

## datebook

### WOMEN EXECUTIVES

Thursday, June 28 — Strive, a local network of the National Association of Female Executives, meets at 6:30 p.m. in Troy. Information: 693-7059.

### BUSINESS WRITING

Friday, June 29 — "Business Writing for Clarity" 8:30 a.m. to 4:30 p.m. in Troy. Fee: \$139. Information: 689-8382. Ext. 260. Sponsor: Walsh College.

### SALES TECHNIQUES

Monday, July 9 — "How to Predict & Control the Behavior of Anyone You Choose" 7-9 p.m. in Birmingham. Fee: \$20. Information: 433-2093. Sponsor: MasterStream.

### WOMAN'S IMAGE

Monday, July 9 — Michigan Professional Women's Network meets to hear image update workshop at 6 p.m. in Troy. Information: Jacqueline Oster, 754-1099.

### BIRMINGHAM CHAMBER

Tuesday, July 10 — Birmingham-Bloomfield Chamber of Commerce meets at 7:30 a.m. in Birmingham. Fee: \$10. Information: 644-1700.

### LOTUS 1-2-3

Tuesdays and Thursdays, July 10-19 — "Introduction to Lotus 1-2-3 — Spreadsheets for Use in Home or Business" offered 7:30-9:30 p.m. in Bloomfield Hills. Fee: \$80. Information: 645-3635. Sponsor: Cranbrook Schools.

### START A HOME BUSINESS

Thursday, July 12 — "Operating a Home Business" workshop 6:30-9 p.m. in Bloomfield Township. Fee: \$15. Information: Wise Mothers, 373-2755.

### WOMEN BUSINESS OWNERS

Wednesday, July 18 — National

Association of Women Business Owners meets at 5:30 p.m. in Troy. Information: Martha Kummer, 551-8270.

### BIRMINGHAM CHAMBER

Wednesday, July 18 — Birmingham-Bloomfield Chamber of Commerce new member coffee begins at 7:30 a.m. in Birmingham. Information: 644-1700.

### SELF-ESTEEM

Thursday, July 19 — "Enhancing Self-Esteem in the Job Search Process" 9:30-11:30 a.m. breakfast buffet at Schoolcraft College in Livonia. Speaker: Steven Goren of Goren & Associates. Fee: \$12. Information: 968-0655 or 833-0567. Sponsor: Michigan Rehabilitation Counselor Association.

### IMPROVE SELLING

Tuesday, July 24 — "Selling Successfully" workshop 6:30-9 p.m. in Bloomfield Township. Fee: \$15. In-

formation: Wise Mothers, 373-2755.

### BEGINNING COMPUTER

Tuesdays and Thursdays, July 24 through Aug. 2 — "Beginning Computer" — an Hands-On Class Surviving the Computer Age" offered 7-9 p.m. in Bloomfield Hills. Fee: \$70. Information: 645-3635. Sponsor: Cranbrook Schools.

### LOTUS 1-2-3

Tuesdays and Thursdays, July 24 through Aug. 2 — "Lotus 1-2-3 Intermediate on the IBM Personal Computer" offered 7-9 p.m. in Bloomfield Hills. Fee: \$80. Information: 645-3635. Sponsor: Cranbrook Schools.

### ENGINEER REVIEW COURSES

Tuesdays and Thursdays, Aug. 1 through Oct. 18 — Professional engineer licensing review courses 5-9 p.m. in Detroit and Troy. Informa-

tion: Marika Diamond, 832-5400. Sponsor: Engineering Society of Detroit.

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### DESIGN CENTER

Friday, Oct. 12 — "Focus on Contemporary Furnishing & Interiors" presented at the Michigan Design Center in Troy. Information: 649-4778.

### DESIGN CENTER

Friday, Nov. 9 — "Focus on the Traditional" presented at the Michigan Design Center in Troy. Informa-

tion: 649-4778.

### SMALL BUSINESS DIRECTORY

Copies of the free "Small Business Resource Directory" are available at all National Bank of Detroit offices. The booklet, produced by New Detroit and NBD, offers resource information for operators of small business.

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

Hofer & Beatty/Salemakers received two 1990 Biz-Com Best of Michigan awards, presented by the Business/Professional Advertising Association of Michigan. Hofer & Beatty/Salemakers received a silver award for a product demonstration video for GMF Robotics Inc.

Percepton Inc., a Farmington Hills pioneer of optical coordinate measuring systems, has signed an agreement to acquire certain assets of Diffraction Limited's "Fit" business.

Lapides Publicity Group Inc. recently acquired 92 Emergency Medical Care Services Corp. of W. Bloomfield, a leading franchisor of emergency oxygen units, first aid kits and training to all businesses nationwide thru their franchise network.

Casey Communications Management Inc., one of the Midwest's largest public relations firms, was retained by Pension Portfolio Advisors of Southfield and Facility Services, Inc.

Thompson Communications, Farmington Hills, was appointed General Tire's public relations agency to the Detroit area automotive original equipment manufacturers. General Tire has been in operation since 1915.

