

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, SEPT. 15

RETIREMENT PLANNING
PaineWebber sponsors a free seminar on retirement planning 7-9 p.m. at its

Livonia conference center, 19500 Victor Parkway, Suite 325, Livonia. For reservations, call Catherine Gibson at (800) 832-8228.

FRIDAY, SEPT. 16

BUILDING ISSUES
The Michigan Association of Certified Public Accountants presents a "Construction Industry Conference" 8:30 a.m. to 4:30 p.m. at the Plaza Hotel in Southfield. Breakfast sessions include Current Accounting Issues Affecting Contractors, Construction Liens and Contract Disputes, and Selecting Con-

struction Accounting Software. Cost is \$120. For information, call (810) 853-2288.

MONDAY, SEPT. 19

BUILDING CLASS
Michigan Builders Institute and Livonia Community Education present a 16-hour seminar to prepare people to pass the state builder's licensing exam 8:10 a.m. to 4:30 p.m. on Sept. 21, 26 and 28 at the Bentley Center, 15100 Hubbard, Livonia. The course is geared to those who want to sub-contract construction of their own

homes, building trades people and real estate investors. Cost is \$150. Registration required by Sept. 16 through Livonia Community Education at (313) 523-6277. For information about the class, call Michigan Builders Institute at (810) 851-2771.

TUESDAY, SEPT. 20

MOTIVATION AND SUCCESS
The Women's Advertising Club of Detroit hosts a program "Principles of Success and Motivation" 11:30 a.m. at the Embassy Suites Hotel, Southfield. Speaker: Florine Mark, president

and CEO of the WW Group. Cost, which includes lunch, is \$18 for members, \$22 for guests. Reservations to Ida Wiseman at (810) 380-7140 by Sept. 16.

TAX FREE BONDS

Dean Witter Reynolds offers a free seminar "Tax-Free Municipal Bonds — Meet Dollars and Sense" 7-8 p.m. at The Community House, 330 S. Bates, Birmingham. To register, call Fern at (810) 690-2277.

LIEN PROCEDURES

The Builders Association of Southeastern Michigan hosts a step-by-step review of the Michigan Con-

struction Lien Act from 8-11 a.m. at the Northfield Hilton, 55000 Crooks at I-75, Troy. Cost is \$30 for BSA members, \$55 for non-members. To register, call (810) 737-4477.

WEDNESDAY, SEPT. 21

BENEFITS SEMINAR

Robert C. Carls, Edward D. Jones & Co. investment representative in Livonia, hosts a teleconference "Employee Benefits and Compensation Management for Closely Held Businesses" 11 a.m. to 4 p.m. at his office, 28915 W. Seven Mile.



THE HILLS
AT THE VISTAS OF NOVI

Presenting Michigan's First New Community With The Spirit Of A Traditional Small Town

The Vistas of Novi will include a variety of charming neighborhoods surrounded by parks, nature areas, a lake, shops and schools — all within a short walk.

The first neighborhood in The Vistas of Novi is The Hills, where you can choose from a wide array of unique family home plans from the low '200,000's.

Both of our outstanding builders have just opened exciting preview sales centers.

To visit, take Novi Road between 12 and 13 Mile Roads. Open 12:30 - 6:00 p.m. daily.

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Phone: 313-453-6778
Daily 1-6
Closed Monday & Thursday

MARKETPLACE

Marketplace features a glimpse of suburban business news and notes, including corporate name changes, new products, 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.

ADVERTISING SPOTS

Ross Roy Communications of Bloomfield Hills has created seven new television commercials for Sports Authority.

The 30-second spots will feature store grand openings, apparel, shoes, team sports, Reebok equipment and apparel and a store profile. Each spot was created to allow for inserts highlighting specific products carried by Sports Authority.

Real-life customers play themselves.

FRAME SUPPLIER

The Budd Co., a subsidiary of Thyssen AG in Germany with local headquarters in Troy, has been named frame supplier for the new Mercedes-Benz all activity vehicle to be built in Tuscaloosa, Ala. beginning in 1997.

The Budd Canada plant in Kitchener, Ontario, will produce the frame assemblies and parts.

CD ALTERNATIVES

Jason Thompson and Peter Plus, agents with Life of Virginia in Southfield, will make a complimentary copy of a report "The Little Known Secret to Beating CDs" available to people who request it at (810) 350-0650.

TOY CONSULTANT

Martha Sutton, a Farmington resident, re-

cently joined Discovery Toy Inc. as an educational consultant.

Discovery Toys, a direct-selling company that provides toys, books and games to children of all ages, offers products through home demonstrations, catalogs and fundraisers. Sutton can be reached at (810) 478-7792.

EUROPEAN ENTRY

Lariza Industries of Troy has been awarded its first program with Saab Automobile AB to manufacture plastic interior components for the 1997 Saab 9000 model line.

"We welcome this business as our first foray into the European market," said Ronald T. Lariza. "Our company only recently began approaching this market and we've already received tremendous indications of interest in certain of our products."

ARENA BID WON

Perini Building, with a division in Southfield, will construct a 20,000-seat arena in Nashville, Tenn., in association with R.C. Mathews Contractor of that city.

The complex will include a soundstage-quality rehearsal facility, a "backstage tour" attraction, a music bar, the Tennessee Sports Hall of Fame, visitors center and a hospitality center.

Construction costs are estimated at \$87 million. Anticipated completion date is fall, 1996.

LAW BRANCH ESTABLISHED

The Chicago-based law firm of Clausen Miller Gorman Caffrey & Witous has opened a Michigan office at 3155 W. Big Beaver, Suite 250, Troy.

The firm's expertise concerns all aspects of insurance-related litigation — property, subrogation, coverage and casualty/litigation defense.

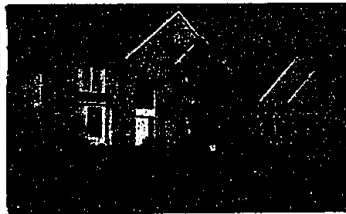
PHOTOGRAPHER PUBLISHERS

Southfield photographer David M. Deutsch of Leo Knight Photography had an article, Let's Get Up in Business, published in the August issue of Professional Photographers of America's Positive Image.

Announcing Rochester Hill's Newest Residential Development

GRAND OPENING September 17 & 18

Rochester Woods

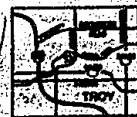


Olympia Homes
Model (810) 377-0222
Starting at \$204,900

American Home Corp.
Model (810) 370-9685
Starting at \$293,900



Located along the Clinton River adjacent to a 20 acre nature preserve to protect the nesting of the endangered blue heron. Rochester Woods offers a natural setting only minutes from M-38, I-75, Oakland University, the quaint shops of downtown Rochester and the schools of Rochester Community Schools. Come see all the variety of custom home designs from which to choose.



Models Open Daily
From 1 - 6pm
(Except Thursday)



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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.

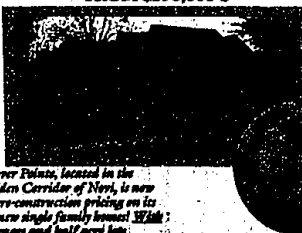
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Children Can Walk Next Door To The New Pleasant Lake Elementary School.
Built From Nature's Blueprints
Models Open Noon-6 p.m.
(Closed Thursday)
Broken Welcome



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