

Stores dislike tags

Continued from Page 1

"They've had a hell of an advantage for the past three years," Aiken said. The ideal situation would be to repeal the item-pricing law, but if it must stand it should stand for everyone.

But Michigan Merchants Council president Chris Kindsvetter defended the Builders Square exemption from the item-pricing law. "If they would have won, then everyone would have benefited."

Builders Square carried the financial burden of the law suit, he continued, so it is not unreasonable that they gain some benefit for fighting the issue in court.

In addition to the obvious reasons of labor costs and the difficulty of individually pricing some items, Kindsvetter said that finding ticket guns and ink-pricing equipment is becoming increasingly difficult.

"They're archaic tools and no one is making them anymore," he said.

Kindsvetter said if the item-pricing law is such a good idea, other states would be enacting similar laws. "But it's not happening."

Michigan residents wouldn't miss the law either, he said. Most people say they like the law, but that's because they've never had an alternative, he said.

AGRICULTURE DEPARTMENT

food division director Edward Helfron said two other major retailers are in violation of the item pricing act — Sam Walton's Wal-Mart and its subsidiary Sam's Wholesale.

Both, he said, have been notified of the violation.

"This is an unusual law in that we only investigate complaints, we don't investigate the stores ourselves," Helfron said.

"We have also sent notices to our offices to begin checking Builders Squares in their areas," Helfron said. Builders Square has until the end of December to comply with the court order.

On average, the agriculture department gets 250 complaints a year, he said, adding the law is clearly popular with state residents. During the last three months, he has heard from many who support the law.

Helfron said he has heard retailers argue that the law is popular only with a vocal few or people who don't realize that shelf pricing is just as workable.

"I firmly believe we should do an objective survey to find out how people feel," he said. "We shouldn't be spending the money on this if it isn't liked, but if people are really for it, we should continue the program."

Think tank helps workers

Continued from Page 1

RESULTS OF programs designed to handle stress have been spotty, Lafferty said, because the focus is often on the effects of stress and the events that cause stress rather than the real causes. Stress is not prompted by events, he said, but by the way people choose to think about those events.

"The area that is really fascinating is stress and human thinking," Lafferty said. Human Synergistics helps participants learn to identify stress, understand it and change the perceptions or thinking styles that may be limiting effectiveness.

Lafferty described the company's two-day seminar as significantly reducing the way stress affects individuals. The first day, participants learn about stress, the thinking styles that create it and the specific mistakes they are making.

On the second, participants learn and practice thought-reframing techniques that change the way people think about events.

Stress influences all areas of an individual's life and is a major determinant as to whether people are satisfied, Lafferty said. Too much stress reduces a person's sense of meaningfulness in life and deteriorates one's health — resulting in increased hospitalization and absenteeism.

Even stressful situations that aren't debilitating or hindering an individual's effectiveness are harmful, Lafferty said. "You don't have to be sick to get better."

learn about stress, the thinking styles that create it and the specific mistakes they are making.

On the second, participants learn and practice thought-reframing techniques that change the way people think about events.

Stress influences all areas of an individual's life and is a major determinant as to whether people are satisfied, Lafferty said. Too much stress reduces a person's sense of meaningfulness in life and deteriorates one's health — resulting in increased hospitalization and absenteeism.

Even stressful situations that aren't debilitating or hindering an individual's effectiveness are harmful, Lafferty said. "You don't have to be sick to get better."

focus: small business

Mary DiPaolo

Figure out your niche in market

Understanding your business' competitive position is the third step in getting your business where you want it to be in 1990.

You cannot plan intelligently unless you have identified how your business compares to major competitors.

Areas to analyze include pricing procedures, promotional techniques and customer service practices relative to each of the key product and service areas you and your competitors offer. The result will allow you to identify past, present and estimated market share over the next year.

It is important to identify your company's strengths and capitalize on them, in forming a realistic, workable plan for your organization.

Company strengths may be in areas such as finance and administration, marketing and sales, management practices, operations and systems productivity.

By analyzing outstanding successes in relation to the company's skills and resources, it should be possible to find patterns that explain where and why you have been successful in the past.

While it is important to know your strengths, it is also critical to understand weaknesses.

Your business will never reach its full potential until you have minimized weaknesses and capitalized on strengths. The two work together. While you may have very talented and highly skilled people, it means nothing if little is being done to promote your people; it means nothing if little is being done to promote your business effectively to current and potential customer markets.

Conversely, a very strong sales and marketing program may be severely jeopardized when significant employee-related problems exist.

Next, business owners need to know where viable new market opportunities exist — and whether they require further action.

Successful businesses have foresight and service areas you and your competitors offer. They make a point to continually monitor market trends and environmental changes carefully.

As a result, management may see how the market is moving and plan specific steps to capitalize on the shift.

This suggests taking a close look at your industry and business to see how current changes may affect your firm's future. As one example, how will new personal computer technology affect you if yours is a business offering micro systems training to large corporations?

