

## MARKETPLACE

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

## ■ BUSINESS IS BLOOMING

Bordine's Better Blooms, Rochester Hills, was named a top single shop member of Florists Transworld Delivery Association (FTDA) 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 is 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 838 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 with more than seven years of ex-

## Oakland accounting firms link operations

McEndarffer, Hoke & Bernhard, a Bloomfield Hills-based accounting firm, merged with Southfield-based Plante & Moran, the largest Michigan-based accounting and management consulting firm with offices in 11 cities throughout the state and in Cleveland.

The merger took effect Jan. 1.

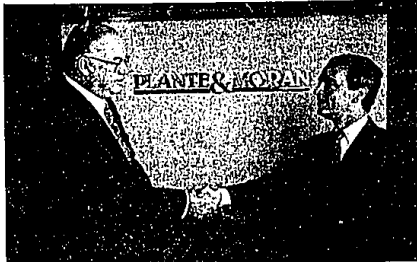
The announcement was made by William L. Matthews, managing partner, Plante & Moran, and Thomas DeGregorio, managing partner, McEndarffer, Hoke & Bernhard.

McEndarffer, Hoke & Bernhard has 42 staff members. Thomas DeGregorio, CPA, has joined Plante & Moran as a partner and will continue as the managing partner of the Bloomfield Hills office. The combined firm will be known as Plante & Moran.

Also joining Plante & Moran as partners will be Paul Bernhard, Kathleen Levinson, John Mach, Richard McEndarffer, Marco Mohney, Brian Pollock and Douglas Toppin.

Both firms have built their practices by specializing in serving small- and medium-sized closely held businesses. In addition to a strong general practice, the McEndarffer, Hoke & Bernhard firm brings added strength to Plante & Moran with its financial institution, family business and construction practice.

"The chief beneficiaries of this merger will be our clients," Plante & Moran brings a breadth of human resources, consulting expertise and personal financial planning capabilities that will enhance the services we currently offer our clients."



Joining hands: William Matthews (left), managing partner of Plante & Moran, and Thomas DeGregorio, managing partner of McEndarffer, Hoke & Bernhard, congratulate one another on the recently announced merger of the two firms.

perience 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 computer experts on job assignments.

Ken Jarema, formerly an account manager for Edp Temps, heads the new office. The phone number is 352-6520.

## ■ AUSTIN SOUND

United Training Services, Inc., a Southfield private training and consulting firm, has opened an office in Austin, Texas, focusing on technology transfer and management leadership development. Future plans call for offices in Atlanta and possibly Minneapolis.

"Both Detroit and Austin are leading technology communities focused on quality and customer satisfaction. UTS can grow only by establishing itself in these cutting-edge markets," said Judy A. Caputo, UTS co-founder and chief executive officer.

## ■ DONATE COMPUTERS

EDS, a wholly owned subsidiary of General Motors Corp., last month donated 12 computers, in-

cluding 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 spreadsheet 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.

## ■ PROMOTE VIDEO USE

Unique Film & Video, Farmington Hills, and editors Martin Hogan and Andy Thomson 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 commercial, training and public relations, will include video excerpts from DPA members. DPA's goal is to provide business and industry with affordable videos and to give tips on how to find a video for in a video and how much the finished product should cost.

## ■ RETAIN GOLDFARB

The Flint Credit Union Advertising Program has retained Directions for Decisions, a research division of Goldfarb & Co. in Southfield, to conduct a three-phase consumer research project that will take one year.

The Flint program is an advertising cooperative of Flint area credit unions, which are members of the Joint Advertising Board of the Michigan Credit Union League, a Goldfarb client.

## ■ JOIN TUNNEL PROJECT

The Wayne County division of public works has selected Downriver Connection, a team of engineering consultants headed by Wade-Trim of Taylor to negotiate a contract to design the Downriver Collection System Improvements.

The improvements include a tunnel interceptor system to be constructed through five downriver communities to the Wyandotte wastewater treatment plant. The system will end discharges of raw sewage into the Ecorse Creek and the Detroit River. Construction will start in 1997 and be operational in 2000.

The nine-mile tunnel will start at Polham Road near I-94 and go south through Taylor, Allen Park and Southgate and east through Riverdale and Wyandotte. The \$132 million project also includes a dewatering pump station, a three-mile relief sewer along Bureka Road in Taylor and a detention basin in Romulus.

The Downriver Connection is a group of 11 consulting engineering firms, including NTH Consultants, Farmington Hills and Hubbell, Roth & Clark, Bloomfield Hills.

## ■ ANOTHER SPEEDY

The Plenda Companies, a general contractor in Farmington Hills, has started work on a new Speedy Muffler King at 29538 Orchard Lake Road, Farmington Hills. Target completion is mid-February.

Surendra Gorrepati, the shop's owner/operator, runs another Speedy in Canton.

## ■ MAILER MOVES

Effective Mailers has moved its headquarters to 1151 Allen Road, Troy. The phone number is (810) 588-9880.

## ■ SANDERS NEW LOOK

Sanders' newly decorated store at Six Mile and Newburgh, Livonia is the prototype for the confecturer's other Detroit-area retail locations, says David K. Cha-

peton, CEO of Sanders Systems, Inc., Utica.

The all-new interior, designed by J. Wolf Associates, Farmington Hills, features subtle shades of cream with burgundy and brass accents. The store's dining area includes a new wall and ceiling, plus new hanging fixtures and fans throughout. The store is also slated for a new tile floor and tables and chairs.

This is J. Wolf's first effort for Sanders Systems. He says the updates represent the chain's "future look." Sanders, who's been serving up ice cream, topping, candy and baked goods to metro Detroiters since 1875, believes the new atmosphere creates a warm, friendly feeling, "a feeling already strongly associated with Sanders because of its longevity in the Detroit market."

Sanders Systems acquired 11 Sanders outlets in April 1993 and since then has introduced a new line of fruit butters, preserves, toppings, chocolates and flavored popcorn. The company says a new mail order program, launched around Christmas, was a marketing success.

## ■ JOINS ECONOMIC TALK

Lynn M. Vance, a financial planner for Mutual Service Corp., Troy, participated in the Wood Logan Academy International Economics Conference in Rome.

The five-day conference included seminars on economic issues, financial planning, risk management, 401(k) plans and investment applications for variable annuities.

## ■ BASELINE NEWS

Four new mayors, including Arnold Campbell of Farmington and Lawrence Lichtman of Farmington Hills, have joined the Eight Mile Boulevard Association board of directors.

At a November meeting, the board decided that businesses, community groups and individuals may join the association as associate members. Associate members will receive a quarterly newsletter and annual report and will pay discounted fees for the annual meeting and other events the organization may sponsor.

Early this year, a membership invitation will be sent to more than 600 names on the association's mailing list. The group also will use direct mail to recruit some 3,000 businesses along Eight Mile from Farmington Hills to Harper Woods.

Dues are \$8 for individuals, \$18 for nonprofit organizations and \$28 for businesses. For an advance membership application, call 810-559-8633.

## ■ NEW CLIENT

Goldfarb & Co., Southfield, will handle advertising, marketing and public relations for Zaske, Sarafa and Associates, a Bloomfield Hills investment firm.

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