

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, 56251 Schoolcraft, Livonia 48150. Our fax number is (313) 591-7279.

NEW CLIENT UNIT
Executive Relocation Corp., a subsidiary of Michigan National Bank, Farmington Hills, has expanded its relocation services by forming a client services business unit.
— Steven M. Conway



way, who had been ERC's vice president of operations, will head the new unit.
ERC chairman Samuel Raguso said the unit will provide more "comprehensive response to the increasing client emphasis on services beyond the traditional sale of a transferring employee's home."

"Corporations and their relocating employees are seeking increased flexibility and greater continuity in the delivery of services that are necessary to effectively relocate employees and their families. This is especially true in a global marketplace," he added.

VINTAGE A&W OPENS
Once again, diners at the A&W drive-in at 303 S. Main, Clawson, can hoist a frosty mug of root beer served by a car hop.

Franchisee and A&W nostalgia buff Larry Stegman bought the restaurant, originally opened in 1957, to restore and equip with carhop microphones, said Christopher Raab, advertising manager for Livonia-based A&W. For the past 13 years, the restaurant has operated under the name Clawson A.

Tom Stegman, eastern region franchise sales director, said an A&W nostalgia association and the neighborhood near the drive-in came together to get the vintage drive-in revived with the 680-unit A&W chain.

LEASE PR STAFF
Detroit-area communications veterans David L. White and Susan Lewis-Phillips have opened a public relations agency in Birmingham with an innovative twist.
PRIMA Associates (Public Relations/Issues Management) will lease public re-



White

lations counselors to businesses without a PR staff, provide senior counseling and enter joint ventures with the client's advisers, marketers and other associates.

White of Rochester Hills and Lewis-Phillips of Pleasant Ridge said the firm's niche is finding innovative ways to meet their client's needs.

"Growing numbers of businesses are realizing the importance of improving relationships with their audiences. At the same time, it's clear that many businesses and other organizations are unable to carry full-time public relations staffs on their payrolls," said executive vice president Lewis-Phillips, a former communications director for Young & Rubicam, Detroit, and the Michigan division of American Cancer Society.



Lewis-Phillips

strongly committed to our role as public relations counselors, specializing in helping them manage the issues that affect bottom-line performance."

White, a former senior vice president for Casey Communications Management, Southfield, and former news director for WJR-AM, will stay on as a spokesman for Casey.

PRIMA's address is 280 Daines, Suite 100B. The phone number is (810) 540-1270.

SBA WINNERS
The Oakland County Department of Community Economic Development awarded a Troy business for adding to the county's economic vitality.

Overall, seven business, two banks add two business people who've used the Small Business Administration (SBA) 504 loan program received the 1994 Employer and Lender Award April 13 at a reception at the Birmingham Community House.

The Distinguished Job Creation Award went to Troy-based Business Card Express, owned by Jim McDonald.

"Business Card Express used the SBA program to purchase a building, buy computerized printing equipment and ultimately create 25 jobs. This dynamic company deserves a special thank you for its contribution to the county," said Ken Rogers, Department of Community Economic Development director.

TOP AGENTS
Howell-based Citizens Insurance awarded five Troy insurance firms for production and underwriting results.

Key Agents Club Award winners are General Underwriters, Intergroup Services and Ralph C. Wilson Agency. President's Council Award winners are Expert Underwriters and Jardine Insurance Agency of Michigan.

BUSINESS AIDE
Business consultant Edwin J. Sadler has opened Professional Solutions, Inc., Southfield, specializing in national and international sales and marketing, business plans, training seminars, recruitment and placement, geared to start-up firms or large organizations. The phone number is (810) 879-1284 or 1 (800) 662-8348.

Sadler's career includes more than 28 years in sales, design, engineering, business management and training. He had been chief operating officer and vice president of sales and marketing for Hawthall Whiting, a Troy-based automotive design and engineering firm.

Sadler said the emergence of Professional Solutions is the result of the growing trend toward outsourcing. He said businesses as diverse as auto manufacturers, banks and real estate firms are hiring consultants to do work that was formerly handled in-house.

COMPUTER TRAINING
Complete Business Solutions, a Farmington Hills computer consulting firm, has joined forces with Focus: HOPE to provide paid employment, advanced technical training and long-term career opportunities for Detroit-area young people.

The program, Fast Track Plus, builds on the success of Fast Track, Focus: HOPE's intensive training that helps high school graduates prepare for careers by sharpening their skills in communications, math and reading.

Earlier this year, President Clinton recognized Focus: HOPE's technical training program as a successful model for delivering on the promise of his JOBS program.

BUSINESSWOMEN HONORED
Celebrating the increasing number of women business owners and the growing presence of women executives, Michigan Women's Foundation honored six women entrepreneurs from southeast Michigan.

Local honorees are Irma Elder, Troy Motors owner/president and Detroit's first woman Ford dealer, and Florine Mark, president and CEO of The WW Group (Weight Watchers), Farmington Hills.

Mexican-born Elder bought Troy Motors with her husband in 1968. She has moved the dealership to the 33rd grossing private firm in Detroit and the top woman-owned business in the Detroit area.

Mark's Weight Watchers franchises operate in eight states, Mexico and Canada. The WW Group is the sixth largest woman-owned business in southeast Michigan. She brought the business to Detroit in 1966 and now owns the largest franchise of Weight Watchers International. She was Michigan's Entrepreneur of the Year in 1990 and was recently named one of the top 25 women business owners in Detroit.

