

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, APRIL 28

MANAGED ACCOUNTS

PaineWebber offers a free seminar on its portfolio management program 7-9 p.m. at its Livonia office, 38701 W. Seven Mile, Suite 455. For reservations, call Catherine Carley at 464-3440.

STRIVE

Strive, a networking and support group for women and a local chapter of the National Association for Female Executives, meets 6 p.m. at the Troy Public Library, Big Beaver Road at I-75. Speaker: Irma Elder, owner of Troy Ford and Jaguar-Saab. First time guests free, visitors \$5. Reservations aren't required. For information, call 253-6800.

TUESDAY, MAY 3

WOMEN INVESTORS

Albert A. Saxon, certified manager with Merrill Lynch, presents a free seminar "Investing for Women Only" 6:30-9 p.m. this date or May 5 at the Merrill Lynch (Bloomfield Hills) office, 1577 N. Woodward. For reservations, call Gayle at 645-7447.

REAL ESTATE

The Observer Real Estate Investors Association hosts a seminar on leverage purchasing strategies, rehabilitation grants, renting to Section 8 tenants and HUD homes 7 p.m. at the Southgate Ramada, Northline east of I-75. Speaker: Gary Shethon, president of AmeriCare. Fee is \$10 for non-members. For information, call Wayne Koehner at 277-4168.

CPA/ATTORNEYS MEET

The Michigan Association of Certified Public Accountants and the Taxation Section of the State Bar of Michigan present a conference 8 a.m. to 4:45 p.m. at the Holiday Inn Fairlane, Detroit. Keynote topics "Issues and Trends in the Healthcare Industry." Attendees may choose from 15 breakout sessions. Cost is \$120. For information, call 555-2288.

INVESTOR SHOWCASING

The National Investor Relations Institute Detroit Chapter hosts a seminar luncheon "Successful Investor Relations Presentations" 9:30 a.m. at the Renaissance Club in the Renaissance Center, Detroit. Presenter: Stephen Friedman, president of the Covideo Co., a unit of Anthony Franco Inc. Cost is \$20 for members, \$25 for guests. Reservations by April 29 to Lisa Rudy at 358-6495.

WEDNESDAY, MAY 4

FORKLIFT TRAINING

The American Society of Employers sponsors "Forklift Operator Training-Certification" 8:30 a.m. to 12:30 p.m. at Clarkin, 2045 Austin, Troy. Speaker: Larry Lulich, Clark Equipment Co. Cost is \$85 for members, \$100 for non-members. Advance registration requested at 353-4500.

NABO NORTH

National Association of Women Business Owners North Network meets for a roundtable discussion and presentations by member businesses 7:30 a.m. at the Holiday Inn Auburn Hills, I-75 at University, Troy, which includes continental breakfast, is \$10 for members, \$20 for non-members. Reservations aren't required. For information, call 253-3711.

SALES TRIPS

Joe Tenca, a sales consultant, and Jeannette Seiby, a human resources consultant, offer a free seminar on achieving extraordinary sales performance 8:15-10 a.m. at AmeriCenter, 7 Square Lake Road, Bloomfield Hills. For reservations, call 421-7051 or 335-5543.

MONEY LAUNDERING

Wash College's Continuing Education Division hosts a seminar for CPA professionals "Money Laundering: An Understanding of the Laws Could Help You Keep Your Client and Yourself Out of Trouble" 8:10 a.m. on campus, 3838 Livemore, Troy. Presenters: Robert E. Forsyth, a lawyer with Raymond & Prokop, and Stephen J. Moore, special agent, criminal investigation division, Internal Revenue Service. Cost is \$45. To register, call 689-0178, ext. 260.

REGULATORY CHALLENGES

Sales and Marketing Executives of Detroit hosts a presentation "Regulatory Challenges for Business" 8 p.m. at the MSU Education Center, 811 W. Square Lake Road, Troy. Speaker: Richard Headlee, chairman, Alexander Hamilton Life Insurance Co. Cost is \$30 for members, \$40 for non-members. Reservations required by April 30 at 643-6590.

EFFECTIVE NETWORKING

Center Solutions, a non-profit entity of American Transition Consultants, offers a seminar "Networking... How Well Do You Connect?" 6:30-9 p.m. at William Tyndale College, 12 Mile at Drake in Farmington Hills. Presenter: Jeannette Seiby, human resources consultant. A \$5 donation is requested to offset costs. To register, call Diane Ring at 553-2444.

