

DATEBOOK

ENTREPRENEUR OPPORTUNITIES
The New Forum Enterprise and the Ann Arbor Chamber of Commerce are presenting "Entrepreneurial Opportunities in Technology Transfer" at the Holiday Inn North Campus at Plymouth Road and US 23 on Sept. 23, 10 a.m. to 4 p.m., Thursday, September 23. Call 665-4433.

FIX PC PROBLEMS
"Identify and Fix Pesky PC Problems (Without Calling a Repair Person)" presented Thursday, Sept. 23, at the Hotel St. Regis in Detroit. Fee: \$145. Information: 1-800-255-4141. Sponsor: Padgett-Thompson division of the American Management Association.

SUCCESSFUL SALES
"The Five Habits of Successful Sales People," a seminar sponsored by the Robert Morris Associates of Southeast Michigan Group will be at the Clarion Hotel in Farmington Hills on Sept. 23 from 7:30-9:30 a.m. Call 473-4235.

CPA/FINANCIAL FORUM
The Michigan Association of Certified Public Accountants Metropolitan Detroit Chapter is presenting the eighth annual CPA/Financial Institutions Forum from 6-8 p.m., Thursday, Sept. 23. Call 855-2288 for details.

IMPROVING THE BOTTOM LINE
"50 Ways to Improve Your Bottom Line" presented 9 a.m. to 4:30 p.m., Thursday, Sept. 23, at the American Society of Employers, 23815 Northwestern Highway, Southfield. Non-member fee: \$225. Information: Pat Murphy, 353-4500.

NETWORKING WOMEN
Strive, a networking and support group for women and a local chapter of the National Association for Female Executives, meets at 6 p.m., Thursday, Sept. 23, at the Troy Public Library, north side of Big Beaver east of I-76. First-time guests free, visitors \$5. Information: 253-6800.

MANAGEMENT ACCOUNTANTS
Oakland County Chapter of Institute of Management Accountants meets at 6 p.m., Thursday, Sept. 23, at the Kingsley Inn in Bloomfield to discuss State Tax Review. Fee: \$23. Information: Bernard Gerber, 649-4800.

GREATER DETROIT CHAMBER
Greater Detroit Chamber of Commerce meets at 7:30 p.m., Thursday, Sept. 23, at the Troy Marriott. Fee: \$15. Information: Beverly, 423-3321.

WOMEN BUSINESS OWNERS
National Association of Women Business Owners meet at 5:30 p.m. at the Northfield Hilton, 5500 Crooks (at I-76) in Troy. Program: "How Job Training Programs Can Support Small Business: Using the Job Training Partnership Act." Information: Chinyere Neale, 396-3576.

EMPLOYEE INVOLVEMENT
"Developing Employee Involvement Programs" presented 9 a.m. to 4:30 p.m., Friday, Sept. 24, at the American Society of Employers, 23815 Northwestern Highway, Southfield. Non-member fee: \$225. Information: Pat Murphy, 353-4500.

COMMUNICATION SKILLS
"Communication and Listening Skills" presented 9 a.m. to 4:30 p.m., Friday, Sept. 24, at the American Society of Employers, 23815 Northwestern Highway, Southfield. Non-member fee: \$225. Information: Pat Murphy, 353-4500.

RELATIONSHIP SALES
Mitchell Selling Dynamics Inc., a Birmingham sales training company, is sponsoring a four hour seminar on how to be successful in relationship sales from 1 to 5 p.m. on Friday, Sept. 24, at the Somerset Inn on Big Beaver in Troy. The focus is on practical, useful tips for increasing profitable sales. Speaker: John Mitchell, president, Mitchell Selling Dynamics. Call 652-7606.

CPR
"CPR and First Aid" presented 8:30 a.m. to 12:30 p.m., Monday-Tuesday, Sept. 27-28, at the American Society of Employers, 23815 Northwestern Highway, Southfield. Non-member fee: \$50 (CPR and first aid), \$25 (CPR only). Information: Pat Murphy, 353-4500.

NO-LOAD MUTUALS
Ronald M. Yolles, president of Ronald M. Yolles Investment Management Inc. in Southfield, will discuss how to assemble an all-star portfolio of no-load mutual funds in two seminars, one at 10 a.m. and the other at 7 p.m., Tuesday, Sept. 28, at the Prudential Town Center in Southfield. Call 356-3232 for reservations.