Said Susan Church, Michigan Women's Foundation executive director: "These women are role models in their communities and throughout the nation. Maybe not every woman is going to be an Irma Elder or a Florine Mark, but the mere presence of women like this make it easier for other women to know that they, too, can achieve success in whatever they do."

EXPAND OFFICE
Associates Creative, Southfield, a producer of electronic presentations and training programs, has expanded its facility at 24471 W. 10 Mile, from 4,600 square feet to more than 8,000 square feet.

The company said additional manufacturing space was needed to fill orders from automotive customers for a new electronic classroom system called ARIS.

Blue Ribbon Winner

"Parade of Homes"

CORO BUILDERS SHOW

MAPLE FOREST CONDOS

Standard Features:

- Full basements
- Finished 2 car garage with door opener
- Spacious concrete driveway
- Highly efficient Gas forced air heat
- Dryant efficiency Central air
- Fireplaces
- Cathedral ceilings
- Stainless steel double sink in kitchen
- Garbage disposal
- Choice of Aqua Glass tub or shower unit

• GE electric range & dishwasher

• Premium Merillat cabinets

• Quality carpet & vinyl floors

• Choice of stained or painted woodwork

• 3 phone jacks, 2 cable hook-ups

• Premium Weatherane wood windows

• Aluminum gutters & downspouts

• Beautifully landscaped

Starting at \$119,300

MAPLE FOREST

Office: (810) 644-6200
Model: (810) 550-7155

Maple Rd. between 30th & 31st

FREE ESTIMATES
Over 14 Years Experience

- Decks
- Gazebos
- Screened Porches
- Pool Decks
- Benches & Planters
- Walkways
- Awnings

(810) 476-4650

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FARMINGTON HILLS

DINWOODS WEST

Best Value!

Featuring...

- 10 Elevators
- 5 floor Plans
- 2-4 Bedrooms
- 2 Car Garage
- 1st floor Master suites
- Full basement
- 2 full Baths

Model Open
12:00-5:00 Daily
Closed Thursday
615-9199

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New Home Center

Affordable Luxury

Monthly mortgage payments as low as \$341*

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Deerhurst CONDOMINIUMS

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- Attached Garage
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- Professional Landscaping

From the \$80s.

WESTLAND 729-0003
Models Open Daily 1-6

Uniland

The Tour Event Of The Season Is In Brighton!

Presenting two exclusive new neighborhoods of attached and detached condominiums in Metropolitan Detroit's most magnificent resort class setting.

- 36 homes of championship golf
- Private membership country club
- All sports lake with beach and private marina

Country Club winners

Detached Condominiums: **Grand Opening!**
Extraordinary detached condominium homes bordering the golf course. Priced from the mid \$200,000's. 220-1122. Women's & Owner Building Co.

Glen Eagles

Attached Condominiums: Prestigious attached condominiums offering spectacular views. Prices begin at \$169,900. 220-2929. Bree Building Co.

Grand Opening!

Luxury models open at both condominiums from 1 to 6 p.m.

To arrive, take Main Street west through downtown Brighton (it becomes Brighton Rd.) enter Oak Pointe Drive and pass through the gatehouse to both model centers.

Oak Pointe Country Club Living

At Home With Your Lifestyle

Our imaginatively designed ranch, loft and two-story plans offer a wealth of luxuries inside and out. For those of you who take your style of living seriously, we suggest you make the move to the Lagoons. But hurry, for best walk-out and wooded sites visit today.

Priced from \$174,900

Children Can Walk Next Door To The New Pleasant Lake Elementary School

Built From Nature's Blueprints
Models Open Noon-6 p.m. (Closed Thursday)

Brokers Welcome

661-5000

GRAND OPENING PHASE II

Fairgrove Manor

A single family Detached Condominium Community in **ROCHESTER HILLS**

- 2 Car attached garage
- Sprinkler systems • Landscaping included
- Walk out sites
- Wooded lots • Pond

FROM \$159,900

1600-2100 square feet

OPEN DAILY & SUNDAYS 12:00-5:00 PM

Off Auburn Rd. between Adams & Crooks
Just west of 25th Dr. (Opposite World Headquarters & Tech. Ctr.)
Model Phone 852-6080
Main Office 377-2800

UNION LAKE

Single family homes • 3 bedrooms • 2 1/2 baths

Many amenities included

Starting at \$99,900

The Beautiful Location With All the Conveniences...This area provides great schools and shopping centers. Community services include 3 golf courses, a ski resort and 6 recreational parks & lakes.

Located N. of Cokerly Rd. Rd. Enter W. off Hospital Rd.

Rolling Hills Estates

— OPEN DAILY 1-6 (Closed Thurs.) —

360-8807

HILLSIDE FLAKES OF BRIGHTON

Outstanding features:

- Hardwood "Weathered" windows
- Marble Top Cabinets
- Full Basement
- Hardwood burning fireplace
- Brightly lit decks
- Close to shopping & entertainment
- Close to Entertainment District and other recreational facilities

Outstanding Location:

- Underground parking
- Close to shopping & entertainment
- Close to Entertainment District and other recreational facilities

Priced from...\$179,900

For more information, call **JAN JOHNSON**
(515) 229-7838
(515) 231-4355
— BEECHER HILLS —

WELCH HARRIS BUILDING COMPANY

At Home With Your Lifestyle

Our imaginatively designed ranch, loft and two-story plans offer a wealth of luxuries inside and out. For those of you who take your style of living seriously, we suggest you make the move to the Lagoons. But hurry, for best walk-out and wooded sites visit today.

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