THURSDAY, MAY 5

CREATIVE MASTERY

The Direct Marketing Association of Detroit hosts a workshop "Mastering and Managing the Creative Process" 8 a.m. to 4:30 p.m. at the Embassy Suites Hotel in Southfield. Cost is \$95 for members, \$135 for non-members. Reservations must be made by May 3 at 258-8803.

SATURDAY, MAY 7

MEET CONTRACTORS

Home Building Network hosts a "Meet the Contractors Day" 9 a.m. to 4 p.m. at the Troy Marriott, 200 Big Beaver Road. More than 40 subcontractors, material suppliers and specialists are expected to be available for builders and individuals considering remodeling to meet. Cost is \$10 in advance, \$20 at the door. For information, call Jim Nawrot at 462-0944.

TUESDAY, MAY 10

GOVERNMENT ACCOUNTING

The Michigan Association of Certified Public Accountants and the Michigan Dept. of Treasury present a conference "Government Accounting and Auditing" 8 a.m. to 4:45 p.m. at the Northfield Hilton in Troy. Attendees may choose from 21 different breakout sessions. Cost is \$120. To register, contact the MACPA at 555-2288.

TELEPHONE TECHNIQUES

The American Society of Employers hosts a seminar "Telephone Techniques/Customer Service" 9 a.m. to 4:30 p.m. at its offices, 23815 Northwestern Highway, Southfield. Cost is \$150 for members, \$225 for non-members. Advance registration requested at 353-4500.

SOUTHFIELD CHAMBER

The Southfield Chamber of Commerce hosts a mini expo and business card exchange 5:30-8 p.m. at Behan Hall, 25536 Lahser, Southfield. Admission is \$7 for members, \$9 for non-members. There will be a cash bar, snacks and drawing for door prizes. Exhibit tables, which include two entry tickets, are available for \$50. For information, call Roym at 557-6401.

FAST TRACK GROWTH

The Southeastern Michigan Venture Group hosts a breakfast presentation on "Fast Track Growth for Small Businesses" 8 a.m. at the Radisson Plaza, 1500 Town Center, Southfield. Cost is \$25 up to May 6, \$30 afterwards. To register, call Jaki Lewis at 590-0402.

NETWORKING SOCIAL

Midwest Quarry Bank sponsors the Birmingham-Bloomfield Chamber of Commerce's May business-to-business social 5:30-7:30 p.m. at the back of the Bay Hills branch, 32600 Southfield Road. Cost is \$5 for chamber members, \$10 for non-members. For reservations, call 644-1700.

WEDNESDAY, MAY 11

EXECUTIVE COMPENSATION

The International Society of Certified Employee Benefit Specialists Detroit Chapter presents a seminar "Executive Compensation and Benefits" 8:30-10:30 a.m. at the Radisson Plaza Hotel, 1500 Town Center, Southfield. Cost is \$35. For information, contact Ruth Kumana at 564-2048.

ACTIVITY COUSING

Wash College's Continuing Education

Division hosts a seminar "Activity-Based Costing for the Small or Midsize Business" 8-10 a.m. on campus, 3838 Livemore, Troy. Speaker: Douglas T. Hicks, CPA. Cost is \$45. To register, call 689-0178, ext. 260.

NEW LETTER OUTPUT

Promotional Planning & Development Group of Canton hosts a free newsletter production seminar for businesses interested in learning the elements of custom newsletter development 6:30-8:30 p.m. at Schoolcraft College in Livonia. Advance registration required at 931-0600.

THURSDAY, MAY 12

FINANCIAL MANAGEMENT

Excel, a support group for women business owners, presents a seminar "Managing and Financing Independent Business: Practical Tools for Control, Survival and Success" 8 a.m. to 5 p.m. this date and May 13 at the Marriott Hotel, 27033 Northwestern Highway, Southfield. Cost of \$200 includes breakfast, lunch and all materials. To register, call 396-3576.

CANTON CHAMBER

The Canton Chamber of Commerce hosts its annual awards dinner and expo 5:30-9 p.m. (dinner at 7 p.m.) at Fellows Creek Golf Club, 2938 Lutz, Canton. Dinner tickets are \$30. Expo tables are available at \$30 for members, \$50 for non-members. Dinner reservations required by May 9 at 453-4040.

