

# Oakland firm puts metro area on Internet

BY JANICE TIGAM-KRAMER  
STAFF WRITER

A local firm has come up with a novel way to do Metro Detroit on the World Wide Web.

Since more and more folks with personal computers and modems are tapping into on-line information sources these days, Scott Segal, Jeff and Jon Dwooskin, all of Farmington Hills, decided to offer Metro Detroiters timely information they could use in their own back yards.

The three entrepreneurs formed Online Marketing Co. in Bloomfield Hills in June, about the time they put "Detroit Metroguide" on the Internet.

Metroguide includes about a dozen headings and several hundred bits of information about local movies, sports, weather, colleges, media, art, special events, shopping, government and business. Some categories are updated daily.

Metroguide has a message board from Mayor Dennis Archer and even a file for winning lotto picks. Need root canal? The Dwooskin's dad, a Farmington Hills dentist, is on-line with technical data on everything from oral hygiene to gum disease.

The guide's burgeoning business category includes ads and promotions from a range of retailers and service people, including Aussie Bait Co. Troy, Win-a-Mile & Walk, West Bloomfield, and LaCrosse Association, Birmingham Farms.

"It's a hotbed of business activity," said Segal, 25, who has a marketing degree from Michigan State University.

Segal and the Dwooskins solicited

all of Metroguide's business listings, but most of the guide's other information was already on the Internet. An Online program pulls together sports stats, movie times, extended weather forecasts and the other data that's placed on-line by other local sources.

Web users can find Metroguide on <http://www.metroguide.com>.

To access a Metroguide category, move your mouse to the heading of choice and click. Some listings include a text mailbox, so besides getting information, you can also enter a purchase order that reaches the advertiser via e-mail. Metroguide advertisers sometimes use their automatic response to gather marketing information.

By design, Metroguide's interactive screen is colorful, animated and easy to use.

"We want people to use it, so we made the screen inviting and user-friendly," Segal said.

So far, the public has responded well to Metroguide's offerings. About a quarter-million users have clicked in since July, so Segal and the Dwooskins plan to nurture their baby and let it grow.

"We get fan mail every day from users telling us to keep up the good work," said Jeff Dwooskin, 25, a partner in Online and the art director for Hermanoff & Associates, a Farmington Hills public relations firm. He has a marketing degree from EMU.

Online's co-founders said they're not surprised by the guide's appeal, but they didn't expect a big response so quickly.

"There's no doubt, business people like what they see," Segal said.

economic degree from Eastern Michigan University. Dwooskin said he aims to expand the guide's business category to include more small and mid-size businesses who don't have the hardware or know-how to get on-line alone.

Segal and the Dwooskins are longtime friends who toyed with computers through North Farmington High School. Each tapped his personal savings to startup Online. For now, any profit goes back to the business for additional computer equipment.

Online charges \$295 to create an ad or promotional message and place it on the Web for a year. The fee includes custom color graphics. Clients can change their message at no charge as long as the ad runs. Other advertising packages also are available.

Segal believes this high-tech marketing tool works because users can access the information they want without plodding through data they don't want to read.

"It's an interactive, one-to-one approach," he said. "It's more personal than direct marketing or telephone marketing. Users can zero in on a point of interest."

Since Metroguide appeared on the Web, Online's received inquiries from attorneys, manufacturers and real estate agents interested in getting their own messages on the information superhighway.

"There's no doubt, business people like what they see," Segal said.



Entrepreneurial spirit: Scott Segal (left), John Dwooskin and Jeff Dwooskin offer "Detroit Metroguide," which highlights local movies, sports, weather, colleges, media, art, special events, shopping, government and business.

## Be wary of job hunting; dress the part; build confidence

**JOB SEARCH**

**Q** I've had four jobs in the past six years. I want to make another move, but I'm afraid it won't look good on my resume. Is it too soon to change jobs again?

**GEORGE W. HAYES**

**A** Unless you have a compelling reason to leave your current job, you should probably stick with it. At this point, you run the risk of being labeled a "job hopper." Frequent career moves suggest a lack of stability, and hiring authorities usually avoid candidates who threaten to increase turnover. Also, a company might have a legitimate concern about retrieving any money it invests in training you. Sure, you could probably find an-

other job. Over time, however, your ability to upgrade could be limited by a choppy work history.

