THURSDAY, OCTOBER 22, 1992

SUBURBAN **BUSINESS**

Larry E. Knox of Troy has been appointed director of joint education activities for General Motors Corp, and will serve as GM executive codirector at the UAW-GM Resource Center, which provides training, education and development programs and activities for approximately 289,000 UAW-represented GM workers.



Lee M. Gardner has been named president and chief ex-ceutive officer of Masso Indus-tries. Inc., succeeding E.H. (Bill) Billig, who, having hed the position since 1936, is re-tiring. Prior to his applia-ment, Gardner was president — automotive operations for Masco Industries.









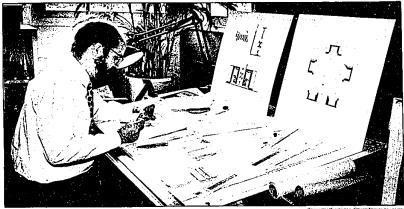


Mary Gael





To submit materials to this column, please send a brief biographical summary along with a black-and-white photo, if possible, to: Business Editor, Observer & Eccentric Newspapers, 36251 School-craft, Livonia 48150.



Designing logos: Dick Nicolson helps companies develop images and identities through graphic representations.

Businesses get a leg up with logos

by its public often starts with a ny its puone iten starts with a company image or logo. But translating a company's identi-ty into a symbol that can be readily identified takes more than putting pen to paper.

BY DOUG FUNKE

It's difficult to put a value on im-

age.
But without it, businesses tend to
have problems surviving, designers,
public relations professionals and image consultants maintain.
"Non-verbal communication can
make or break a business," said Joyce
Knudsen, owner of Image Maker in

Bloomfield Hills. "The first thing you have to do as a reporter is get people to talk. As a consultant, the first thing I have to do is get people to know I exist."
"Everyone has to do something to set themselves apart from everyone else," said leverly A. White, a marketer for Graphic Visions in Northville.

ville.

"Nowadays, CEOs are seeing that it's more important," said Dick Nicolaon, president of Nicolaon Design in Bloomfield Hills. "The logo sometimes is the first and only thing the market will see about your company."

A good logo, image or identity won't guarantee more business, professionals any. But it's difficult to get invited to the dance if no one knows who you are.

Nicolson designs logos and develops plans for the logos' presentation.

"When we look at image design, we try to portray what image a company thinks it should be," he said. "Big companies are so visible, they don't have to go into a detailed image. When you think of Chryster and GM, you think about cars.

"A lot is input from client," Nicolson continued. "You research how a company is preceived by its market by talking to its clientele. Owners are tropably the last ones to know how they're perceived in the marketplace." Nicolson's own stationery consists of "Nicolson's own stationery consists of Nicolson's own stationery consists of Nicolson's own stationery consists of the control of th

Commercial trade exchange records growth in bartering

As a growing number of companies are being sent to the regulatory woodshed due to fraud, falsifying corporate data and outright embezzlement, commercial trade exchanges are moving in the opposite direction.

In recent years, companies have been turning to exchanges as never before, taking advantage of a stone-aged method of trade — bartering — to fight off the economic slowdown.

But with the advance has come growing pains. Popular items that come up for trade on a limited bacome up for trade on a limited ba-sis, such as computers, fax ma-chines or trucks, are often bartered away. While charges of favoritism have been rare, some trade brokers have taken pains to stifle such claims.

when we have a high demand for a good or service, clients want assurances that I'm acting in an ethical manner, said Daniel Blugerman, a Farmington Hills resident who is senior account reductive for the Michigan Trade Exchange (MTE) in Oak Park.

"They want to know that I act the same way no matter what the product. Members, some of whose are competitors, want to make sure there are no tipoffs which go into processing a trade. When there is a waiting list for a particular item, we work on a first-come, first-serve basis."

To add a measure of ethical standing to his profession, Blugorman was recently accredited a Certified Trade Broker (CTB) by the International Reciprocal Trade Association, the third barter professional in Michigan to receive the designation in the four years it has been offered.

"The certification is based on educational degree, years of experience, activism in the industry along with three client references," said Blugerman, who now lists CTB after his name on business cards.



Daniel Blugerman

"Once those factors have been let, you're eligible to take a com-rehensive written and oral exam. The exam takes about half a day.

The questions center on ethical and business matters, with six es-say questions and 50 multiple choice."

With 13 years of experience, Blugerman has 400 clients, 30 percent of whom are concentrated in the restaurant industry.

"Most of what I do is over the phone, encouraging members to trade," he said. "For all the tech-nology out there today, this is still a personal-service industry."

Overall, MTE has 4,000 members which last year recorded \$20 million in sales volume. Over the last five years, Fred Detwiler, president of the exchange, said annual sales have grown 8 to 10 percent on average.

"Componies have become so accustomed to exchanges that they've appointed bartering managers to keep track of everything," said Detwiler. "The minute we print a catalog, it's already out of date, Many of our members say they would never have been able to make improvements to their businesses without the exchange."

Bartering offers companies a way to increase sales, move surplus inventory and make use of excessive capacity — all priorities in a downturn. Many firms have even used bartering as a way to collect on bad debt or as a creative means of financing.

ative means of financing.
But even in good times, companies have quietly been discovering the unique method of trade.
Small firms can accumulate trade dollars, or credits, in return for products or services offered on an exchange. Using those credits, firms can then purchase goods and services offered by any other member of the exchange.

For instance, a printer may

arms can then purchase goods and services offered by any other member of the exchange. For instance, a printer may barter its services for office furniture, maintenance work on its delivery trucks or repairs on a leaky roof. While members pay wholesale for items bought through the exchange, they don't escape the Internal Revenue Service. Trade dollars are treated excape the dollars are treated excape dollars have allowed me to remodel and the expand my practice, as well as (buy) office supplies and furniture, said Dr. Michael McGrath, an optometrist and owner of the Fermington, an MTE member since 1981.

"It's also brought us business."

Farmington, an MTE member since 1981.

"It's also brought us business sky bringing in new people, and I can use my trade dollars to advertise. We're even starting to use our dollars on the supplier side. It's a very creative network."

Most exchanges charge an average \$500 membership fee and a percent transaction fee — 5 percent to the buyer and 5 percent to the buyer and 5 percent to the buyer and 5 percent the seller — on every deal. While complete figures on the dollar value of barter in the U.S. don't exist, the Reciprocal Trade Association estimates companies will trade over \$1 billion in goods and services this year.

If non-exchange trading — primarily large deals between corporations arranged through trading companies — is counted, total barter volume would rise to over \$6 billion, said the association.



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