

## business people

Karen Schneider was named media director for McCann/SAS advertising agency in Troy.

Mark H. Breedlove was appointed president and general manager of the certified brakes division at Allied-Signal Automotive.

Dana M. Bracco joined Grant Thornton in Southfield as a senior consultant in the firm's management consulting department.

Warren E. Goodell of Troy was named executive director of institutional advancement at Lawrence Technological University in Southfield.

Kevia McKervey joined Schmalz & Co. as a certified public accountant in Southfield.

Lynne E. Delich of Birmingham was elected to shareholder status at the firm of Butzel Long, as a partner.

H. Dean Morrow and Rick Robinson joined Hugh Anderson Associates Inc.

Michael D. Rothenberg of Troy was promoted to Corporate Research & Development manager at Urban Sciences Applications Inc.

Ann Duggan of West Bloomfield was promoted to human resources assistant in the human resources department at Young & Rubicam Detroit.

Richard Sims joined InterGroup Marketing & Promotions as an account supervisor for the multi-client account.



Schneider Breedlove Bracco Goodell McKervey Sine

Claire Holman was named public relations assistant at Sarah Wolk Associates.

John Moffat of Birmingham was appointed to O.E. Division National sales manager for Code-Alarm Security Systems.

Wendy Thomas Ellis of Southfield joined Clark, Klein & Beaumont as an associate.

Dr. Nathan Brooks of West Bloomfield joined the staff of Providence Hospital, Southfield, in the department of internal medicine.

Daniel B. Tuke of West Bloomfield was elected to shareholder status at the law firm of Butzel Long.

The following people were promoted to vice presidents at Ghifels Hoyum Basso Inc. They are: Edward E. Bisson, director of energy management; Kirk H. Delier, director of project administration; and David M. DiCuccio, director of mechanical engineering. Richard L. Bracel earned senior associate, and several assistant directors were named: Michael C. Barath and Lawrence C. Hamilton to assistant directors of architectural development; Thomas G. Hampton, assistant director of project administration; and Donald G. Nichols to assistant director of mechanical engineering and associate. Several other staff members were also named associates. These include Josephine M. Horner, office manager; Timothy B. Davidson, manager of computer operations; and Douglas K. McFarren, project administrator.

Douglas L. Mann, Sandra M. Shipper and Mark L. Kovalsky joined Simpson Moran as partners.

Edward Strauss of Rochester Hills was appointed director of quality operations at Grand Trunk Western Railroad.

Paul Zimmerman was promoted to associate creative director at InterGroup Marketing & Promotions.

Thomas MacLean of Birmingham was named sales manager of the Detroit office for Group W Sports Marketing.

James R. Johnson was appointed regional general manager-Michigan

at Ameritech Mobile Communications Inc.

Ann Graenzow was promoted to account supervisor at Simons Michelson Zieve Advertising.

Dr. Hershel C. Jackson of Southfield, a specialist in gastroenterology, joined the staff at Providence Hospital, Southfield.

Jack Zwick of Southfield joined the Detroit office of Grant Thornton.

Dr. Stefan Herman Smietana of West Bloomfield joined the medical staff of Providence Hospital, Southfield.

Bruce Duffey was appointed executive creative director for the DDB Needham Detroit office in Troy.

Dr. Karen Barnes-Mitchell of Rochester Hills joined the staff of Providence Hospital, Southfield.

## Business show gets new host

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The average work day usually starts with a 9 a.m. telephone conference with the anchors and executive producers. After the morning meetings, Seifert has time to work on the other aspect of her job — reporting.

Being co-anchor may not have appealed to her if it weren't for the fact she would be able to continue reporting, Seifert said. "I don't know if I would have accepted it otherwise."

At 4 p.m., Seifert switches back to the anchor mode and begins writing the script and going over the stories for that evening's newscast with her producers.

The Nightly Business Report is sent live over the public broadcasting system satellite at 6:30 p.m. (some stations like Channel 56 tape it and show it later in the evening).

After the broadcast, anchors, reporters and production staffers begin planning for the next day's program or continue to work on breaking stories. If a story develops further, it is possible to send updated reports to be inserted in areas where the Nightly Business Report is shown later.

BUT THEN, Seifert knew about the workload before accepting the job.

"I like to challenge myself," she said, adding she couldn't have hoped for a bigger challenge than anchoring the Nightly Business Report. "For the next six months to a year, I intend to really focus on being an anchor — I want to be really good at it."

That includes, she added, sinking her teeth into financial news reporting in a big way. "I'm probably best at reporting small business news and retail news."

Being in New York, the financial capital of the country, will mean learning a whole new world," Seifert said.

Learning a new world is nothing new for Seifert.

After graduating from Troy Athens, Seifert attended the American University in Washington, D.C., where she received a bachelor's degree in communications. She is completing a master's degree in ethics at Georgetown University.

After graduation, Seifert worked on the production staff at CBS morning News and CBS News Nightwatch in New York, and — as a writer and

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— Cassie Seifert

producer — completed freelance assignments with National Public Radio, Cable News Network, and the Public Broadcasting Service.

Immediately prior to coming on as anchor for Nightly Business Report, Seifert was a correspondent for BizNet, a Washington D.C.-based organization that provides business news services to various television programs throughout the country.

At BizNet, Seifert worked as a correspondent for First Business, a syndicated half-hour business news program, served as a news break editor, reporter and field producer for Nation's Business Today, ESPN's live, two-hour morning newscast, and served as substitute host for Ask Washington, a daily hour-long talk show on cable's the Learning Channel.

Seifert never applied for an anchor position on Nightly Business Report. While working at BizNet, Seifert sent out a letter to Nightly Business Report executive producer Linda O'Brien expressing an interest in a position with the program.

