MARKETPLACE

equipment, with 13 offices located throughout North America, Mexico, and Europe. The company operates one of the world's most extensive technical centers dedicated solely to research and development of exhaust systems.

Troy tax expert Warren Sims, owner of Marcoln Business Services, has affiliated his office with Triple Check Income Tax Service, the second largest income tax preparation company in the nation.

By joining the coast-to-coast network of some 300 offices in 44 states. Warren now has access to the industry's most sophisticated computer services, to on-going training programs in new or modified tax laws, and to Triple Check's "Tax Hotline," staffed by senior tax professionals who provide answers to the toughest and wast combine tax questions.

most complex tax questions.

To place your business in the marketplace calendar, mail the information, including the business telephone number and address, to Business Editor, 36251 School-craft, Livonia 48150. Or drop the information off at your local Observer & Eccentric newspaper office.

Inna's New Age International Spa has opened in West Bloomfield. The health and beauty spa combines 100 percent natural products with European alternatives to traditional medical

ty spa combines un bereent natural products with European alternatives to traditional medical treatments.

All products are natural and are made from plants and Glowers.
These products have been used in Europe for many years. Combined with our treatments by highly qualified therapiats, the spa edupates client about total health and body care, said Inna Resin, the spa's owner.

the spa's owner.

The new, facility called Inna's
New Age International Spa is at
3755 W. Maple Road, Suite 109 in
West Bloomfield.

John S. Kolon, president of Ko-lon, Bittker and Desmond, Inc., in Troy and David Sabol, market-ing director of Arvin North Amer-ican Automotive, announce that ing director of Arvin North Amer-ican Automotive, announce that Arvin North American Automo-tive has chosen KB&D as its agency of record. The agency will be responsible for Arvin's outdoor and radio advertising, creative services, collateral materials, and marketing communications.

marketing communications.

Headquartered in Columbus,
Indiana, Arvin is a leading sup-plier of automotive original







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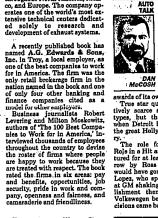
KING CONES

HERSHEY'S REGULAR SIZE

CANDY BARS



Hollywood has nothing on auto execs



After watching a guy who once played a supporting role behind an orangutan walk off with a couple of scademy awards, it occurred to me that the auto business has been remiss in not doling out a few acting wat.

the great Hollywood dream facto-

the great Hollywood dream factory.

The role for Best Dramatic
Role in a Hit and Run Farce, captured for at least three years in a
row by Rosa Perot, this year
would have gone to GM's Ignacio
Lopez, who spent his 12 months
at CM shaking up the GM establishment then cutting out for
Volkswagen before any of his decisions came back to haunt him.

This performance was offset by Chrysler Chairman Bob Eston, who was still sorting out his Roloder after being on the job 10 months when the Chrysler Board of Directors announced they were giving him some \$7 million in compensation for his role in Turning Chrysler Around — an ongoing play if there ever was one. Eston is lucky to have made it to the stage before the last curtain call.

The huminess of launching new

call. Business of launching new cars also has its moments of high drams, at least some of them unplanned. It's been years also has ince the infamous launch of the Subars BRAT—a tiny off-road recreational vehicle made famous by a press event that lasted two days and managed to destroy all of the two dozen or so vehicles brought to the event in hectic off-road driving.

two out to the event in hecus triving.

A close second was the more recent introductions of the Mitaubiahi 3000 GT and Dodge Stealth, where more than half the cars broke gearboxes when the automotive press corps began to put

them through their paces. Then there was the Isuzu Trooper, which fell over on its side at the New York Auto show while making a 20-mph turn in a parking lot. An interesting aftermath to these disastrous debuts was that Consumer Reports magain like the consumer Reports the all times want of the control of them through their paces. Then there was the Isuzu Trooper,

the Automotive Press Association on the general subject of Japan-bashing and other trade Issues; and managed to somehow blame the start of the War of 1812 on the U.S. government's self-interested

U.S. government's self-interested trade policy.

There are lots of minor awards; which ought to go to almost any-body in the business, like 'Acting Patriotic,' which is split between U.S. executives rationalizing their roles as head of Japanese divisions; or U.S. manufacturers mory ing jobs to Mexico.

Now that I think about it, mosty of what happens in this business lately seems to be a tough act for follow.

Don McCosh is automotive edi-tor of Popular Science magazinu If you have a comment, question or suggestion concerning Auto Talk, write to Dan McCosh; Ob-server & Eccentric Newspapers; 8252 Schooleraf, Livonia, 48150; or you can call him directly by di-duing 953-2047, mail box number 1870, on a touch-tone phone.

MOTIONS '93
Women in Communications, De-troit Chapter is hosting its annual Great Lakes Regional Conference, Options '93, from Thursday, April 1 1 through Saturday, April 3 at the Troy Marriott. Call Elly Wright at 278-8573 for more information.

MANUFACTURING ENGINEERS
Society of Manufacturing Engineers meets 9 a.m. to 1 p.m. Saturday, April 3, at Oakland Community College in Auburn Hills. Fec: \$20. Information: 855-7275.

TIME-BASED MANUFACTURING
A business briefing on "Better,
Faster, Cheaper: Time-based
Manufacturing' providing lighthearted, hands-on experience in
the concepts of Time-based Manufacturing. Corporate Teams will
work in simulated factories pitting collective resourcefulness and
ingenuity against others striving
to make incremental improvements in operations to produce
the highest quality, lowest cost
products with no late shipments
from 7:30 p.m. to noon on

Wednesday, April 7, at the Troy Marriott. Call 446-7215.

Marriott. Call 445-721b.

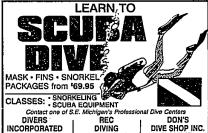
BUSMESS PIAN

"Writing the BUsiness Plan," a seminar offered for wome entrepreneurs by Michigan's Initiative for Entrepreneurial Excellence, also known as the EXCELI project, is scheduled for Wednesday, April 7, at 22840 Woodward Ave. in Ferndale. Call 396-3577.

The Tri-county chapter of the Professional Secretaries, Interna-

tional will hold its April meeting on Wednesday, April 7, at Han-delman Company, 500 Kirts Blvft, in Troy. Beginning at 5:45 p.m. Call Dec Lucas at 362-4400 ext

Tocsc
Frank Ross, deputy director of the Wayne County business development division will be the guest peaker at the Oakland County Business Consortium meeting on April 10 at 10 am. at the Northland Mall auditorium.



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