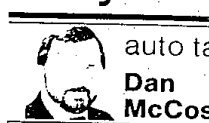


# Patriotism and reality don't fit easily in the car biz

Say you are the top marketing guy for a division of an American auto company that has stopped just short of using the flag raising on Iwo Jima as a corporate symbol. And, just to make your life really complicated, you are in partnership with a Japanese company that once built nearly everything that bombed Pearl Harbor.

Year into the pace lap of a motorsports event that is well ahead of both Mom, apple pie and the Fourth of July as a symbol of the heartbeat of America, if you will pardon the expression.



auto talk  
**Dan McCosh**

seems to be making the sale and display of the American flag awfully popular. It seems even your boss has one, and he has a habit of waving it from the podium while he is making speeches. Then there is this business about Japan not kicking in much to pay for this effort to defend their oil.

the American asset of Hispanic, isn't it?"  
Oops.

LUCKILY, YOU happen to be working on another neat new sports car, which is going to be assembled, not only in America, but in downtown Detroit. The only problem is that it doesn't really exist, at least in the few that were actually running were being used to finish develop-

ing the car, and the engineering guys weren't too enthusiastic about dropping their work just to give you a car to drive around a race track for a lap or two.

Still a crash program working overtime could maybe put one together, although it still means that they should have to bend some rules. But bend they did, which is how a single Dodge Viper, driven by racing legend Carroll Shelby, was substituted at the last minute for the Dodge Stealth as the official pace car for the Memorial Day classic.

I SUPPOSE it would be easy to locate Chrysler for its tap-dancing on this whole thing. Frankly, I have some mixed feelings, including the notion of thought that somehow it knuckled under in the face of patri-

otism instead of giving the folks at Mitsubishi the credits they deserve for their considerable engineering contributions to the Chrysler product line.

Well, if there is a car that represents the best kind of risk-taking, collaboration, design and engineering work the American industry is capable of doing, it's the new Viper.

And then there is the thought of Shelby. He's all behind the wheel, with his now-legendary-per-cylinder heart transplant driving a car that was after all mainly his idea to be given to the guy who took them or at La Manzanilla, the overall.

All in all, I have to give it a pass. It took to do a spin, though, before it had a chance to get a flag, or straight or wavy, with a high

AND THEN you decided to make it a pace car at the Indianapolis 500, figuring that maybe nobody would notice that we were trying to slip a slightly disguised Import Car of the

## Allocating your Assets

A worksheet

### Tips:

Total Portfolio	Investment Policy	Asset Allocation	Investment Objectives	Risk	Duration
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# Fundamentals build a solid retirement

**Part 3**  
In professional football circles Coach George Allen was known for his safe approach to the game. It's true that safety alone did not guarantee victory for him.



finances and you  
**Sid Mittra**

The retirement plan  
The first step in the process is to define a retirement plan. It's a contract that you enter into with your employer and yourself. It's a contract that you enter into with your employer and yourself.

