Information: 652-7608. Sponsor: Jerry Fireman Inc. public relations.

Information for this column should be sent to the business editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Information must be received by Monday to be published in the Thursday issue. Publication cannot be guaranteed. Information should contain a daytime telephone number where information can be verified.

marketplace

Hermanoff & Associates, a full-service public relations firm in Farmington Hills, moved to 31500 W. 13 Mile, Suite 135, still in Farmington Hills. The telephone number, 851-3993, remains the same.

Associates Creative Inc. of Southfield, has enlarged its video disc, graphics and animation facilities by adding a dedicated production center. The 2,000-square-foot addition has been added at the same location, 29200 Southfield Road.

Michigan National Bank and Mobil Oil Corp. have a new program that will allow Magic Line card holders to use their automated teller machine cards to make purchases at participating Mobil service stations.

Chiquita Tropical Products has assigned its Chiquita North America account to W.B. Doner & Co. in Southfield effective immediately.

The Packaged Deal, a Southfield-based public relations company, will handle the promotion of the first Greater Flint Business Expo to be held Sept. 5-6 in Flint.

Michigan National Corp. of Bloomfield Hills will remain in the credit card merchant business, although it has sold its credit card portfolio to Chase Manhattan Bank.

VAX Appliances Inc. manufacturer of a 4-in-1 vacuum cleaner, has assigned its advertising account to W.B. Doner & Co. in Southfield.

Metro Computing Corp., headquartered in Troy, was named fifth on a list of the 100 fastest-growing privately held companies in the state, in a survey conducted by Michigan Business Magazine, the Michigan offices of BDO Seidman and Durocher & Co. Inc.

Stone & Simons Advertising Inc. won four awards at the annual National Home Furnishing Association Advertising Seminar and Competition in Atlanta, Ga., July 12-15.

McClelland & Co., Birmingham, a full-service supplier of commodity materials and testing equipment to cast metal markets, hired Trencosta-Hamilton Advertising, also of Birmingham, to handle advertising and public relations.

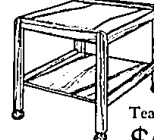
Spectra Services Corp. of Troy, has been established by former executives of Entech to serve the temporary services needs of companies in the Detroit area.

Michigan Arbitration Services Inc. of Southfield has changed its name to U.S. Arbitration & Mediation of Michigan Inc.

"BARGAIN BASEMENT PRICES ON QUALITY HOME FURNISHINGS."



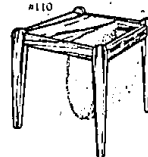
Teak Bookcase
A \$165 Value
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What kind of a kid do you suppose Thomas Edison was?



Bet he looked at problems and saw solutions. Like Maurice Scales who invented Baby No-Mash to prevent doors from closing on little fingers.

Bet he saw how things were done, and imagined better ways to do them. Like Lillian Lukas who invented the Puddle Detecting Cane for the blind.

Bet he watched how things work and thought of ways to avoid wasting time or effort. Like Caitilin McCracken who invented the Orphan Kitten Feeder for Three.

Maurice, Lillian and Caitilin were three of the thousands of winners in the Invent America! education program.

And you know that small genius can grow up to become big genius—with the capacity to make America number one again.

To participate, just write Invent America!, 510 King Street, Suite 420, Alexandria, VA 22314, or call 703/684-1836.

If you're wondering if it's all worthwhile, just imagine what Edison would have said.

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