**Q** You long-term employees shouldn't get too comfortable, either. After 12 to 15 years with one company, a person's marketability can actually decrease. Extreme tenure seems to generate questions about ambition and adaptability. Some experts suggest that a well-researched move every eight to 12 years can dramatically increase lifetime earnings.

**Q** I'm a hands-on mechanic who doesn't feel comfortable in a tie. Since I'm not seen as a management job, how dressed up do I have to be for an interview?

**A** In employment, the packaging is as important as the product itself. To some extent, you can dress up or down, depending upon the position you're

seeking. For example, a person applying for a job as a lumberjack would look a little silly in a designer dress and pearls. But I'd put my money on her versus the lady in cutoffs and a tank top!

**Q** Some time ago, I sent a skilled machinist to interview with George F., who manages a large tool room for our number one client in Royal Oak. I followed up the next day.

**Hayes:** How did you like Bob?

**George F.:** He looked a little different. He had on a sport coat and tie.

**Hayes:** (Oh-oh) Gee, I'm sorry. **George F.:** No, that's OK. Bob might lack a few skills, but I think he can do the job. **Hayes:** Really?

**George F.:** You know, that tie told me the guy was serious. I'd be willing to teach someone like that whatever he doesn't know.

Now, this company is very

picky (which is why it retains the world's greatest headhunter). The tie shifted the interviewer's focus from Bob's minor shortcomings to his attitude and potential. Anyway, it's better to risk being over-dressed than under-regarded.

**Q** How can I become more confident in interviews? I'm often so nervous that I think the employer can see me shaking.

**A** I was once so rattled that I spilled a cup of coffee all over the interviewer's desk. She hired me anyway, which illustrates an important point: Employers are less interested in a candidate's jitter than her skills and work history. A little tremor or perspiration isn't likely to make a bit of difference in the final decision. Here are a few techniques that I use in stressful situations:

— Use humor when possible. Whenever I'm giving a talk, I try to get the audience to laugh early on. Humor seems to have a boomerang quality. If the audience is relaxed and happy, then I'm relaxed and happy.

— What the heck. Most people report that they interview best when they really don't want the job. So I blow it, so what, no big deal. I've been involved in selling situations akin to the bottom of the ninth inning, bases loaded, three-two count, last game of the World Series. How did I pull it off? I did a number on myself. So what, who cares, I'll live. There is no downside when you approach it this way.

■ Know your stuff. In an interview, you won't be asked to master any new material. You won't

have to invent an explanation for anything. You won't have to talk about anything you don't already know about. You just have to talk about you. And who knows you better than you? If you plan to tell it straight and tell it simple, you've already got it whipped. That's the foundation of confidence.

Send questions to George Hayes, Job Search, P. O. Box 2497, Southfield, MI 48037. He is president of Emplex Corp., a recruiting outplacement and testing firm in Southfield, and vice president of Prosy Employment Services, a contract employment service, also in Southfield. Job Search runs the first and third Thursdays of each month.

## Women surfers: take note of assault prevention network

**Q&A ONLINE**

**Q** A few months ago, I wrote a column dealing with Internet sites of interest to women and invited women users to e-mail their favorite sites to be shared with others.

**EMORY DANIELS**

**A** Actually only one person did just what I since have come across other sites that women surfers will want to check out. The message came from Judith Weiss who is an Information Specialist with Tradewave Galaxy. Weiss is involved with an organization called Assault Prevention Information Network (APIN) and has devel-

oped a website accessible through Galaxy.

To learn about APIN go to <http://galaxy.tradewave.com>, click on the "guest editors" link, scroll down to the ensuing list of guest editors until you come to Judith Weiss, and click on Assault Prevention Information Network. The APIN site has information about self-defense, domestic and work place violence, martial arts, conflict resolution, and child safety.

I found interesting information she provided on how to protect your child, real life self-defense stories, how to evaluate a self-defense course, and self-defense myths. Weiss' page has been chosen by the Feminist Majority for inclusion in its directory and a lot of feminist pages on the

Internet link to Weiss' page. So on your next trip out into cyberspace, link to APIN and snoop around for awhile. It will be an informative visit.

The Feminist Majority Foundation has a World Wide Web site which is a pretty complete package at <http://www.feminist.org/textmenu.html>. The site offers extensive background information on all aspects of feminist affairs and issues, including a weekly news summary focusing on U.S. events. The site also has a Media Response Service, which encourages women to send email to Internet-connected media outlets.

