

# Architect from page 1F

Chaldean Social Services Council. He is an active member of the Brightmoor Tabernacle Assemblies of God congregation in Southfield. Last September he

traveled to Siberia with church members to deliver \$300,000 worth of medical supplies.

"I do a great deal of missionary work in South America, building churches and schools," he said. "I've gone on two trips to Paraguay, Ecuador and Chile. The people of South America are beautiful."

"If you peel off the political nonsense all over the world and look at the people, it's amazing how much good you can find. I have no room for prejudices."

Reer is anxiously awaiting the arrival of his sister from Iraq. She is the last of his family to emigrate and is due any day now.

"I enjoy what I do and I live life to the fullest. The gifts that we have, we must use wisely. I can't see waiting it."

# Newsletter from page 1F

private. It's throwing money down the toilet and creates worse problems with employees.

Be careful about putting in something you wouldn't want a client to see. Problems with no solutions. Clients will walk through a plant, see a newsletter and pick it up.

What about external newsletters? Heminger: This is where you want to provide good information, technical tips if you're technically oriented.

I don't like canned ones. I did one for a real estate firm. It talked about the south Redford market, first time buyers. That wouldn't have been appropriate 10 years ago when the market was stagnant. It wouldn't be appropriate for Birmingham.

The whole idea of a client newsletter is who is your reader? Who is your audience? We help identify who their audience is.

Real frequently, you hear 'I

want it to sell, but not be salesy.' This is a marketing dollar you're spending.

How do you prepare? Heminger: I like becoming part of the company. If it's a manufacturing operation, I want a tour of the plant. I want to meet staff.

What's it cost for you to pull a newsletter together? Heminger: The minimum would be \$500. It can go up from there from \$1,500 to \$2,000 for one issue. It depends on how much work they want to do and how much we. From initial editorial calendar to distribution, we can do it.

For some companies, it's money well spent. They don't have to pull people away from their regular jobs. So many times, people have the decision on bottom line. They don't calculate how much people's time is spent.

Do most companies have some kind of internal or external newsletter?

Heminger: It's a surprising number how many don't have them. I've done calling and they say, 'We don't do that here' or 'We don't need that.' They're wrong.

Do clients always take your advice?

Heminger: No. I feel like I have to slap some people. (Laugh) Most do. If they get to the point where they've come to see me, they've had enough hard knocks to know they need somebody to help out.

Why can't sophisticated business people handle their own promotions or newsletters?

Heminger: One of the most important things I can do for a client is look at things objectively. They have no ability to throw bad stuff away. It's human nature. No one wants to admit they made a mistake or need a change of direction. I offer people a fresh set of eyes.

How often should a newsletter go out?

Heminger: I've seen them every week and that's too much. Quarterly, it's too easy to fall out of the habit. Monthly, it's a reasonable staff. Bimonthly works nicely.

What's better for a newsletter — short and punchy like USA Today or all-inclusive with lots of background like the New York Times?

Heminger: I like both.

I think there's an appropriate time for a lot of snippets and bulletins where people can look at information and get it quickly — production statistics, safety measures, general news of the company.

I think some features, letters from editors, letter from the president, where are we, what are our goals... need to be more in depth.

External — all (items) have to be short. It doesn't fly any other way. People are too busy.

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Read Then Recycle

## Kmart volunteers cited

Following is a listing of community volunteers recently cited by Kmart who work in company stores in the Observer & Eccentric coverage area.

Efforts ranged from feeding the hungry to helping the homeless to raising funds for non-profit, help agencies.

■ Canton: Charles Wagner, Gerard Grimes, Linda McMullen and Lori Sealy.

■ Bloomfield Hills: Deanna Miracle, Val Kearns, Ronelle Pillingburg and Jackie Aubuchon.

■ Farmington: Jack Petee, Jamie Scheer, Carol Laird and Luann Markum.

■ Farmington Hills: Katie Smith, Jane Stachurski, Lois Burgess and Betty Armstrong.

■ Garden City: Veronica Slaven, Vivian Gajda, Jackie Jaynes and Tami Riggs.

■ Livonia (Store 4430): Kathy Anderson, Kathy Smith, Debbie

Pezon and Toni Burilison.

■ Livonia (Store 4352): Mary Morton, Mary Lou Behrend, Sally Klebba and Dolores Lokuta.

■ Plymouth: Susan Dent, Barb Tullman, Carla Vollmer, Nancy Dailide.

■ Rochester: Jeannine Groves, Anna Nyroo, Diane Naren and George Reichart.

■ Southfield (Store 4074): Willie Cameron, Cathy Schkelford, Linda Moore, Stormy McQuire.

