Kmart volunteers cited

Architect from page 1F

Chaldean Social Services Council. He is God congregation in with church members an active member of Southfield.

Last September he worth of medical sup-

Graduate to Luxurious,
Maintenance-Free Living
UNIVERSITY MANOR
'Condominiums'
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From '69,900 Phase 3 · Only 3 Units Left

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WATERFORD Sancia include Single family homes - 3 bedrooms - 2'a b4i-

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Starting at
The Beanty Locinon With A
The Convenerces This area
provides great schools and
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Locende N. of Coopy Lk. Rd.
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Rolling Hills Estates

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Inside open spaces, adjacent parks, recreation, saddle club, equestian facilities and life style that make Berwyck On The Park &

you'll have the room you need to grow.

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Berwyck Place from the \$280'S

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plies.

I do a great deal of "I do a great deal of missionary work in South America, building churches and achools." he said. "I've gone on three 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."

judices."

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

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 wasting it."



Read Then Recycle

News etter from page 1F

priate. It's throwing money down the toilet and creates worse prob-

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 wait
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.

Following is a listing of com-munity 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

Gerard Grines, Linoa McMuller and Lori Sealy.

Bloomfield Hills: Deanna Mir-acle, Val Kearns, Rochelle Pillsburg and Jackie Adbuchon.

Farmington: Cathy Petes, Jam-ie Schehr, Carol Laird and Luann

ie Schehr, Carol Laint and Luann
Markum.

Farmington Hills: Katie Smith,
Jane Stacherski, Lois Burgess
and Betty Armstrong.
Corden City: Veronica Slaven,
Vivian Gajda, Jackie Jaynes and
Tami Riggs.

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

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.

through a plant, see a newsletter and pick itup.

What about external newsletters?

What shout external newsletters?

Heminger: This is where you want to provide good information, technical type if you're technically oriented.

I don't like canned ones.

I did one for a real estate firm. It talked about the south Reddford market, first time buyers. That wouldn't have been appropriate 10 years ago when the market was stagmant. 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 sudience is.

Real frequently, you hear 'I.

By the state of the plant want to meet a tour of the market was stagmant. It wouldn't be appropriate for Birmingham.

The whole idea of a client newsletter is who is your reader?

Who is your audience? Whe help identify who their sudience is.

Real frequently, you hear 'I.

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Pezon and Toni Burlison.

B Llvonia (Store 4332): Mary Morton, Mary Lou Behrendt, Suly Klebba and Doleres Lokuta.

B Plymouth: Susan Dent, Barb Tallman, Carla Vollmer, Nancy Dailide.

B Rochester: Jeannine Groves, Anna Nyryo, Diane Naren and George Reichart.

Southfield (Store 4074): Willia

nal newsletter?

Heminger: It's a surprising meraletter go out?

Heminger: It's a surprising meraletter go out?

Heminger: It's as a surprising meraletter go out?

Heminger: It's as a surprising meraletter go out?

Heminger: It's as a surprising meraletter go out?

Heminger: It's too much Quaracy.

To clients always take your advice?

Heminger: No. I feel like I have to also some people. (Lauph)
Meat do. If they got 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 ousliess people handle their own promotions or newsletters?

Heminger: One of the most im-

help out.

Why can't applisticated dualness people handle their own
promotions or newsletters?

Heminger: One of the most important things I can do for a cilent
is look at things objectively. They
have no ability to threw bad stuff
away. It's human nature. No one
wants to admit they made a mix
take or need a change of direction.

I offer people a fresh set of eyes.

sures, general news of the compa-ry. I think some features, letters from editors, letter from the presi-dent, where are we, what are our goals . . . need to be more in External — all (items) have to be short. It deean't fly any other way, People are too busy.

BUSINESS MARKETPLACE

Marketplace features a glimpse of suburban business news and notes, including corporate name changes, new arditations, new products, office openings, new affiliations, new positions, mergers, acquisitions and new ways of doing business. Write: Marketplace, Building & Business, Observer & Eccentric Newspapers, 36251 Schookraft, Livonia, 48150. Our fax number is (313) 591-7279. ■ Southfield (Store 4074): Willie Cameron, Cathy Schkelford, Linda Moore, Stormy McQuire. Southfield (Store 4192): Rosa Compton, Harriet Hargoineer, Margaret Smith and Mary Gunther.

