

Book chronicles local world of engineering

BY JANICE TIGAR-KRAMER
SPECIAL WRITER

If you think Detroit's only claim to fame is designing and manufacturing automobiles, think again.

Over the last century, Detroit area manufacturers and inventors, many with Oakland County ties, have turned out enough technological innovations to fill a coffee table book. With that in mind, Engineering Society of Detroit (ESD) commissioned such a book to celebrate its centennial.

"The Technology Century" chronicles hundreds of local engineering fetes and reviews ESD's first 100 years. It covers boozes Diego Rivera's famous work, "Detroit Industry."

The richly illustrated book includes more than 50 brightly written essays about prominent and little-known innovations created by Detroit's finest researchers and engineers. Nearly everything conceived in metro Detroit is included — from the outboard motor and electric refrigerator to the one-piece gelatin capsule.

Local history bounds will learn former Birmingham resident Sidney Oldberg patented the first airbag system, Troy-based Solvay Automotive first patented a process to make soda ash, and Stinson Aircraft of Detroit designed

the first cabin airplane before moving to Northville in the late 1920s.

The area's rich cultural history also is chronicled in the 250-page book written by more than 30 local journalists and historians, including many from Eccentric communities. The book's editor is longtime Birmingham resident Mike Davis, former executive director of the Detroit Historical Society.

"There hasn't been a good Detroit history book written in a long time. Most books provide the political, social and anecdotal history, but not the history of industry and infrastructure," Davis said.

Detroit's endless infrastructure — a subject that could be dry — provides lively and interesting reading. Chapters are devoted to the groundbreaking works of Consumers Power, Detroit Edison, Ameritech and the railways that once carried assembly line automobiles out of the Motor City.

"People think Detroit is primarily an automotive city, but it's not so. Detroit has given a lot of interesting things to the world and hasn't gotten a lot of credit," said Anthony Yanik of Troy, a retired General Motors engineer. Yanik wrote a chapter on the in-

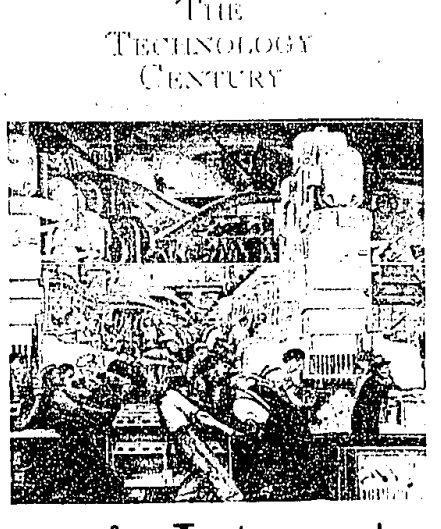
Al Fleming of Bloomfield Hills gathered the history of Detroit's automotive suppliers.

dependent automakers that surfaced in Detroit in the late 1930s.

Dan Jarvis, a communications specialist for Detroit Edison, wrote about Henry Ford, a promising Edison engineer who by day worked from Detroit's Washington and State Street plant in the 1890s. After hours, he tinkered with his experimental gas-powered motorcar," the author wrote in part.

The book couldn't chronicle Detroit's achievements without a big chapter devoted to the automobile industry. Besides an industry overview, there are histories of General Motors, Ford and Chrysler.

Michael Kollins of Bloomfield Hills assembled a timeline of the century's automotive industry achievements. Since the gas-powered automobile was built in



THE TECHNOLOGY CENTURY

1893, he wrote, "almost every year of progressive development is marked by an outstanding first in the automobile industry."

Al Fleming of Bloomfield Hills gathered the history of Detroit's automotive suppliers. Frank Butler, a Troy writer, revealed Detroit was the fete-making capital before it became Motor City.

The book also mentions Detroit's first concrete mill — on Woodward between Six and Seven Mile Road — and covers the history of the city's architecture, construction, health care and news media.

"The Technology Century" (\$45) is available at *Border's in Southfield and Lawrence Technology University, Southfield*. To order by mail, contact *Eisbrenner Public Relations, Troy, (810) 641-1446*.

Century of achievement: "The Technology Century," a book commissioned by the Engineering Society of Detroit, chronicles 100 years of innovations created by metro-area inventors, manufacturers and engineers.

Harness handicapping horse races via Internet

ONE of our newspaper readers and Internet surfers contacted me recently to share news about the horse handicapping web site he established and operates.

It is a good thing. I have published two books for horse racing fans on designing handicapping systems using any personal computer. One book is "Thoroughbred Handicapping the Computer Way," and the other is "Horse Handicapping the Computer Way."

