

DATEBOOK

Datebook features upcoming events around the suburban business community. To list an event, write: Datebook, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150. Our fax number is (313) 591-7279.

THURSDAY, MARCH 24

GETTING AHEAD

The Society of Women Engineers Detroit Section presents a panel of five women executives from Ford and Chrysler who will share their thoughts on getting ahead 6:30 p.m. at the Livonia Civic Center Library, 32777 Five Mile. There is no fee, but advance registration requested at 845-4021 or 248-9147.

LIVING TRUSTS

PanelWebster hosts a free seminar on living trusts for people with substantial estates 7-9 p.m. at the Holiday Inn, 17123 Laurel Park Dr. North, Livonia. For reservations, call Catherine Carley at 464-3440.

NETWORKING SESSION

Simco, a local chapter of the National Association for Female Executives, hosts a program on organized networking 6 p.m. at the Troy Public Library, 510 W. Big Beaver at 175. First time guests, free; visitors, \$5. Reservations aren't required. For information, call 253-6800.

VIDEO MOOD

The Detroit Producers Association hosts a seminar on mood setting and

stylization in corporate communications at 7 p.m. at TeleVideo, 2040 Crooks, Troy. DPA members, no charge; non-members, \$8. For information, call Nathan White at 998-0387.

FRIDAY, MARCH 25

NEGOTIATION TECHNIQUES

Professional Association Services Board of Realtors hosts a class on "Negotiation Techniques" at its offices, 4145 Dublin Drive, Bloomfield Hills. Cost is \$29 for members, \$39 for non-members. To register or obtain more information, call Kathleen Redlin at 648-2963.

MONDAY, MARCH 28

ENTREPRENEURSHIP

Schoolcraft College's Business Development Center hosts a seminar "Entrepreneurship: Do I Have What It Takes to make it Big?" 6:30 to 10 p.m. on campus in Livonia. Cost is \$24. To register, call 482-4448.

MARKETING YOURSELF

Oakland University Continuum Center offers a seminar "The Psychology of Marketing Yourself" 7-10 p.m. on campus in Rochester Hills. Presenter: Judith Hoppin, career counseling specialist. Fee is \$39. Advance registration requested by March 25 at 370-3033.

TUESDAY, MARCH 29

AD CAMPAIGNS

The Women's Advertising Club of Detroit hosts a presentation "The Campaigns You Wish You Could Run" at a luncheon meeting at the Troy Marriott, 200 W. Big Beaver. Speaker: Jeff Scott, creative director for UNITAS Marketing Communications. Cost is \$19 for members and students, \$21 for non-members. For reservations, call 331-4300.

WEDNESDAY, MARCH 30

BUSINESS LEGAL DAY

The Business Enterprise Development Center's Expert Roundtable offers a free consultation with a lawyer for owners of small business in hour-long appointments 8 a.m. to 5 p.m. at the BEDC offices, 1901 W. Long Lake Road, Suite 150, Troy. Areas of consultation include forms of business organization, buying/selling a business, contracts and leases. To make an appointment, call Melissa Ingolia at 953-5800.

PROPERTY SHOW

The Institute of Real Estate Management and Building Owners and Managers Association presents a free trade show with exhibitors displaying products and services required in their respective businesses 10 a.m. to 6 p.m. at Burton Manor, 27777 Schoolcraft, Livonia. For information, call Rick Sellers at 443-6650.

HEALTH REFORM

The Metro Detroit Association of Health Underwriters hosts Steve Lindor of the Michigan Coalition for Positive Health Care Reform, who will address how his group is impacting health care reform, 8 a.m. at the Plaza

Hotel, 16400 J.L. Hudson Drive, Southfield. Cost, including continental breakfast, is \$5 for members and \$8 for non-members in advance, \$7 and \$10, respectively, at the door. For reservations, call 356-8585.

COMPETITIVE INTELLIGENCE

The Metro Detroit Planning Forum presents a roundtable discussion "Strategic Impact of Competitive Intelligence" 6:30 a.m. at Kelly Services Corporate offices, 999 W. Big Beaver, Troy. Cost is \$10. Reservations aren't required. For more information, call Mit Shapiro at 682-7124.

THURSDAY, MARCH 31

SOCCER IMPACT

The Birmingham-Bloomfield Chamber of Commerce hosts a business perspective of World Cup '94 11:30 a.m. at the Bloomfield Open Hunt Club, 405 East Long Lake Road, Bloomfield Hills. Speakers: Roger Faulhaber, chairman, Michigan Host Committee, and Jim Latham, General Motors project manager for the soccer event. Cost is \$22 for members, \$25 for non-members. To register, call 644-1700.