Internet indexer Sam Sternberg believes the Media Response Service is a first on the Internet. The text at the site explains its purpose. "It's a media world. And

how the media deals with feminist issues should concern everyone. This section provides a convenient link to a variety of media outlets. From the major television networks to newspapers and wire services to organizations which act as media critics, you'll find the best of the 'Net arrayed in this section."

When you arrive at the Feminist Majority site you will find links to Feminist News, Feminist Internet Gateway, Feminist Publications, Feminist University Networks, and 911 For Women. Follow the links and you will find information about organizations for women, hotlines, shelters, career center, and more.

Another site I've learned about is Femina which can be visited at <http://www.femina.com>. This site

claims to be the first friendly and searchable database of links to information online relevant to women and girls. There are more than 600 links, and its growing daily. This site sees itself as the "Yahoo" for women and girls, offering many links to specific sites of interest to women under such broad categories as art, business, computers, culture, education, entertainment, feminists, girls, health, etc.

Women's resources and more is offered at Cybergirl Webstation at <http://cybergirl.com>. Here you will find more online resources for women, a collection of cool links, and a lighter approach. Some of the topic areas include SafetyNet, Biz-Line, Health-Wise, Info-Zone, and Family-Life. This site also has a link to the Femina database mentioned above.

The Women's Web InfoNet is another site to look at which can

be done by pointing to <http://cyber-active.com/wwin>. Women's Web InfoNet, which was launched on Sept. 1, is described by Webmistress Patricia Walsh as "a virtual community for beginner and experienced Internet users. Come and see what we have to offer, and help us develop this community into a valuable resource for women." The launching of Walsh's site was announced by Glendon Sackman who operates the Net-Happenings to make new sites known to users.

You can direct questions to Emory Daniels by e-mail with [emory@oeonline.com](mailto:emory@oeonline.com) or fax number 691-7279. To sign up for O&E On-Line, dial (313) 991-0903, at "log-in" prompt type "new" and at "Key" prompt type GLENY2. Past columns may be accessed online at <http://oeonline.com/titles/markmemory/archive.html>.

### BUSINESS MARKETPLACE

Marketplace features a glimpse of Oakland County 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: Business Marketplace, Eclectic Newspapers, 6205 E. Maple, Birmingham, MI 48009. Our fax number is (313) 644-1314.

■ **GOLDEN YEAR**

Pecar's House Theater Center, 3702 Rochester Road, Troy, will celebrate its 50th anniversary Oct. 6-8 with a House Theater Expo. Company founder Allen J.

Pecar, who opened Pecar's after serving as a radio reporter in World War II, will attend the event. Pecar's son-in-law, Tony Fallone, is the current owner.

Message Center Communications, the store's newest division, will be set up under a 3,200-square-foot tent on Rochester Road. Free interpretive will be provided for school-age children.

■ **NO GAS-TAX NIXE**

Small-business owners don't favor a recent call to boost Michigan's motor fuel tax to fix up roads and bridges.

National Federation of Independent Business/Michigan members who responded to a poll

voted 4-to-1 against a higher gas tax — 78 percent said they wouldn't support an increase in motor fuel tax to repair roads, 14 percent said yes and 8 percent were undecided.

"Clearly, small-business owners are not convinced that the answer to Michigan's road repair problem is to simply throw more money at it," said Charlie Owens, state director for NFIB/Michigan in Lansing.

■ **WAY TO GO**

Hermanoff & Associates, Farmington Hills, won a Best Beta award from McDonald's Corp. for its Job McDonald's campaign. Hermanoff's campaign

promotes the fast-food restaurant as a quality employer that offers a range of career opportunities.

Hermanoff has represented McDonald's in Southeast Michigan for eight years.

■ **OFFICE EXPANSION**

Harvey Hobauser & Associates, an executive search firm based in Troy, has opened an office in Los Gatos, Calif. Hobauser's client firms are mid-size to Fortune 500 companies, said company president Harvey Hobauser of Hobauser Hills.

■ **SPEAKER SERIES**

Florine Mark, CEO of Weight

Sec MARKETPLACE, TAA

### THE INTERNET FACTORY



Gear Up For The Digital Age and Let Us Create a Powerful Marketing Tool For You

Specialists In Electronic Commerce Enabling You To Publish and Sell on the Internet

World-Wide Web Sites, Encrypted Credit Card Transactions, Internet Consulting, Seminars.

Call PU Stafford for a Free Internet Marketing Consultation.

114 South Woodward Birmingham, Michigan 48009 810.842.0790