

Entrepreneurship, innovation, creativity is conference topic

The seventh annual Creativity, Innovation and Entrepreneurship Conference will take place Friday and Saturday, April 6-7 at University of Michigan's School of Business in Ann Arbor. "Keys to the Future of American Business" is the theme of the conference, sponsored by U-M, the U.S. Small Business Administration and the Creative Education Foundation.

Small business has played a major role, and is predicted to play an even greater one, in this country's ability to compete in world-wide markets over the next two decades. This conference is for anyone who is a small business entrepreneur, senior manager, consultant, aspiring entrepreneur, or simply interested in becoming more creative, innovative, and entrepreneurial.

The conference provides a forum for the exchange of ideas and experiences among private and public sector managers, small business owners, educators, and consultants.

Highlights include 16 pertinent workshops featuring top academic, entrepreneurial and governmental leaders.

Major keynote speakers are Stew Leonard, known as one of the most successful retailers in America and chairman and founder of Stew Leonard's; Max De Pree, chairman and CEO of Herman Miller Furniture, rated one of the country's 10 most admired companies; Edward Lowe, founder and CEO of Edward Lowe Industries, Inc.; Florine Mark-Ross, president and CEO of the Weight Watchers Group, Inc., the largest franchisee of Weight Watchers International; and Arthur Lipper III, nationally recognized expert on venture capital and entrepreneurship.

ONE OF THE conference's areas of concern is that of small business

training and quality entrepreneurship education. Accordingly, in an unprecedented move, the special general session and keynote presentation of Stew Leonard, winner of the presidential award for entrepreneurial excellence, is open to the public without charge.

Leonard's presentation at 1 p.m. Friday, April 6, takes place in Rackham Auditorium, 915 E. Washington, one block south of Huron Street, at U-M's central campus.

The winner of this year's competition for the Zell-Lurie Visiting Professorship in Entrepreneurship for 1990-91 will be announced and introduced.

Registration for the entire two day conference includes Friday lunch at the School of Business, Saturday lunch at Domino's Farms corporate headquarters, receptions, coffee breaks, and conference materials. The registration fee is \$125 or \$50 for students.

THE RALLYING cry "I'll bring dessert" takes on a new meaning as Florine Mark-Ross, president and CEO of Farmington-based Weight Watchers Group, Inc., gives the keynote luncheon address Friday.

Mark-Ross provides food for thought as well as bodily sustenance to some 250 small business entrepreneurs, managers from the private sectors, educators, consultants.

The dessert? — Weight Watchers Carrot Cake, 170 calories a slice.

For information on the Entrepreneurship Conference, call the Industrial Development Division, School of Business, 764-5260.

Music students win

Six Farmington Hills residents who attend Southfield Christian School earned meritorious awards in the Michigan School Band and Orchestra Association District Solo and Ensemble Festival.

Chris Temporcelli, Karen Wade and Wright received second division ratings in one or more events.

At the high school level Sylvia Sterling and Joy Wright received first division ratings in one or more events qualifying them to enter the State Festival at Eastern Michigan University.

At the junior high level Deanna Barton received a first division rating and Caitlin Burke a second division rating.

Art winners named

Jennifer Bonmarito, a student at Farmington High School, was awarded first prize of \$300 for her drawing in the Student Art Competition. This is the fifth year Farmington Area Arts Commission has sponsored a High School Art Competition for students living in the Farmington area.

The competition promotes participation and interest in the arts in area high schools and encourages students with talent and technique to continue their artistic endeavor.

Krista Cook was awarded a \$200 second prize and Paul Timman received third prize of \$100. All three winners are students of Don

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