RESUME WRITING

Pauline A. Veil presents a free seminar on focused resume writing techniques 7 p.m. at the Troy 510 W. Big Beaver. For reservations, call 524-3538.

LIVING TRUSTS

Robert A. Hardies presents a free seminar "Living Trusts, the Contrast Between a Will and a Trust" 1 p.m. and 6:30 p.m. at the Livonia Comfort Inn. For reservations, call (800) 473-4012.

Troy publishing group taps new editorial chief

A Birmingham resident was named editorial director of The Quorton Group, a Troy-based publishing company, whose magazines include PGA and NBA Inside Stuff.

Vince Aversano comes to The Quorton Group from Century Publishing, where he was editor of Inside Sports.

As editorial director, Aversano will plan, coordinate and oversee all editorial decisions, art production, circulation and promotional activities for each publication.

"Vince brings more than 15 years of outstanding sports writing and editorial experience to our company," said Bob Vincent, The Quorton Group president.

The addition of Vince will position The Quorton Group to better serve our clients and further strengthen our overall editorial services as we move into the 1990s.

As editor of Inside Sports, Aversano worked with high-profile writers such as sports writer John Feinstein, Chicago Tribune columnist Bob Verdi, New York Times columnist Dave Anderson

and CBS-TV sportscaster Pat O'Brien. He directed the magazine's redesign to create a more aggressive presentation. Under his editorship, Inside Sports saw its circulation climb from 270,000 to 670,000 over a five-year period. He appeared on many radio and television shows.

The New York City native is a member of the Basketball Writers Association and the Football Writers Association. He is one of 20 members on the nominating committee for ESPN's ESPY awards. He's also former editor of Football Digest and Basketball Digest.

Aversano has collaborated with a number of sports personalities, including:

- Bill Parcells (they wrote a series of articles in 1992 while Parcells was an analyst for NBC).
- Chicago White Sox and Chicago Bulls owner Jerry Reinsdorf and Los Angeles Kings owner Bruce McNall (they collaborated on Q&A features).
- Football super agent Leigh Steinberg (they collaborated on an article).

Stanley Door Systems aids earthquake relief

Troy-based Stanley Door Systems has launched a major earthquake relief program with Home Depot and the American Red Cross.

The company will donate a percentage of its entry door sales to provide financial assistance for southern California homeowners and businesses struck by January's earthquake.

Mark Goldstein, vice president, said the two-month campaign will be integrated through the efforts of Home Depot home centers in Los Angeles and the surrounding areas hit hardest by the Jan. 17

tremor.

"The program is designed to help the many unfortunate people who lost their homes and businesses caused by the massive earthquake damage," he said.

Through May 18, Stanley and Home Depot will contribute money to the American Red Cross based upon the purchase of selected Stanley Sta-Tru steel entry doors.

For information on the earthquake relief program, write: Frank Leeper, Stanley Door Systems, 1225 E. Maple, Troy, MI 48063.

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. Write: Marketplace, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is (313) 591-7279.

NEW ACCOUNTS

The Belvine Group, Bingham Farms, will handle advertising,

marketing and public relations for Neumemon Inc., a solutions-based software supplier headquartered in Novi.

W.B. Doner, Southfield, will handle promotions and national advertising for Sterling Plumbing Group, a division of Kohler Co. Doner will manage account services and promotions from Cleveland and creative and media from Southfield.

SEMINAR ON EXCELLENCE

Johanne Reynolds of Pilex Funeral Home, Rochester, attended the 1994 Pursuit of Excellence

seminar sponsored by the National Franchise Directors Association. Attendees discussed ways to start community service programs, how to handle various business situations and how to qualify for the NFDA Pursuit of Excellence award presented every

FOR THE BIRDS

Village Green Management, Farmington Hills, threw St. Patrick's Day fund-raisers at more than 35 of its metro-Detroit apartment complexes to raise money for the Detroit Zoo's Free Flight Avian.

The zoo said much of the aviary's vegetation died this winter when temperatures dipped to less

than 20 degrees for more than 20 hours. Zoo horticulturist Barry Burton said without proper vegetation during nesting season, the birds may not reproduce this year.

Village Green management says it hopes to raise part of the \$5,000 to \$7,000 needed to restore the aviary and asks other businesses to conduct similar fund-raisers.

LAND ACCOUNT

Mars Advertising, Southfield, will handle public relations for the Novi Hilton Hotel and plan promotions for DeVinci's Restaurant and Market and Sports Edition bar, which operate from the hotel on Haggerty at Eight Mile Road.

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