

DATEBOOK

■ ADDING VALUE
The Business/Professional Advertising Association of Detroit is featuring Russell Carson, publisher, New Equipment Digest Magazine, at its Thursday, Nov. 19, luncheon meeting, at the Somerset Inn. Call 851-9095.

■ REAL ESTATE CAREER
Persons interested in a new career are invited to take a closer look at the real estate industry at a career night sponsored by Century 21 M/L Corporate Transference Services. The seminar will begin at 7 p.m. on Nov. 19 at the firm's Farmington Hills office at 30110 Orchard Lake Road. Call 851-6700.

■ EMPLOYEE LEASING
"The Benefits of Employee Leasing," a growing way for smaller companies to become more competitive and cost effective, will be explained at a special seminar offered by Key Employee Leasing.

Thursday, Nov. 19, at the Radisson Plaza Hotel, in Southfield. Call 356-1188.

■ JOINT PROPERTY
Southeast Chapter, Independent Accountants Association of Michigan will meet on Thursday, Nov. 19 at Stephenson House in Hazel Park to hear Attorney Raymond T. Rowe discuss "The Perils of Joint Property." Call 245-1795 for information and reservations.

■ EMPOWERING YOURSELF
"Empowering Yourself to Peak Performance" will be the topic of the Nov. 19 meeting of the Association for Service Management International at the Betsford Inn in Farmington Hills at 6 p.m. in the Detroit Room. Speaker, Greg Winterhalter, from Strategic Micro Planning, Call 522-3080.

■ SALES POWER
"Sales Power for Non-Salespeople" will be offered from 9 a.m. to noon on Nov. 19 at the Warren Campus of the Detroit College of

Business. The workshop is designed for individuals who have customer contact, but are not in traditional selling professions. Call 581-4400, ext. 256 for information.

■ CLOSING SALES
"How to Close A Sale" will be offered from 1 p.m. to 4 p.m. on Nov. 19 at the Warren Campus of the Detroit College of Business. Topics include: 8 closing questions you can use in any situation, how to probe and clarify objections, and mastering the art of timing. Call 581-4400, ext. 256 for information.

■ BETTER LISTENING
"Developing Effective Listening Skills" half-day workshop offered Thursday, Nov. 19, at Lawrence Technological University in Southfield. Fee: \$195.

■ POST-RETIREMENT BENEFITS
The International Society of Certified Employee Benefit Specialists, Detroit area chapter, is sponsoring a seminar on Funding Post

Retirement Benefits" at 8:30 a.m. on Friday, Nov. 20, at the Radisson Plaza Hotel. Call 596-7329.

■ HIGHER RATES
"How to Earn Higher Rates of Return on Your Invested Dollar, and Improve the Quality of Your Retirement" is the topic of a seminar by Equiquest Mortgage Corp. at the Elmhurst's Big Boy in Westland at Wayne and Hunter roads at 6:30 p.m. Call 595-0040.

■ BUDGETING FOR EVERYONE
"Budgeting and Forecasting for Non-Financial People" workshop presented 8:30 a.m. to 4:30 p.m. Friday, Nov. 20, at Walsh College on Livernois in Troy. Fee: \$195.

■ RETIREMENT PLANS
Effective January 1, 1993, new rollover and withholding rules will apply to distributions from employer-sponsored retirement plans. Miller, Canfield Paddock and Stone in Detroit is presenting a seminar for employers, trustees

and plan record keepers on Friday, Nov. 20, from 8:30 to 10:30 a.m. at the Radisson Plaza Hotel in Southfield. Call 496-7659 for reservations.

■ A DAY AT THE RACES
The Insurance Women of Metro Detroit are sponsoring a fund raiser for the 1996 regional conference at Ludbrook DRC in Livonia on Saturday, Nov. 21, beginning at 11:30 a.m. Call 478-4249.

■ OPTIMIZING REVENUE
"Ten Steps To Optimizing Revenue in A Medical Practice" is the topic for discussion at a seminar for the health care profession at the Radisson Hotel in Southfield on Dec. 2. Call 354-0900.