SHARPEN IMAGE

The National Association of Career Women Metro Detroit Chapter sponsors a seminar "Sharpen Your Professional Image: A Fashion Show for the Career Woman" 11:30 a.m. to 1:30 p.m. at Menwether's, 25485 Telegraph, Southfield. Presenter: Lynn Portney. Cost is \$15 for members, \$18 for non-members. For reservations, call 268-7770.

TUESDAY, MAY 17

SALES TRIPS

Joe Tenca, a sales consultant, and Jeannette Seiby, human resources consultant, offer a free briefing "Achieving Extraordinary Sales Performance" 8:30-10:15 a.m. at AmeriCenter, 39111 W. Six Mile, Livonia. To register, call 421-7051 or 335-5543.

MERGERS

The Cambridge Institute hosts a one-day program "Mergers & Acquisitions of Private Companies in the 1990s" at the Plaza Hotel, 16400 J.L. Hudson Drive, Southfield. Cost is \$235 for registrations by May 10, \$260 afterwards. Discounts apply for multiple attendees from same organization. For information, call Jo Price at (703) 893-8500.

P.E.P. RALLY

American Subcontractors Association of Southeastern Michigan hosts a dinner meeting with the topic "P.E.P. Rally on Payment Bond Reform" 5 p.m. at Club Venetian in Madison Heights. Free for first time subcontractor guest, \$10 for all others. For information, contact Dennis Siekels at 396-7272.

WEDNESDAY, MAY 18

Wash College's Continuing Education Division hosts a seminar "Taxpayers vs. the IRS: New Rules Change an Old Game" 8-10 a.m. on campus, 3838 Livemore, Troy. Speaker: Paul L.B. McKenney, J.D. and M.L. (taxation).

Cost is \$45. To register, call 689-0178, Ext. 260.

THURSDAY, MAY 19

ALTERNATIVE INVESTING
The Bank of Bloomfield Hills presents a free seminar "Buyers and Sellers - Investing in Wine and Wine Futures" 7:30-9 p.m. at the Townsend Hotel in Birmingham. Reservations requested to Kathy Conner at 644-2301.



Why are these people smiling?

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Check the four categories below and if you need them on Wednesday noon or Saturday noon before our Thursday and Monday papers are delivered, call us at

953-2297

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Observer & Eccentric
NEWSPAPERS

April: National New Homes Month

New home buyers are finding the widest variety of styles and options. While those choices may bewilder some, a quick look at current trends in homebuilding should help the buyer make a decision.

"Home buyers look for the latest in style and technology," says Robert R. Jones, president of the Farmington Hills-based Builders Association of Southeastern Michigan and Robert R. Jones Associates in West Bloomfield. "Those buyers are naturally going to gravitate to builders who offer up-to-date products."

Many of the trends in new homes relate to recent advances in technology. Built-in appliances, including microwaves and hot-water dispensers, are the rule rather than the exception in the '90s. Phone jacks in every room, built-in entertainment centers and even built-in whirlpool baths are among the things buyers are looking for in their homes. Many buyers consider these amenities virtual necessities.

Other popular items fit into the category of luxuries. Master bedroom galleries, spacious bathrooms with dual vanities, high ceilings and home fitness centers are among the extras that buyers are looking for that tailor the home to a particular personality.

"There is also a move back to classic styling," Jones said. "We get many requests for skylights, radius corners and tone-on-tone floor surfaces, which help increase visual space. Overall, many new homes would be considered neoclassic in their design theme."

Perhaps the one item that's getting more attention than any other from most home buyers in the '90s is the overall quality of the home. Buyers are looking for workmanship that will last and that will ensure their new home will be a showplace well into the next century.

High-gloss cabinets, an array of built-in storage spaces, plentiful shelving in closets and even pop-out ironing boards are all features that today's buyer will find attractive and useful while adding to the "finished" appearance of the home. Combining those features with careful detail work will give the home a desired high-quality effect.

"More and more, buyers are realizing that spending a few more dollars up front pays off in improved appearance, reduced maintenance and increased resale value," Jones said. "Cutting corners is a thing of the past. Buyers today want the highest-possible quality of workmanship."

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