"The next thing I knew, they called me and told me to come in for an interview," she said. It wasn't until the meeting she found out she was interviewing for a co-anchor spot.

Seifert said she was attracted to the Nightly Business Report because even though it's been on the air since 1979 it is a progressive, growing show.

"It's a solid, consistent place to work, but that doesn't mean it's not going anywhere. It's not a static broadcast — it's expanding, it's vibrant," Seifert said.

"I was excited and flattered a broadcast like National Business Report would invite me to be part of it," she said. "I have a lot to live up to and intend to give it my all."

The Nightly Business Report (seen locally on Channel 56 WTVS at 7 p.m.) provides breaking business news, analysis, market updates, corporate profiles, features and regular commentary.

The 19 Hummel and Observer & Eccentric Newspapers reach more people in their own hometowns combined than The News or the Free Press.

## datebook

● **LANDLORD PROTECTION**  
Thursday, Jan. 24 — "Protecting the Landlord When a Tenant Files Bankruptcy" 4:30-5 p.m. in Birmingham. Fee: \$25. Information: 643-6410. Sponsor: Ma-roko Landau and Posner.

● **WORDP ERFE CT 5.0**  
Thursday, Jan. 24 — "WordPerfect 5.0 Word Processing on the IBM 4 Personal Computer" 6:30-7:30 p.m. in Bloomfield Hills. Fee: \$45. Information: 645-3635. Sponsors: Cranbrook Schools.

● **BEGINNING WORDPERFE CT**  
Thursday, Jan. 24 through Feb. 21 — "WordPerfect Graphics course 6:30-8:30 p.m. in Rochester. Fee: \$150. Information: 370-3120. Sponsor: Oakland University.

● **INTERVIEWING FOR A JOB**  
Saturday, Jan. 26 — Students interested in marketing can get job interviewing tips 9 a.m. to 4 p.m. near Rochester. Fee: \$22.50. Information: Lawrence DeBoe, 7-567-7353. Sponsor: Oakland University.

● **BASIC IBM PC**  
Saturdays, Jan. 26 through Feb. 16

— Fundamentals of operating an IBM personal computer, including word processing, PC-File III data base manager and Lotus 1-2-3. 9 a.m. to 12:30 p.m. near Rochester. Fee: \$120. Information: 370-3120. Sponsor: Oakland University.

● **WOMEN'S ECON CLUB**  
Tuesday, Jan. 29 — Women's Economic Club meets in Detroit. Information: 983-5088.

● **JAPANESE FOR BUSINESS**  
Tuesday, Jan. 29, through March 19 — "Introduction to Japanese for Business and Social Use" begins at 6:30 p.m. in Bloomfield Hills. Fee: \$75. Information: 645-3635. Sponsor: Cranbrook Schools.

● **COLEMAN IN B'HAM**  
Thursday, Jan. 31 — Coleman Young addresses Birmingham Bloomfield Chamber of Commerce meeting at 11:30 a.m. in Birmingham. Non-member fee: \$30. Information: Jennifer Stansberry, 540-7557.

● **FAMILY LAW SEMINAR**  
Thursday, Jan. 31 — "Recent Developments in Family Law" seminar 9 a.m. to 4 p.m. in Southfield. Non-member fee: \$100. Information: Michael A. Robbins, 646-7177. Sponsor: State Bar of Michigan.

● **REAL ESTATE WORKSHOPS**  
Thursday, Jan. 31 — Free real estate workshops 3-6 p.m. in

Southfield. Information: 396-3483. Sponsor: Deloitte & Touche.

● **GMAT PREPARATION**  
Saturdays, Feb. 2 through March 2 — Graduate Management Admissions Test preparation workshop 9 a.m. to 12:30 p.m. near Rochester. Fee: \$175. Information: 370-3120. Sponsor: Oakland University.

● **PAYING FOR COLLEGE**  
Wednesday, Feb. 6 — "Meeting the Costs of a College Education" 7:30-9:30 p.m. in Birmingham. Fee: \$12. Information: 644-5832. Sponsor: The Community House.

## THANK A VOLUNTEER TODAY

Dedicated volunteers deserve special recognition for their community service. You can say thank you by nominating them for the



**GOLDEN RULE AWARD**

given to individuals or groups for outstandingly volunteer service

The JCPenney Golden Rule Award recognizes and rewards the selfless work of volunteers in many communities across America. It is named for J.C. Penney's first store, called "The Golden Rule," which was established in Kemmerer, W.V., in 1913. And it is based on Mr. Penney's own dedication to service for his business, then in decades of philanthropy and personal service to many causes.

Nominate a friend. A group. Yourself.

Winners will be selected from among your nominations by a panel of unpaid, local business and community leaders. Winners will receive:

- ▲ A specially commissioned bronze medallion that symbolizes the spirit of volunteerism.
- ▲ A contribution of \$10,000 to his or her organization.
- ▲ An opportunity to compete for the National Golden Rule Award, which carries a cash prize and contribution of \$70,000 to the winning organization.

Nominations forms are available at JCPenney stores and at the catalog or Reception Center, 4242 Oakland Mall, in Westland, Mich. or at the JCPenney store.

Local information is March 5, 1991. Winners will be announced April 10, 1991.

JCPenney

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The only HMO backed by the U-M Medical Center.

Other hospitals, like M-CARE, have the pediatric care, like Royal Oak Children's Hospital, but we don't always have the best of both worlds.

The U-M Medical Center is the best of both worlds. But it's not good to know that whenever you need it. Find out more about your options. Call M-CARE at 313-763-7000.