■ BETTER COPYWRITING
Herschell Gordon Lewis, nationally and internationally acclaimed direct response writer and consultant and head of Communicomp, Plantation Florida will speak at a special morning seminar and luncheon meeting for

the Direct Marketing Association of Detroit on Thursday, Dec. 3, at the Plaza Hotel, in Southfield. Call 258-8803.

■ BUSINESS CONSORTIUM
Oakland County Business Consortium to examine relationship of Detroit with its suburbs Saturday, Dec. 12, in Southfield. Non-member fee: \$5. Information: Annette, 443-0777.

■ BUSINESS CONSORTIUM
Oakland County Business Consortium will hear presentation on the American Road Saturday, Jan. 9, in Southfield. Non-member fee: \$5. Information: Annette, 443-0777.

■ BUSINESS CONSORTIUM
Oakland County Business Consortium to hear about Wayne County's Small and Minority/Disadvantaged Business Development program Saturday, Feb. 13, in Southfield. Non-member fee: \$5. Information: Annette, 443-0777.

IT HURTS TO BE NUMBER ONE.

37 million Americans suffer from arthritis. That makes it the number one crippling disease in this country. It attacks in over one hundred different forms. Some forms are disabling. Some disfigure. All of them hurt.

If you need help, or want to help, contact the Michigan Chapter of the Arthritis Foundation at 1-800-968-3030.



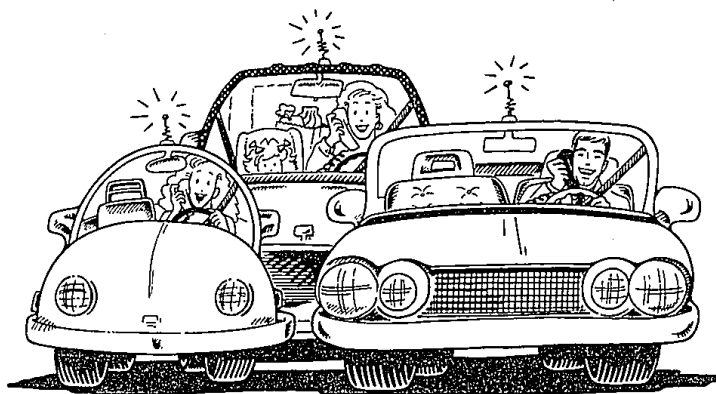
Your Source for Help and Hope

GIVE FIVE. A GOAL THAT REALLY COUNTS

Whatever causes you are giving to now, set a goal to increase your giving to a level that will make a permanent and positive difference. Give Five - 5 hours a week and 5% of your income. The rewards will make you feel like a winner every day of your life. For more information, call 1-800-55-GIVE-5.



Five hours a week and five percent of your income.



HOW TO KEEP BUSY SCHEDULES FROM DRIVING YOUR FAMILY APART.

Introducing the Ameritech Mobile Family Pack.

THE FIRST MOBILE PHONE PLAN WITH SPECIAL LOW RATES JUST FOR FAMILIES.

You're headed home from the office. Your husband's battling the stop-and-go after a sales call. And someone's got to remind Junior to pick up Bowser at the vet on his way home from practice.

If this sounds like a day in the



very busy life of your family, then it sounds like you need the Ameritech Mobile Family Pack.

It's the first truly affordable mobile phone plan with special prices just for families. See your nearest Ameritech Mobile dealer today.

1-800-MOBILE-1

Connect with the leader.
AMERITECH MOBILE

Call 1-800-MOBILE-1
or the Ameritech Mobile dealer near you:

ALBANY
Cablevision Communications
215 Church St.
518-831

ANN ARBOR
ABC Warehouse
Frederick
Henderson Glass
Highland Superettes

AUSTIN HILLS
Metro Call
2550 S. Miller Rd.
512-3333
1-800 LEADER 1
Henderson Glass