Eustech Services, well known throughout metro Detroit as a leader in the temporary help industry, officially introduced Enhance, an integrated method of computer skills training, at the Greater Detroit Chamber of Commerce Trade Fair May 16-17 at Cobo Hall.

Van Dykes Clothiers Inc. has opened a new store in Southfield at 10 Mile and Southfield roads. The new store is nearly double the size of Van Dykes former Southfield location in Northland Center.

Bodman, Leongley and Dahling is the only Michigan law firm to make "The American Lawyer's" recently issued list of 1989's biggest dealmakers.

Ameritech Mobile Communications will hold Car Phone Clinics for mobile phone customers at Orchard Place June 23 and 24 and University of Michigan-Dearborn June 30 and July 1.

Massachusetts Institute of Technology has named Associates Creative Inc. of Southfield to provide optical memory disc components for use on its "Project Athena" program.

Sbella Sloan Public Relations Inc. has been appointed public relations counsel for Seegerpeople, a photographic sculpture studio. The agency will handle all publicity and promotional activities for Seegerpeople.

Kolka & Robb, will develop and implement a public relations program for Cambridge Homes, Inc., of Northville.

Fred Yaffe of Birmingham and Art VanEtalander of Grosse Pointe Shores have celebrated the 5th anniversary of their association together. Yaffe & Co. has been Art Van's advertising agency since 1985.

Ross Roy Communications has received two top awards at the International Television Association's Golden Cassette Awards Competition for their production of an employee communications video entitled "A Day in the Life of a Service Customer."

Michael Horowitz, president, Selective Group Inc.; Ferris J. Hadlad, president, Computer Lease Inc.; and Florine Mark, president, The W.W. Group Inc. were among 34 finalists for Michigan's Entrepreneurs of the Year awards.

Associates Creative Inc. was selected to provide multiple-screen vi-

deo support for CBS during its National Affiliates Meetings in Las Vegas and Los Angeles as well as its Record Distributor's International meeting in Quebec, Canada.

Stone & Simons Advertising Inc. won an Emmy Award from the Detroit/Michigan Chapter of the National Academy of Television Arts and Science in the 12th Annual Competition.

Computer Data Inc. has become one of the first 18 companies nationwide to be awarded Platinum level of Novell Authorization.

AdVenture Enterprises Inc. has relocated to 24559 Northwestern Highway, Suite 125, Southfield. The phone number is 354-5990. AdVenture has also relocated its business office to 4190 Telegraph Road, Suite 3000, Bloomfield Hills.

Michael Flora & Associates is the recipient of two awards in the 1990 Telly competition. Flora, received one award for a TV spot it produced for Cellular One, Farmington Hills, and the other award was presented for a video production created for the National Auto Parts Association Tool and Equipment Group.

Fitzsimmons & Shepard has relocated their offices to 431 Sixth Street, P.O. Box 1000, Rochester. The phone number is 652-4000.

Franklin Savings Bank, FSB has filed applications with the Michigan Financial Institutions Bureau and the Office of Thrift Supervision to convert to a state chartered commercial bank. Franklin is currently a federally chartered savings bank.

Central Graphics Services, Inc., a full-service electronic publishing and graphic arts service bureau, has opened an office at 30800 Telegraph Road, Suite 1801, Birmingham.

# FOR ONCE, ENTERING A GAME IS THE SENSIBLE WAY TO MAKE MONEY.



Who doesn't feel like having a little fun with their money now and then? But generally, a game isn't thought to be a smart money management tactic. That is, unless the game is one like the First of America Great Rate Sweepstakes that guarantees you'll win bonus interest on deposits.

No, that was not a misprint. Guarantees. Just by playing, you will win up to a one-percent bonus on deposit interest. And that's on selected savings products already

offering competitive returns.

Come in between now and July 31 and get your game envelope from a customer service representative or a loan officer. Just like that, you'll win up to a one-percent interest rate discount off an installment loan.

And there are other sensible prizes, too.

Like a grand prize that gives you a choice of either doubling your First of America deposit up to \$25,000, or having a loan paid off up to \$25,000.

There are also Instant Win Cash and Banking Service prizes. Such as no-service charge checking for one year. And a \$25 deposit to any First of America account.

So enter the Great Rate Sweepstakes.

It may not be the only game in town. But it is one you can't lose.

**FIRST OF AMERICA.**

One of the Midwest's biggest banks, but only when you read us to be.

No purchase necessary. Void where prohibited. You must be 18 or older to play and a resident of Michigan, Indiana or Illinois. Promotion is subject to change or cancellation without notice. Credit approval required. Promotion subject to complete official rules. Entry details and official rules available at participating bank branches. Offer good May 29 through July 31, 1990. Equal opportunity lender. Member FDIC.

For information, call us at: Detroit, Royal Oak, Pontiac, 950-1206; Wayne, 721-4151; Plymouth, 459-9000