■ Southfield (Store 4192): Roaa Compton, Harriet Bargaineer, Margaret Smith and Mary Gunther.

■ Westland: Judy Biggs, Donna Ewing, Vicki Bojeste, Sheila Smith, Judy Alfien, Debbie Fields, Susan Shaffer and Jo Ann Porth.

■ Troy: Dawn Martin, Gene Morris, Bonnie Homing and Marilyn Rutkowski.

## BUSINESS 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.

■ NEW LABORATORY Universal Standard Medical Laboratories plans to open a new high-volume, high-efficiency laboratory in Southfield during the first half of 1995. The 70,000-square-foot facility will have the capacity to process more than 15 million tests annually.

"The new laboratory... will contribute significantly to im-

proved efficiency and productivity and make the company even more cost competitive," said John T. Watkins, Universal Standard president and CEO.

■ CLEARY RELOCATES Dennis Cleary & Associates, a law firm, has moved to new offices in the Metrobank Building, 37000 Grand River, Suite 340, Farmington Hills.

■ LEVY TO PRACTICE Yefim Levy M.D. has joined the Sinai Hospital Ambulatory Services Division and will practice internal medicine with Vladimir Klempner M.D. at 24777 Greenfield, Southfield.

■ LOIS RAY RELOCATES Lois Ray Personnel has moved to new offices in the Congress Building, 30555 Southfield Road, Suite 120, Southfield.

## BUSINESS 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.

FRIDAY, DEC. 9

### REAL ESTATE SEMINAR

The Builders Association of Southeastern Michigan sponsors a continuing education seminar for licensed real estate agents and brokers to fulfill annual license requirements 8 a.m. to 2:30 p.m. at its offices, 30375 Northwestern, Suite 100, Southfield. Cost, which includes lunch, is \$48.50 for BASM members, \$63.50 for non-members. To register, call (810) 737-4477.

TUESDAY, DEC. 13

### TECHNOLOGY INVESTMENTS

The New Enterprise Forum and the Southeastern Michigan Venture Group host a joint breakfast program "Investment Opportunities in the Technology Corridor" 8 a.m. at Radisson on the Lake, 1278 S. Harmon, Ypsilanti. Cost with registration prior to Dec. 9 is \$25, afterwards, \$30. To register, call Jedd Lewis at (313) 506-0402.

FINANCIAL SECURITY Smith Barney hosts a free seminar "Securing Your Financial Future" 2 p.m. or 7 p.m. at the Columbia Center, 201 W. Big Beaver, Troy. For reservations, call (800) 227-1831 or (810) 740-2100.

WORKPLACE VIOLENCE The American Society of Employers presents a seminar "Managing Workplace Violence and Traumatic Events" 9 a.m. to 4:30 p.m. at its offices, 23815 Northwestern, Southfield. Speaker: Kenneth L. Wolf, Multi Resource Center. Cost is \$195 for members, \$225 for non-members. Advance registration requested at (810) 353-4500.

PROCESS DISTRIBUTION Micro Engineering Solutions presents a free workshop on "Manufacturing Process Integration," focusing on building orders instead of inventory, 8:30 a.m. to 4:30 p.m. at the Metro Airport Hampton Inn. To register, call Jonathan Doudy at (800) 370-4637, extension 123.

WEDNESDAY, DEC. 14

MARKETING RESEARCH Wayne State University Small Business Development Center offers a workshop "Fundamentals of Marketing Research" 6 p.m. at Metropolitan Center for High Technology, 2727 Second, Detroit. The program will address the best place to find information through resources such as

government agencies, research companies, other businesses and the library. Cost is \$35. To register, call (313) 577-4850.

BUSINESS TAXES The American Bar Association presents a free seminar for business owners on how to cut 1994 taxes and position themselves for the coming year 8:30-10 a.m. at the Bloomfield Township Public Library. To register, call (810) 647-4003.

### BATTLING BURN-OUT

The International Association of Business Communicators hosts a presentation "Battling Burn-Out: A Hands-On Approach to Battling Stress" 11:45 a.m. to 1:30 p.m. at the Troy Somerset Inn. Speaker: Peggy Brey, consultant/specialist in health care and stress management. Cost, which includes lunch, is \$22 for members, \$16 for students, \$27 for non-members. For reservations, call Nancy Salomone at (810) 548-5490.

SATURDAY, DEC. 17

### BUILDING FIELD TRIPS

Home Building Workshops presents a free open house featuring innovative home building systems 8 a.m. to 1 p.m. in York and Northfield townships. One house showcases a steel frame and a geothermal heating/cooling system, the other home wall panels and basement. For directions, call Jim Nawrot at (313) 452-0944.

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