When you visit Howard's web site, you will find information on both books, plus a monthly column he writes on horse racing, and information about handicapping software. The universal resource locator (URL) is <http://egrcomm.com/beru>.

Berenbon regularly accesses the Internet through the West Bloomfield Library. "There are

lots of horse enthusiasts," Howard told me. "I've been interested in horse racing ever since my grandfather took me to Northville Downs as a kid. Anyway, because of that I got into writing handicapping software for various computer systems, and now I'm on the Internet I also do technical writing and write product reviews for a few computer magazines, such as NautillusCD."

His two books are written for anyone interested in using a PC to aid in handicapping at the races. Step-by-step instructions are given for designing and programming thoroughbred and harness handicapping systems on the IBM and PC languages for popular personal computers including IBM compatibles, Apple II series, Apple Macintosh, Atari, Commodore 64/128, TRS-80, and Sharp pocket computers. For racing fans who don't own a PC, there's a chapter with instructions for horse racing handicapping using a pocket calculator.

Horse racing enthusiasts will learn to program their own handicapping from the Daily Racing Form for thoroughbreds and the

Harness Program for harness racing. Details include selecting the right data for analysis, assigning weighting factors, creating the mathematical formulas for manipulating the data, and converting the formulas for calculating a numerical rating for each horse under analysis.

My personal opinion — no matter how analytical the system may be, don't count on it to make you rich. Howard, by the way, never makes that claim. There are people who've been going to the track for years, know horses very well, and do well betting but never get rich. Computer software only helps you organize data efficiently, but cannot be a substitute for human judgment.

Environmental science

The Michigan Environmental Science Council has a link to the Internet. The MESB designed a web site to disseminate information on its activities and to provide electronic access to all board reports and meeting summaries. The site can be visited by pointing Lynx or

The MESB is charged with advising the governor and state agencies on matters affecting the protection and management of Michigan's environment and natural resources.

your Web browser to <http://www.eresat.lakea.net/2200/partners/MESB/mesh.html>.

The MESB is charged with advising the governor and state agencies on matters affecting the protection and management of Michigan's environment and natural resources. The MESB consists of nine people and an executive director with expertise in one or more of these areas: engineering, ecological sciences, economics, chemistry, physics, biological sciences, human medicine, statistics, risk assessment, geology, and other disciplines.

The board has completed five scientific reports since its inception, ranging from an evaluation of the environmental and human health concerns of mercury, chlorine and lead contamination to a review of the scientific merits of a proposed protocol for a uniform Great Lakes fish advisory. The board also recently received a new charge from the governor to evaluate the scientific basis of Michigan's siting standards for low-level radioactive waste isolation facilities.

"The board's entrance onto the Internet will help to enhance communication and information sharing between state government and Michigan's ever-growing computer literate citizenry," said Gov. John Engler when the MESB web site was launched. Copies of MESB reports may be downloaded from the site.

ONE LAST NOTE: One of the O&E On-liners who maintains a home page on our site enjoys developing "special editions" for holidays that are activated only for that particular holiday period and then taken off. Len Roberts of Canton launched a Fourth of July home page for his first holiday venture, and last month activated a Labor Day home page. So he decided to develop a Halloween Page which will go live on Oct. 21. You can visit after that date by pointing to <http://oeonline.com/titled/mark.html>. For the full effect, users will need to be set up to hear .wav (sound) files. It looks best using the Netscape browser. Besides sounds and graphics, Roberts has linked to other Halloween pages on the net.

You can direct questions to Emory Daniels E-mail at emory@oeonline.com or by fax at (313) 691-7279. To sign up for O&E On-Line, dial (313) 691-0903, at "log-in" prompt type "new" and at "Key:" prompt type GLGN2. Past columns may be accessed on-line at <http://oeonline.com/titled/mark/memory/archiv.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, Eccentric Newspapers, 825 E. Bloomfield, Farmington Hills, MI 48009. Our fax number is (810) 644-1314.

NEW CLIENTS

Marketing Exceters, Inc., West Bloomfield, will handle promotions and public relations for Esther's Judicial Clinic, West Bloomfield; Davis & Davis, C.P.A.'s P.C. and Davis & Davis Information Systems & Consulting, Southfield.

Sarah Walk Associates in Birmingham will handle marketing and public relations for Carsco, A Colco Company, Inc. in Seattle, Wash.

NEW LOCATION

The Berlin Group, a full-service advertising and public relations firm, has moved from Birmingham Farms to 6001 N. Adams Road, Bloomfield Hills. The phone number is (810) 640-7710.

The firm's newest client is Englander's Outer Place, Royal Oak and Ann Arbor.