BENTLEY
Henderson Glass

BIRMINGHAM
Fenching Touches
Henderson Glass
235 First St.
615-2225

Boston Home
Appliances & Electronics

BRIGHTON
Henderson Glass

CANON
ABC Warehouse
Henderson Glass

CENTURINE
Foster
Highland Superettes

CLARKSON
Ameritech Mobile Sales & Service Center
2719 S. Lincoln Ave.
202-4111

ABC Warehouse
Dash Mobile Electronics
Highland Superettes

CLARKSON HEIGHTS
Henderson Glass

DETROIT
Ameritech Mobile Sales & Service Center
3334 E. Jefferson Ave.
313-5507

Multi-Communication Services
855 Glenview Dr.
853-7575

Frederick
Henderson Glass

Pearl's Metro
Auto Center
11201 W. 11th St.
313-3463

EASTPOINT
Ameritech Mobile Sales & Service Center
22215 Grand Ave.
772-0027

Henderson Glass

FARMINGTON
ABC Warehouse
Henderson Glass

FARMINGTON HILLS
Metro Call
31022 W. 14th St. #2
473-0331
1-800 LEADER 1

FLINT
Ameritech Mobile Sales & Service Center
64029 1st St.
1-800-232-5242

ABC Warehouse
Frederick
Henderson Glass
Highland Superettes

FRASER
Henderson Glass

HIGHLAND PARK
Highland Superettes

LATHROP VILLAGE
Ameritech Mobile Sales & Service Center
20311 So. 11th St.
504-8555

Livonia
Multi-Communication Services
21111 E. 14th Ave.
427-1923

Frederick
Henderson Glass

MADISON HEIGHTS
Midwest Electronics
23325 John Rd.
542-7730

Frederick

MT. CLEMENS
Metro Call
26384 Hooper
737-5300
1-800 LEADER 1

ABC Warehouse
Frederick
Henderson Glass

NEWARK
ABC Warehouse
Frederick
Henderson Glass

OKLAHOMA CITY
ABC Warehouse
Frederick
Henderson Glass

OKLAHOMA CITY
ABC Warehouse
Frederick
Henderson Glass

ABC Warehouse
Frederick
Highland Superettes

NOVI
Part Cellular
41350 Green Rd.
313-2175

Frederick
Henderson Glass
Highland Superettes

PLYMOUTH
Ameritech Mobile Sales & Service Center
5120 W. 14th St.
481-9020

PONTIAC
Frederick
Highland Superettes

PORT HURON
ABC Warehouse
Henderson Glass

RIDGEMONT
ABC Warehouse

ROCHESTER
The Super Advantage
5134 S. 1st St.
256-1611

ROCHESTER HILLS
Ameritech Mobile Sales & Service Center
11500 E. 14th St.
734-9370

Henderson Glass
Appliances & Electronics

ROSELAND
ABC Warehouse

ROYAL OAK
Royal Plaza Sales & Service
4711 W. 14th St.
546-5711

Highland Superettes

STILL MEADOWSHIP
Henderson Glass
Highland Superettes

SOUTHFIELD
Henderson Glass Center
11250 14th St. #2
352-7120

ABC Warehouse
Dash Mobile Electronics
Frederick
Highland Superettes

SOUTHGATE
ABC Warehouse
Frederick
Henderson Glass
Highland Superettes

STERLING HEIGHTS
Metro Call
5131 W. 14th St.
513-4627
1-800 LEADER 1

ABC Warehouse
Frederick
Henderson Glass

TAYLOR
Express Paging Systems
11202 14th St.
380-0161

TROY
Central Cellular Sales
211 W. 14th St.
513-3237

ABC Warehouse
Henderson Glass
Highland Superettes

Pearl's Metro
Auto Center
11201 W. 11th St.
313-3463

WARREN
Multi-Communication Services
21041 E. 14th St.
772-5225

Dash Mobile Electronics
Henderson Glass

WATERGORD
ABC Warehouse
Dash Mobile Electronics
Henderson Glass

WESTLAND
Frederick
Highland Superettes

WEST BLOOMFIELD
Frederick
Henderson Glass

WYANDOTCH
Frederick
Henderson Glass

WYANDOTCH
Frederick
Henderson Glass

WYANDOTCH
Frederick
Henderson Glass

WYANDOTCH
Frederick
Henderson Glass

WYANDOTCH
Frederick
Henderson Glass

WYANDOTCH
Frederick
Henderson Glass