

DATEBOOK

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

THURSDAY, JULY 7

PAYROLL CLASS
Schoolcraft College and the Detroit Chapter of the American Payroll Association sponsor a six-week certified payroll professional exam preparation course 6:30-9:30 p.m. on successive Thursdays starting this date on campus in Livonia. Cost is \$60. To register, contact continuing education services at 482-4448.

MONDAY, JULY 11

MANAGEMENT STYLE
The American Society of Employers presents a seminar "Leadership and Your Management Style" 9 a.m. to 1:30 p.m. at its offices, 23815 Northwestern Highway, Southfield. Cost is \$195 for members, \$225 for non-members. Advance registration requested at 353-4500.

TUESDAY, JULY 12

COMPETITIVE MANUFACTURING
800 Seidman offers a seminar "Competitive Manufacturing" 9 a.m. to 1:30 p.m. at the Troy Marriott, 200 W. Big Beaver, Troy. Topics include profit eaters, modifying the organization to reduce costs and refining product lines. Cost is \$35 in advance, \$49 at the door. For reservations, call 362-2100, Ext. 320.

LAWMAKERS BREAKFAST
The Greater Detroit Chapter of the National Association of Women Business Owners presents a continental breakfast with current legislators and candidates 8-9:30 a.m. at the Townbridge.

24111 Civic Center Drive, Southfield. For reservations, call 253-3711.

WEDNESDAY, JULY 13

SPECS FINANCING

The Builders Association of Southeastern Michigan hosts a seminar "Loans on Spec" 9 a.m. to noon at its offices, 30379 Northwestern Highway, Suite 100, Farmington Hills. Presenters: Brad Bielefeld, Great Lakes Mortgage, Farmington Hills, and Ken Kline, Staring Bank & Trust, Southfield. Topics include what size spec home can be built, what's a selling where and how much capital is necessary for spec loans. Cost is \$20 for members, \$10 for additional members from the same company and \$35 for non-BASM members. To register, call 737-4477.

THURSDAY, JULY 14

SELF-EMPLOYMENT

The National Association of Career Women Metro Detroit Chapter presents a luncheon seminar "The Power of Self-Employment" 11:30 a.m. to 1:30 p.m. at its offices, 23815 Northwestern Highway, Southfield. Cost is \$105 for members, \$225 for non-members. Advance registration requested at 353-4500.

TEAMWORK

The American Society of Employers presents a seminar "Teamwork, Positive Thinking, Communication" 9 a.m. to 4:30 p.m. at its offices, 23815 Northwestern Highway, Southfield. Cost is \$105 for members, \$225 for non-members. Advance registration requested at 353-4500.

CAREER MANAGEMENT

Oakland University's Continuum Center offers a training session "Career Management for Supervisors" 9 a.m. to 4 p.m. on campus in Rochester. Topics include employee performance, managing problem behaviors, keeping the boss informed and confrontation issues. Cost is \$79. Reservations requested by July 10 at 370-3033 or (800) 370-3042.

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 & Economic Newspapers, 36251 Schoolcraft, Livonia, 48150. Our fax number is (313) 591-7279.

FORM ALLIANCE

Newcor Inc., a Bloomfield Hills-based maker of manufacturing systems and precision parts, said it has formed a strategic alliance with FATA Automation USA, FATA, based in Farmington Hills, is the North American operation for FATA Automation SpA in Italy, a worldwide supplier of electrified monorails and automatic storage and retrieval systems.

Newcor president and CEO Richard Smith said the alliance is a joint marketing plan. Newcor's Wilson Automation and Bay City divisions will combine products and know-how with FATA to enhance both company's North American business opportunities, he said.

DESIGN WINNER

MARS Advertising, Southfield, won two awards in the 49th annual Advertising Art & Design Exhibition sponsored by the Scarab Club in Detroit.

MARS received the awards for two ads and a brochure produced for the SelectCare, Select-Advan age health care plan. They were entered in the advertising and the institutional divisions, respec-

tively, of the competition's design category. The agency won a first-place medal for the ads and a second-place medal for the brochure.

MARKETING AWARDS

The Michigan chapter of Society for Marketing Professional Services selected the Thumbs Up marketing awards program winners. The program recognizes marketing communications materials by SMPS chapter members.

Direct mail and newsletters: Dianne Ludman of Frank with Blackridge Ltd., Birmingham, second place. Kevin L. Martin of NTH Consultants Ltd., Farmington Hills, third place.

Special events, advertising and alternative media: Sheryl B. Malbach, Barton Malow Co., Southfield.

SAFETY WINNER

Hoechst Celanese Corp., Auburn Hills, won Chemical Manufacturers Association's 1994 Lamont DuPont safety award in the large company category. The annual award goes to three companies with the greatest percentage reduction of occupational injuries, deaths and illness over the past five years. Since 1989, Hoechst said it has reduced its OSHA recordable rate by 67 percent.

Hoechst said a number of safety innovations begun by its automotive group helped win the major industry award. Hoechst's Automotive Development Center hasn't had an on-site OSHA recordable injury in the past 20 months. The facility received the 1994 environmental quality award from the Michigan Chamber of Commerce for environmental con-

servation and recycling efforts. Hoechst also received the 1993 distinguished safety award from the Society of Plastics Industry.

TRAFFIC MAPS AVAILABLE

Retail Marketing Services is offering maps that focus on major roads and highways with their traffic counts. Maps are available for Wayne, Oakland, Lenawee, Livingston, Macomb, St. Clair, Monroe, Lapeer and Washtenaw counties.

The Keego Harbor firm said it can map an entire area or focus on a portion of the county. Color or black-and-white maps are available in five sizes. The cost is \$55 to \$75, plus postage.

For information, call (810) 681-3305.

HIRE DESIGNER

Quantum Design Group, Birmingham, will do interior design and space planning for Bozell Worldwide's consolidated headquarters in Prudential Town Center in Southfield.

Now headquartered in the American Motors building, the recently merged agency will join Bozell's existing Southfield office in October. The agency will occupy three floors with 61,277 square feet. Quantum said the most important consideration is planning for Bozell's growth.

"The design was formulated to present a sophisticated, professional environment that fosters an open-door between management and employees," said Quantum president Thomas Catalano.

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Honeywell announces a preview of its TotalHome Automation System distributed in Michigan by HomeTek.

July 9 and 10, 1994 from 12 PM to 5 PM at 6301 Royal Pointe Drive, West Bloomfield.

Refreshments served.