INVESTMENT SEMINAR

A.G. Edwards & Sons will host "The World of Financial Planning and Investing" for first-time and seasoned investors, 7 p.m. Tuesday, Oct. 17 and 24 at the Northfield Hilton, 6500 Crooks Road, Troy.

During the two-part seminar, financial planners will discuss Wall Street's 20 most popular investments, 10 widely used invest-

ment strategies, stock market from common sense and how to understand the market.

For reservations, call A.G. Edwards in Bloomfield Hills, (800) 933-2411.

ACCOUNTING UPDATE

James J. Exploring Career Options runs 10 a.m. to noon Wednesday, Oct. 18, 25 and Nov. 1, 8 in Building J on the Orchard Ridge Campus, 27055 Orchard Lake Road, Farmington Hills.

The fee is \$50. For information, call Ariene Roman, (810) 471-7602.

LEGAL SEMINAR

A one-day seminar for paralegals will clarify the key issues and legal tactics used by the plaintiff and defense. The seminar runs 8 a.m. to 4 p.m. Friday, Oct. 27, at Oakland University in Rochester Hills.

Speakers include Joseph A. Golden, principal and co-chair of employment/labor/civil rights department of Sommers, Schwartz, Silver & Schwartz, P.C., Southfield; David W. Meldman, a West Bloomfield attorney; and Catherine Bush, acting employment director/labor advisor for OAU.

The fee is \$125, including lunch and materials, or \$65 for a half-day and materials. To register, call (810) 370-3120.

TOP SCORE

Farmington Hills-based Michigan Association of Certified Public Accountants gave Ben D. Milligan the William A. Paton Award for exemplary performance on the May 1995 Uniform CPA exam. He's an audit associate for Deloitte & Touche LLP in Chicago.

The MACPA presents the award to first-time Michigan candidates who pass all four sections

of the exam and get a top grade.

ASK A LAWYER

Got a legal question? Attorneys will answer questions free of charge during Business Legal Day on Wednesday, Oct. 25, at the Business Enterprise Development Center, 1201 W. Long Lake Road, Troy.

During 45-minute consultations, attorneys will discuss forms of business organizations, buying/selling a business, contracts, rental and equipment leases, employer responsibility and landlord/tenant disputes.

For an appointment, call Lynda Earhart, (810) 962-5800.

ON THE INTERNET

Learn how a computer can help market your products and services at a day-long seminar hosted by Business Enterprise Development Center, 1201 W. Long Lake Road, Troy. Tom Root, director of training for Michigan BizServe, will discuss the Internet and related technology on Thursday, Oct. 26, Nov. 30 and Jan. 25.

Attendees can sign up for one or all of the following classes, which cover basic and advanced uses for the Net: Introduction to the Internet: How to Maximize Your Use of Netscape and Editors; Marketing on the Web and Web Site Design Basics; and Introduction to HTML and Self-Publishing on the Web.

Participants can register for one or all of the sessions. The fee is \$25 for the entire day. For information, call (810) 962-5800.

UNVEIL COMPUTER SYSTEM

DayStar Digital, a Georgia-based manufacturer, debuted its high-powered entry into the Mac

Operating System-based workstation market last week at a conference hosted by Meteor Photo and Imaging, Troy.

Targeted for the media/publishing industry, the Genesis MP hardware was designed to mount four power PC 604 processors to run independently and simultaneously. The system allows Genesis to provide up to 10 times the performance of the best powered Mac or PC for three times the cost, the manufacturer said.

"This opens up several new avenues for media publishing," said Richard Braudo, manager of digital systems for Meteor. "Any function that is CPU intensive can be accomplished in minutes than hours."

Braudo said the hardware is designed to speed up graphic arts, 3-D design and animation, high-quality photographic retouch, media preprocess or raster image processing.

Unlike many systems, Braudo said, Genesis can be expanded and upgraded. Changing cards,

adding a hard drive, or upgrading memory is as "simple as popping open the side panel and plugging in." Genesis MP costs \$14,999.

ECONOMIC WATCH

Comerica Bank's "recession watch index," which forecasts the probability of a national recession occurring within the next 12 months, registered 48 percent in August — the same as in July but up six points from June.

"August represents the first time this year the Recession Watch Index did not register an increase," said William T. Wilson, vice president and economist at Detroit-based Comerica Bank, which has branches in Oakland County.

"Our index is forecasting slow-to-modest economic growth through the remainder of 1995, before turning anemic in 1996. It is important to note that the index is still not calling for a full-

THE INTERNET FACTORY

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 PV Standard for a Free Internet Marketing Consultation

114 South Woodward Birmingham, Alabama 35209 810.843.0790

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