FAMILY LEAVE ACT
"The Family and Medical Leave Act of 1993" presented 8:45 a.m. to noon Tuesday, Sept. 28, at the American Society of Employers, 23815 Northwestern Highway, Southfield. Non-member fee: \$30. Information: Pat Murphy, 353-4500.

DIVERSE WORKERS
"Merging Work Force Diversity" presented 9 a.m. to 4:30 p.m., Wednesday, Sept. 29, and Wednesday, Oct. 6, at the American Society of Employers, 23815 Northwestern Highway, Southfield. Non-member fee: \$325. Information: Pat Murphy, 353-4500.

FRANKLIN EXCHANGE
The Franklin Exchange, a Southfield chapter of the Business Network International will hold its fall kick off meeting 7-8:30 a.m., Wednesday, Sept. 29, at 400 Town Center, 14th Floor, the Equitable Insurance Co. Call 851-5500 for information.

SAFETY PROGRAMS
"How to Build an Effective Safety Program" presented 9 a.m.

to 4:30 p.m., Wednesday, Sept. 29, at the American Society of Employers, 23815 Northwestern Highway, Southfield. Fee: \$20. Information: Pat Murphy, 353-4500.

WOMEN'S AD CLUB
Women's Advertising Club of Detroit meets at 11:30 a.m., Thursday, Sept. 30, at the Troy Marriott on Big Beaver (just east of I-76). Non-member fee: \$20. Information: Kathy Carter, 474-3900.

DIFFICULT WORKERS
"Working with Difficult People" presented 9 a.m. to 4:30 p.m., Thursday, Sept. 30, at the American Society of Employers, 23815 Northwestern Highway, Southfield. Non-member fee: \$225. Information: Pat Murphy, 353-4500.

RETIRE ON ANNUITIES
"Retirement Planning with Annuities" free seminar begins at 7:30 p.m., Oct. 7 at the Townsend Hotel, 100 Townsend St., Birmingham. Information: Fidelity Investments, Birmingham. Information: 1-800-682-4746.

WOMEN ACHIEVERS
The YWCA of Western Wayne County is seeking nominees for its second annual Women of Achievement awards luncheon on Friday, Nov. 5, at the Fairlane Club in Dearborn. The program recognizes women who have distinguished themselves in the following categories: arts/communications, business/industry, education, government/law, community volunteer service, teen achievement. Call 661-4110.

WRITE US
To have your upcoming item inserted in this calendar, write the datebook calendar, business editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia MI 48150 or have it item dropped off at any of the Observer or Eccentric offices.

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DISCOUNT COUPON
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Metro Detroit: the newspaper readership story

Detroit is a "city of suburbs."

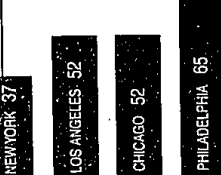
As the graph shows, suburban-

ites comprise more than 72% of

Detroit's metro population.

In fact, the suburbs account for

85% of metro Detroit's



Percent of metro population in suburbs

Effective Buying Income (EBI).

And, in Detroit's suburbs, the

leading newspapers are not

The Detroit News or Free

Press—

The leading suburban newspa-

per medium is SPRING, the net-

work of suburban newspapers.

SPRING delivers more than

twice the audited suburban

circulation (707,214) of the daily

Detroit News (274,510) or Free

Press (348,698).

And the 1991 Belden newspa-

per survey proves that

suburbanites read their

SPRING newspapers.

SPRING delivers more total

suburban readers (927,400)

than the daily edition of The

News (743,000) or Free Press

(856,000).

SPRING delivers more subur-

ban buyers of

women's fashions,

men's fashions, new

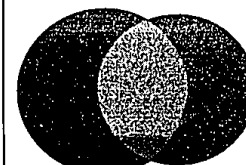
cars & trucks, boats,

jewelry, and airline

tickets.

The same research study

shows that 416,000 (56%) of



35% of the people reached by the DNA daily "combo" read both

The Detroit News' suburban

readers also read the Free

Press.

So Free Press advertisers add

only 17% more reach by buying

the News-Free Press daily

"combo."

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Source: Survey of Buying Power, ABC (R), CAC, Belden

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The Townsend Hotel
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