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this business: One year is like seven. We had to have (an additional) \$600 million in revenue last year just to stay in business. Our mission, as we define it, is like trying to change all four wheels on a car when the car is going 100 miles per hour."

Marx said the shift is equally pronounced in the retail business. "You cannot depend on loyalty anymore," he said. "When I started in the retail business, everybody went to department stores. We thought we would always be there. But that is not the case. By the turn of the century, 50 percent of the buying in retail will be done through interacting arm-chair shopping."

The way to survive, both said, was through change. Be flexible, be responsive to trends, be not

only adaptive to change but impact it, as well.

"I've never really been a proponent of change," Marx said. "It's just always been right behind me like a pitchfork. It can be disturbing, but once you get into it, it can be pretty terrific."

The next frontier of change, both said, will be along the so-called information superhighway, with computer technology paving the way to a new way of life and a new economy.

But there is a problem. Even though the power of the micro-processor doubles every 18 months, productivity levels have increased only one percent in the last decade. Plus, studies have shown that fundamental computer literacy is at 47 percent in this country and 65 percent of

American adults are afraid of technology.

"We might be building a superhighway, but all the garages are shut tight," income said. "The on-ramps aren't built yet."

Income said the next challenge

will be to close the gap between the techno-power available and the ability for most people to leverage it.

"We will have to drive it with the people first," he said. "To think the opposite is way off base."

Wildlife art, lectures come to Southfield

Paintings, prints, carvings, etchings, bronzes, photography and scratchboard artwork will be displayed at the Michigan Wildlife Art Festival Friday through Sunday at the Southfield Pavilion.

Festival hours are 4-9 p.m. Friday, 9 a.m. to 8 p.m. Saturday, and 10 a.m. to 5 p.m. Sunday. The pavilion is located on Evergreen between 10 and 11 Mile roads. All artwork will be for sale, with a portion of the proceeds earmarked for wildlife restoration in Michigan.

Also, a series of free lectures

will occur Saturday and Sunday as follows:

■ 11 a.m. Saturday. Restoring wetlands on private property.

■ 1 p.m. Saturday. Wildlife of the night.

■ 3 p.m. Saturday. Return of the gray wolf to Michigan.

■ 5 p.m. Saturday. Conservation of butterflies and moths.

■ 1 p.m. Sunday. Establishing a wildflower patch.

■ 3 p.m. Sunday. Restoring wetlands on private property.

For additional data, call (517) 882-3636.

Gifted girls focus of talk

Gifted girls and their special needs will be the focus of a lecture/discussion by Sister Margaret Cant, head of the Academy of Sacred Heart in Bloomfield Hills, in a presentation at 7:30 p.m. Thursday in the Gibson School library, 12925 Fenton Road in Redford Township.

Parking is available in the school parking lot at the south end of the school, off of Fenton Road.

Sister Cant has had experience working with gifted students as well as in institutions specifically designed to meet the educational needs of girls.

This presentation is part of the annual G.L.A.D. Series of lectures and discussion offered by Gibson School. The series is open to the public at no charge.

The school is located near Telegraph and I-96 (Jeffries) Freeway. For more information, call 537 6688.

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