

MARKETPLACE

Marketplace features a glimpse of suburban business news and notes, including corporate name changes, new products, new store or office openings, new affiliations, new positions, mergers, acquisitions and new ways of doing business. *Writer: Marketplace, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is 313-591-7279.*

■ DONER GAINS MUSICLAND

Muscleland Stores Corp. has awarded the creative portion of its national television advertising for Muscleland and Sam Goody stores to W.B. Doner & Co., based in Southfield.

"Some of the country's most well known and established creative shops were among those agencies who vied for the business," said Arnie Bornstein, Music Store Division president. "Doner was selected after a search that involved more than 40 advertising agencies from all over the United States."

Alan Katter, president and chief operating officer for W.B. Doner, said, "Muscleland is the leader in a very dynamic and exciting category. We look forward to challenging the category with innovative, breakthrough creative advertising for Muscleland and Sam Goody."

Muscleland Stores Corp., headquartered in Minneapolis, is the largest specialty retailer of prerecorded home entertainment products in the U.S. The company operates 1,200 stores in the U.S., Puerto Rico and the United Kingdom, including Birmingham, Livonia, Novi, Southfield and Westland.

■ PLATINUM WINNER

St. Louis-based J.S. Alberici Construction Co., whose local branch is at 13040 Merziman, Livonia, has earned Chrysler Corp.'s 1993 Platinum Pentastar Award, the automaker's highest service award.

Alberici has won the award every year since its inception in 1985. The company is one of 13 suppliers in the world, and the only general contractor, to have consecutively earned the award for excellence in quality, delivery, price and customer support and technology.

■ BUSINESS IS BLOOMIN'

Bordino's Better Blooms, Rochester Hills, was named a top single shop member of Florists Transworld Delivery Association (FTD) for the volume of orders it sends through the wire service.

■ NEW NAME

Temporary Health Care Services, based in Southfield, will change its name to Arcadia Health Care Services as part of an expansion program to start in 1994.

The company will expand to other states through new offices, acquisitions and affiliations. The name change is necessary because the old name is registered in many of the targeted areas, said James L. Bellinson, vice president of marketing and acquisitions.

■ NAMED CONSULTANT

Mary Pat O'Neill of Harper Woods, an account executive with Roney & Co., Farmington Hills, has earned the designation of Accredited Investment Management Consultant from the Institute of Investment Management Consultants, Phoenix, Ariz. She's the first woman and second professional in Michigan to receive the designation.

■ LANDSCAPE AWARD

English Gardens' landscaping department has earned two environmental improvement awards from the Metropolitan Detroit Landscape Association.

The company earned a gold award in the category of creative horticulture for the landscaping at its West Bloomfield store, Orchard Lake Road and Maple, and a silver award for a residential landscaping project valued at more than \$5,000. John Collins designed the West Bloomfield storefront and Mark Hanford did the residential design at a Livonia residence.

■ NEW BUILDER

Bloomfield Construction Co., a new business specializing in shingle roofing, custom aluminum, vinyl, restoration siding and trim work, has opened at 833 E. 14 Mile, Birmingham, and 17368 W. 12 Mile, Suite 104, Southfield.

Jeffrey M. Petrucci, president, is a licensed builder and Central Michigan University graduate



Richard E. Schaeffer



Frederick L. Blackmon



James T. Ponder

Insurance firm executives change

Gary D. Gilmer, president and chief executive officer of Farmington Hills-based Alexander Hamilton Life Insurance Co., has announced these appointments and promotions:

■ Richard E. Schaeffer, who is relocating from Chicago, executive vice president, chief operating officer. He served as senior vice president and COO of Household Retail Services, a subsidiary of Household International.

with more than seven years of experience in residential roofing and siding.

The phone number in Birmingham is 540-ROOF. The Southfield number is 569-5766.

■ GUARDIAN ACQUISITION

Guardian Alarm Co., based in Southfield, has acquired Security Link's employees and Michigan accounts. The announcement comes just two weeks after Guardian's merger with American Protective, Detroit. Guardian will service Security's 700 Michigan and Toledo accounts from its Southfield headquarters.

■ COMPUTER PROS

Source Edp, a non-franchised recruitment firm, has opened Source Consulting in Southfield, a new division that places com-

puter experts on job assignments. Ken Jarema, formerly an account manager for Edp Tempa, heads the new office. The phone number is 352-6520.

■ James T. Ponder of Northville, executive vice president, chief marketing officer. He served as senior VP and chief marketing officer at Alexander Hamilton.

"Alexander Hamilton Life has undergone significant growth in the past five years,"

Gilmer said. "We have increased our asset base from \$3 billion in 1988 to almost \$7 billion in 1993. The assignments of these individuals will greatly enhance our plans to continue this growth."

