

Safe

from page 12B

"Small manufacturers probably have the biggest need," Cole said. "Maybe he got tired of working for someone else, put his own shop together and has three or four people working for him. No one told him what to do."

"Part of what we're running into when you get down to very small companies is they don't know they have to have a documented safety plan," he said. "We're trying to get across that they must have a plan."

"Are they going to be visited by MIOSHA? Probably not. But if someone files a complaint or there's an injury, they could have an occupational safety officer at their door," Cole said.

A plan for safety
A safety plan must address how

"Somehow or another, safety got tagged that it's an expensive thing to do, it costs a lot of money. Some people just can't be bothered."

Michael E. Cole
Be Safe Inc.

an employer will provide a safe work place including attention to Michigan's right to know law on hazardous materials.

"We found there's a lot less education about safety than we expected to find," Cole said. "We have to get education out first before they get to the point where they want to talk about doing business."

"Somehow or another, safety got-tagged that it's an expensive thing to do, it costs a lot of money," he said. "Some people just can't be bothered. One willful violation and the minimum fine is \$5,000 and willful is considered to mean that you know a condition exists and allow it to continue."

Overhead is fairly low, so the principals don't feel pressured to expand too quickly.

"We'll let it grow as big as the market demands," Cole said. "We went to a Wayne State University seminar. One thing they caution you about is not to grow too fast."

"We'll bring in office people to handle the office end, people to go out and work with people. We'd like to hire a full-time marketing person," he said. "We'll let it happen when it gets here."

And eventually get out of the house and into an office, Hanson said.

Safety seminars and industrial accident investigations also were identified by the principals as areas for potential growth.

Russell said he has no problem with businesses doing their own safety programs, but figures that

more often than not he and Cole can do it better.

"That's our expertise -- to read and give them a better understanding of their particular type work," Russell said. "We have the expertise to make that go a lot easier and faster."

"I know there are consultants out there who will train what's in (safety) standards, but they don't follow through and do a specialized program like we do," Hanson said.

To place your business in the marketplace calendar, mail the information, including the business telephone number and address, to Business Editor, 36251 Schoolcraft, Livonia 48160. Or drop the information off at your local Observer & Eccentric newspaper office.

Marx Layne & Company, a Farmington Hills-based full service marketing and public relations firm, has been named public relations agency for both the

Wooden Horse Inn and Nicky's restaurants in Troy.

The newly opened Wooden Horse Inn is located at 6725 Rochester Road in Troy, Michigan. Specializing in traditional, American inn cooking, the restaurant also features American wines, champagnes and beers.

Nicky's is located at 755 W. Big Beaver Road in the Top of Troy building. The restaurant also specializes in exquisitely prepared

American cuisine and offers entertainment from well-known Metro-Detroit musicians. Both restaurants are owned and operated by John Reaser and Nick Sorias.

The How to Start a Business at Home guide, published by the Oakland County Economic Development Division, is now available. The 23-page guide is designed to help potential business owners determine if they have en-

trepreneurial qualities, if the ideas have been researched thoroughly, and if the home is the appropriate place to locate the business. It also includes step-by-step instructions on how to write a business plan, financial statements and projections and how to set up a home office.

To obtain a copy of the guide, contact the Oakland County Economic Development Division, 1200 North Telegraph Road, Pontiac 48341.

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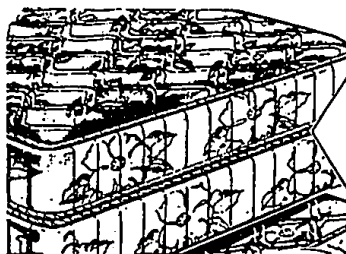
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