## datebook

- FEMALE EXECUTIVES**  
Thursday, Feb. 28 National Association of Female Executives meets in Troy. Information: Joan Sheridan 493-7029.
- INTERMEDIATE WORDPERFECT**  
Thursdays, Feb. 28 through March 26 Intermediate WordPerfect computer course 6:30-8:30 p.m. near Rochester. Fee \$150. Information: 350-4120. Sponsor: Oakland University.
- GRE PREPARATION**  
Saturdays, March 2-21 and April 6-Graduate Record Examination preparation workshop 9 a.m. to 12:30 p.m. near Rochester. Fee \$145. Information: 370-4120. Sponsor: Oakland University.
- COMMERCIAL INVESTORS**  
Tuesday, March 5 Detroit Commercial Investment Division of Detroit Board of Realtors meets in Troy. Information: 556-7271.
- BUSINESS COMMUNICATIONS**  
Wednesday, March 6 Improve your Internal Communications. Marketing & Sales Applications, presentation 8:10 a.m. at Radisson Town Center in Southfield. Non-member fee \$45. Information: 546-4569.
- LAW SEMINAR**  
Wednesday, March 6 Legal, tax and judicial change that affect management employee relationships 8:30 a.m. in Troy. Information: Joan Sheridan 362-1306. Ext. 248. Sponsor: Dison and Fisher Inc.
- DIRECT MARKETING**  
Thursday, March 7 Direct Marketing Association of Detroit meets in Southfield. Information: 248-9914.
- STAY IN BUSINESS**  
Thursday, March 7 Staying in Business 7-8 p.m. in Auburn Hills. Non-member fee \$50. Sponsor: Society of Manufacturing Engineers.
- INDUSTRIAL RELATIONS**  
Thursday, March 7 Industrial Relations Research Association meets. Information: 643-8997.
- ENTREPRENEURSHIP**  
Friday, March 8 Entrepreneurship
- SUPPLY CHAIN MANAGEMENT**  
Friday, March 8 Supply Chain Management
- BUSINESS COMMUNICATORS**  
Wednesday, March 11 International Association of Business Communicators meets. Information: Nancy Skolmore 486-6939.
- PURCHASING MANAGEMENT**  
Thursday, March 11 Joint meeting of National Association of Purchasing Management (NAPM) in Southfield. Information: 377-1397.
- BUILDING OWNERS**  
Thursday, March 11 Building Owners and Managers Association meets in Detroit. Information: 462-2600.
- BAR CODE SEMINAR**  
Thursday, March 11 Seminar on bar coding basics at the Southfield. Information: 775-7227. Sponsor: National Association of Purchasing Management.
- REVERSE MARKETING**  
Thursday-Friday, March 11-12 Reverse Marketing seminar at the Plymouth. Information: Amy Flynn 602-730-4105. Sponsor: Peachy Education Plus.
- MANUFACTURING SEMINAR**  
Friday, March 12 Seminar on the new Manufacturing Strategy Seminar 10 a.m. to 4 p.m. in Detroit. Non-member fee \$45. Information: 370-4120. Sponsor: Oakland University. American Production and Inventory Control Society.
- LISTENING SKILLS**  
Friday, March 12 Effective Listening Skills 11 a.m. in Southfield. Fee \$60. Information: Kathleen
- SITE MANAGEMENT**  
Thursdays-Fridays, March 8-9 Successful Site Management 10:30 a.m. to 5 p.m. in Southfield. Fee \$150. Information: Leah Davis 533-1605. Sponsor: Institute of Real Estate Management.
- BUSINESS CONSORTIUM**  
Saturday, March 9 Oakland County Business Consortium meets in Southfield. Information: Joseph 104-41420.
- CREATIVITY SEMINAR**  
Saturday-Sunday, March 9-10 Expand your skills in solving. How to Unlock Your Creativity in Bloomington Hills. Fee \$75. Information: 643-3635. Sponsor: Cranbrook Schools.
- MEASURE LOYALTY**  
Monday, March 11 Research Tools for Measuring Customer Satisfaction and Loyalty 8:30 a.m. to 12:15 p.m. in Southfield. Non-member fee \$40. Information: Kay Bonner 306-7996. Sponsor: American Marketing Association.
- BIRMINGHAM CHAMBER**  
Tuesday, March 12 Birmingham Branch of Chamber of Commerce meets at 11:30 a.m. Information: 344-1750.
- ENGINEERS NEEDED**  
Wednesday, March 13 Free professional engineering professionals in Detroit. Information: ERIE 432-4300. Sponsor: Engineering Society of Detroit.
- TRAINING AND DEVELOPMENT**  
Wednesday, March 13 American Society for Training and Development meets in Farmington Hills. Information: 352-8972.
- PR AND THE LAW**  
Wednesday, March 13 Public Relations and the Law 7:45-11 a.m. in Southfield. Non-member fee \$45. Information: 543-3040. Sponsor: Greater Detroit Public Relations Councils.

## focus: small business

Mary DiPaolo

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## marketplace

- BA S&P Public Relations**  
Public Relations Associates Inc. 4000 West 12th St. Detroit 48219. Tel: 376-2500.
- PROFESSIONAL PRESENCE**  
Friday, March 13, 9-11 a.m. at the Renaissance Center. Fee \$100. Information: 376-2500.
- CUT WORKERS COMP COSTS**  
Friday, March 13, 9-11 a.m. at the Renaissance Center. Fee \$100. Information: 376-2500.
- NETWORKING TEA**  
Thursday, March 12, 2-4 p.m. at the Renaissance Center. Fee \$100. Information: 376-2500.
- BUSINESS WOMEN'S DAY**  
Saturday, March 21, 9-11 a.m. at the Renaissance Center. Fee \$100. Information: 376-2500.
- PURCHASING MANAGEMENT**  
Thursday, April 1, 9-11 a.m. at the Renaissance Center. Fee \$100. Information: 376-2500.

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