Alexander Hamilton Life is a wholly owned subsidiary of Household International, a provider of consumer finance and banking services and consumer insurance and investment products.

■ DONATE COMPUTERS

EDS, a wholly owned subsidiary of General Motors Corp., last month donated 12 computers, including software and printers, to the Boys & Girls Clubs of Southeast Michigan.

Thirty EDS volunteers will help youths use the equipment, which was previously used at EDS and GM facilities. EDS offers PC training at the Detroit club every month and is considering weekly classes.

After mastering introductory computer concepts, youths will move on to spreadsheets and technical programs, said Don Guthrie, an EDS business unit president and a member of the Boys & Girls Club board of directors.

The Boys & Girls Club of Southeastern Michigan has seven

clubs, including locations in Redford Township and Auburn Hills.

■ HAPPY 20TH

To celebrate his company's 20th anniversary, John Thompson, founder and president of J.R. Thompson Co. in Farmington Hills, treated his employees and their guests to dinner at Meadow Brook Hall mansion in Rochester Hills. The event included a private tour of the mansion, built in 1929 by the John Dodge family. J.R. Thompson, a marketing and communications firm, recently changed its name from Thompson Advertising Productions.

■ PET MEGASTORE

PetCare Superstore, a Chicago-based discount retailer of pet food and supplies, opened a new store at 13 Mile and Orchard Lake Road, Farmington Hills, on Jan. 5.

The superstore, about 7,000 square feet, stocks more than 6,000 items, including a full line of grocery and premium brand pet foods, 350 kinds of dog food and 150 types of rawhide bones.

PetCare's prices are 10 to 50 percent lower than grocery store or independent retail prices, according to the company.

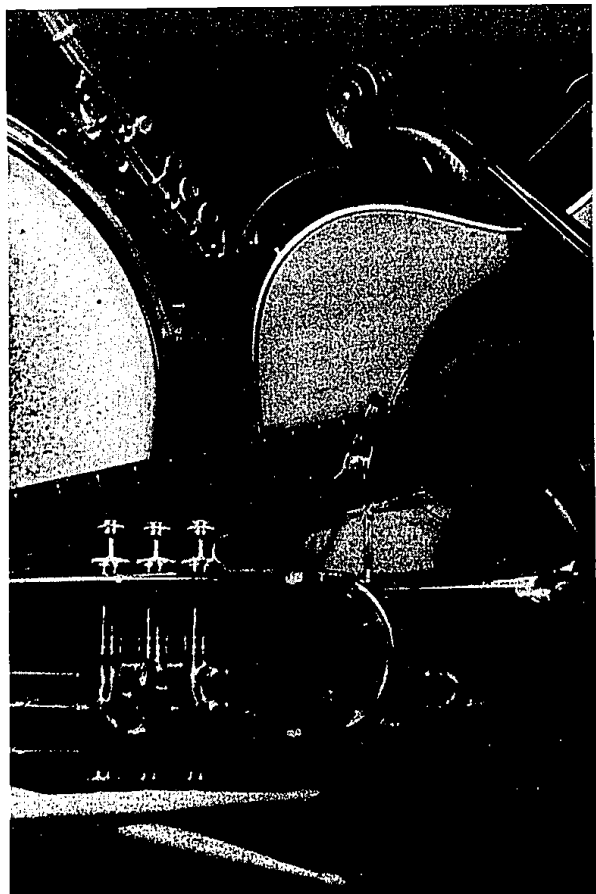
■ TOP FLORIST

Floyd's Flowers, Redford Township, was recognized as a top single shop member of Florists Transworld Delivery Association for the volume of orders it has sent through FTD. FTD awards single shop locations annually.

■ PROMOTE VIDEO USE

Unique Film & Video, Farmington Hills, and editors Martin Hogan and Andy Thomsen have donated time and equipment to Detroit Producers Association, Bloomfield Hills, to produce a video for the Organizations Speakers Bureau.

The bureau's film, to promote low cost video for use in commercials, training and public relations, will include video excerpts from DPA members. DPA's goal is to provide business and industry will affordable videos and to give tips on how to find a video production company, what to look for in a video and how much the finished product should cost.



Does Junior want to join the

band? Before you shell out top dollar for

a new instrument, it pays to check out

the Classified section.

Classified can save

you a C-note or two when you're buying

musical merchandise. Or if Junior changes

his mind, you can sell that horn just as

easy as you bought it. There's **always**

an audience of people with similar

interests. And **Classified can** bring you

together—**for a song.**

Observer & Eccentric
CLASSIFIED ADVERTISING

644-1070 OAKLAND COUNTY 591-0900 WAYNE COUNTY

852-3222 ROCHESTER-ROCHESTER HILLS

Deadlines: 5 p.m. Tuesday for Thursday edition — 5 p.m. Friday for Monday edition