M NEW LABORATORY

MRW LASORATORY
Universal Standard Medical
Laboratories plans to open a new
high-volume, high-efficiency labocatory 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.

ally.
"The new laboratory...wil
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.

E CLEARY RELOCATES

Dennis Cleary & Associates, a law firm, has moved to new offices in the Metrobank Building, 37000 Grand River, Suite 340, Farm-ington Hills.

Ington Hills:

MELEVY TO PRACTICE

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

E LOIS RAY RELOCATES

Lols Ray Personnel has moved to new offices in the Congress Building, 30555 Southfield Road, Suite 120, Southfield.

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Best Can Be Found In Thee
Distinctly Designed Ranch,
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· Unique floor plans

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Gunner.

Westland: Judy Biggs, Donna
Ewing, Vicki Boljesic, Sheila
Smith, Judy Alfen, Debbie
Fielda, Susan Shaffer and Jo Ann
Porth.

Thoy: Dawn Martin, Gene Morris, Bonnie Hornlag and Marilyn
Rutkowski.

Datebook features upcoming events around the suburban busi-ness community. To list an event, write: Datebook, Building & Busi-ness, Observer & Eccentric Newspa-pers, 36251 Schookaraft, Livonia, 48150, Our fax number is (313) 591-7279.

FRIDAY, DEC. 9

REAL ESTATE SEMIMAR
The Budder Association of Southeastern
Mortgan scoroson a contraving education
senter for located real estate agents
and brokers to fall strate gents
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points 8 a.m. to 2:30 p.m. st its offices,
30375 Northwestern, State 100, Southfield, Cost, which includes hunch, is \$48.50
for BASM emphores, 483.50 or non-membars. To register, call (810) 737-4477.

TUESDAY, DEC. 13

TECHNOLORY SIVESTIMENTS
The New Entoprise Forum and the Southeastern Michigan Venture Group host a joint breedcast program "Investiment Opportunities in the Technology Condor" 8 a.m. at Redeson on the Lake, 1275 S. Hern, Typizent Local with registration prior to Dec. 9 is \$25, efferential, \$30, To register, cell ladd Curves of \$(15).

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 (900) 227-1931 or (810) 740-210.

BUSINESS DATEBOOK

1931 or (810) 740-2100.

WORKPLACE VYOLENCE
The American Society of Employers presents a seminar "Managing Workplace Videce and Traumatic Events" 9 s.m. to
4:30 p.m., at its offices, 2381 5 Northwestem, Southed Speaker, Annah L. Wolf,
Adult Insource Center, Costament L. Wolf,
memory of the Costament L. Wolf,
4500.

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MICRO Engineering Solutions presents a five workshop on "Manufacturing Process briegation," focusing on building orders instead of inventory, 8:30 a.m. to 4:30 p.m. at the Micro Asport Hampton Inc. Translation of the Computer of the Micro Asport Hampton Inc. Translation 121.

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Weyne State University Small Business Development Center offers a workshop "Fundamentals of Marketing Research" 6-8 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 compa-nies, 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 reg-lator, cal (310) 647-4093.

istor, call (810) 647-4093.

ANTLINE BUSIN-CUT
The international Association of Business
Communication hosts a presentation
Easting Burn-Out. All Aurica On Approach
to Beating Stress** 11:1-55 am. to 1:30
pm. at the Troy Somenset in N. Speaker
Feggy Grey, consultant/specialist in health
are and stress manalegement. Cost, which
for Students, \$27 for non-members. For
reservations, call Narcy Skidmore at (810)
546-5490.

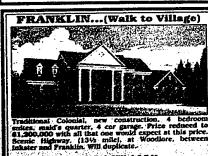
SATURDAY, DEC. 17

EUR.Deed FEELD TRIPS
Home Building Workshop presents 8 five open house festuring innovative home building systems 8 s.m. to 1 p.m. in York and Northfeeld Lomahips. One house showcese's a steel firme and a goothermid heating/cooling system, the other foam wet panets and bescherch. For directions, call Jan Newton 18 (13) 482-2944.



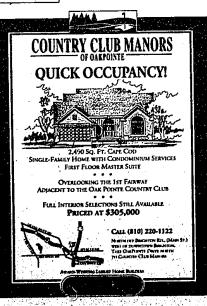
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