Formulating a realistic assessment of your business won't occur overnight. It takes a good deal of self-examination. Some companies choose to hire a consultant for what they consider to be a more objective analysis than they could make themselves. Whatever your decision, it's important to get started now.

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

business people

Victor L. Scully was named general managing director for Braselco S.A., owned and operated by Rockwell International in Troy. Scully joined Rockwell in 1976 as controller at the Tilbury, Ontario, brake plant.

A. Wayne Carlson was appointed

senior underwriter of the Southfield Burns and Wilcox Ltd. branch office in Southfield. Carlson was previously a partner in a large agency in Traverse City.

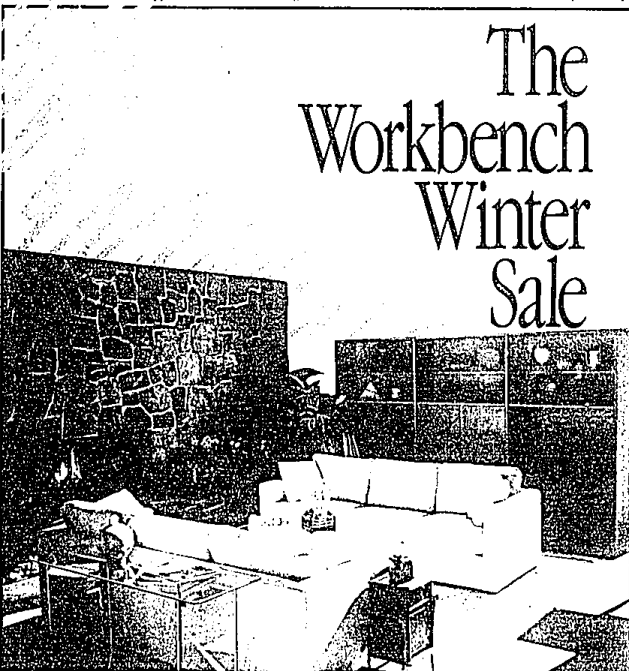
Patriella A. Slicker was promoted to director of finance and administration at Hedge & Co. Inc. in South-

field. Slicker joined Hedge & Co. in 1985 as office manager.

Sister Frances Gerhardt was named associate chief officer of Mercy Hospitals and Health Services of Detroit, which includes Mount Carmel, Mercy Hospital, Samaritan Health Center and Mercy Family Care. Sister Frances previously

served as project executive of the Commission on Catholic Health Care Ministry.

Mike Freedman has been named managing editor, WWJ-Radio. Freedman joins WWJ from United Press International where he has been vice president/news and managing editor/broadcast.



SAVINGS OF UP TO 40% ON PRACTICALLY EVERYTHING IN THE STORE!

workbench MODERN FURNITURE

SOUTHFIELD
2602 W. 12 Mile Rd.
West of Telegraph
(313) 452-1530

BIRMINGHAM
2415 Hunter Blvd.
South of Maple
(313) 501-3577

ANN ARBOR
4155 South Ave.
Akersdown Shop
(313) 668-1088

OPEN SUNDAYS.
CHECK YOUR LOCAL STORE FOR HOURS.

Don't get left out in the cold. Come into Workbench. And warm up to some incredible buys. Bedroom furniture. Dining tables & chairs. Wall units. Home office furniture. Sofas. Sleepers. Kids furniture. The works.

Major credit cards and Workbench charge welcome.

NOW THROUGH FEBRUARY 4



Our Home Equity Loan Is First Rate.

	CURRENT APR	MAX. LOAN TO VALUE
Franklin Savings	12.25%	80%
National Bank of Detroit	12.50%	75%
Manufacturers	12.50%	75%
Standard Federal	12.50%	75%
Commerce	12.50%	75%
Michigan National Bank	12.50%	75%

LOWEST RATE & HIGHEST LOAN LIMIT

The chart says it all. Even the largest financial institutions in Metro Detroit don't offer the LOWEST RATE and the HIGHEST LOAN LIMIT like Franklin Savings Bank.

PLUS: There are NO ANNUAL FEES or closing costs that can cost 100% of dollars at other banks.

*Applications now being accepted for our variable rate home equity plan adjusted monthly according to prime + 1.75% to a maximum Annual Percentage Rate of 20% effective 11-26-89.

Other offers may apply based on credit ratings and other factors.

CALL (313) 358-5170

Franklin
SAVINGS
Bank

SOUTHFIELD GROSSE POINTE WOODS BIRMINGHAM

FDR insured



Men, if you're about to turn 18, it's time to register with Selective Service at any U.S. Post Office.

It's quick. It's easy. And it's the law.

No Deposit. No Return.



Dollar bills can't work for you. Michigan National Bank offers a variety of ways for your money to make money. From money market savings accounts to certificates of deposit and more, you'll find Michigan National interest rates very competitive.

And with Michigan National's Lifetime Services™, you can design your own financial program to qualify for checking free of monthly service charges.

For more information, stop by any branch.

Michigan
National
Bank

We're doing what it takes

Member FDIC