

Marketplace

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SUPER CONFERENCE

Nearly 1,000 partners and managers from Grant Thornton LLP, an accounting and management consulting firm with offices in Southfield, attended the annual Super Conference Oct. 10-14 in Dearborn. The group keyed in on industry trends, mainly in the areas of construction, manufacturing/distribution and real estate.

"The Detroit area provides the perfect setting for our annual conference because our focus is the manufacturing industry and, in particular, how it manages logistics issues," said Russell Wiseman, a managing partner in the Southfield office.

WOMEN AND FINANCE

Metropolitan Women magazine and financial planner Josephine Kessler of Troy are co-sponsoring a financial seminar for women, 6:30-7 p.m. Thursday, Nov. 9, at Metropolitan Woman, 17117 W. 9 Mile Road, Suite 1116, Southfield. Admission is free. For reservations, call (800) 41-METRO.

NAWBO MEETS

Women business owners from northern Oakland County are invited to join the National Association of Women Business Owners.

ation of Women Business Owners-North Network, 7:30 a.m. Wednesday, Nov. 1, at the Holiday Inn, 175 at University, Auburn Hills. The cost is \$10 for members, \$20 for non-members. A continental breakfast is included.

The group is part of NAWBO's Greater Detroit chapter, which provides a support and business solutions for women business owners.

BUDD GRANT

The Budd Co. based in Troy said it will use a \$2 million grant from the U.S. Department of Commerce to develop a low cost method to manufacture lightweight composite automobile components.

Budd chairman Siegfried Buschmann said the company will combine three pre-manufacturing processes for composite material into an automated process called transfer/injection molding (TIM).

Budd, a supplier of composite and steel components to the automotive industry, will add \$1 million to the project. The firm will develop the process at its plastic division in Troy and the Michigan and Corporate Technical Center in Auburn Hills.

BUSINESS WORKSHOP

Key Oakland County business leaders will be featured at the Oakland County Business Consortium's Small Business Workshop, 7:30 a.m. to 1 p.m. Tuesday, Oct. 31, at the Millennium Theatre, 16400 J.L. Hudson, Southfield. The cost is \$15.

Speakers include Oakland County Executive L. Brooks Patterson, Ken Rogers, director of Oakland County's Community and Economic Development, and Dwight Reynolds, regional director of the Small Business Administration. The program is aimed at businesses that employ less than 500 people. Besides speakers, the workshop will include displays, training services and other information for small-business owners.

To register, call (810) 443-0777.

AWARD FRANCHISEE

Barbara Milinko, owner of Women's Health Boutique, 26612 Southfield Road, Lathrup Village, attended the first Women's Health Boutique Franchise System's conference and trade show in Cypress, Tex. As a franchise owner, she received the Pioneer Award and was elected president of the newly-formed Franchise Advisory Council.

SHINING STAR WINNERS

Three podiatrists with Oakland County ties recently received a Shining Star Award from the Michigan Podiatric Medical Association in Lansing. The three were awarded for their dedication to podiatric resident training. Together, Drs. Charles Kiesel, Matthew Borovoy and Marshall Solomon have spent more than 30

years training residents. Dr. Kiesel practices in Southfield and Warren. He's affiliated with several hospitals, including Providence in Southfield. Dr. Borovoy is affiliated with Straith Hospital, Southfield, and practices in Novi and Oak Park. Dr. Solomon has offices in Farmington Hills and Centerline. He's affiliated with several hospitals, including Sinai, Oakland General, North Oakland General and Botsford General Hospital, Farmington Hills, where he's podiatric residency director.

SOFTWARE TRAINING

Elisabrenner Software Instruction, a new computer software instruction firm, has opened at 2950 W. Square Lake Road, Suite 100, Troy. The phone number is (810) 641-5448.

As an alternative to daylong classroom instruction, ESI's niche is providing one-to-one or small group instruction for business management software.

Company president Holly A. Elisabrenner had been senior instructor/supervisor for a leading computer training firm in south-east Michigan.

ACQUISITION COMPLETED

TempExchange Inc. based in Farmington Hills has acquired Personnel Service Group, Dearborn.

TempExchange expanded in August when it merged with several employment agencies, including MGM Personnel Resources, Staff Advantage and Metro Employment. TempExchange subsidiaries are in eight communities, including Farmington Hills,

Southfield, Troy, Livonia and Westland.

EXECS MEET

Members of Sales and Marketing Executives of Detroit will discuss "Affordability: Changing the Auto Industry As We Know It" on Wednesday, Nov. 1, at the MSU Management Education Center, 811 W. Square Lake Road, Troy. A reception starts at 5 p.m. The dinner meeting is open to non-members.

Keynote speaker John McElroy, editorial director for Automotive Industries magazine, will discuss how affordability affects the way automakers and suppliers develop, produce and sell products. To register, call (810) 643-6590.

QUALITY CONTROL

The Michigan Quality Council named Dana Commercial Credit Corp.'s Dealer Products Group in Troy as winner of the 1995 Michigan Quality Leadership Award, whose credentials mirror the Malcolm Baldrige National Quality Award.

"The award and banquet culminate the application process, which takes an organization through a complete self-evaluation that can lead to improved business practices and increased customer value," said Bill Kallmar, MQC director.

The Dealer Products Group specializes in leasing microcomputers and other office automation equipment to commercial entities.

MORE QUALITY

Ford Motor Co. has awarded the coveted Q1 Supplier Award to Troy-based Renaissance Systems Technologies, a supplier of data

processing and engineering professionals.

NEW CPAS

The Farmington Hills-based Michigan Association of CPAs will hold its annual fall dinner meeting at 6:30 p.m. Thursday, Nov. 9, at the Radisson Plaza Hotel, Southfield, to honor new CPAs and those who have passed the CPA exam. Dale Carnegie instructor Dennis Devsje will be guest speaker. Call (810) 855-2288 for reservations.

HOLIDAY BEST

"Fresh Flowers to Enhance Your Holidays" will be the discussion topic at the National Association of Career Women-Metro Detroit Chapter's semiannual business connection meeting at 5:30 p.m. Thursday, Nov. 9, at McFarland Florist, 28915 Grand River, Farmington Hills. Call (810) 851-8130 for reservations.

FUTURE 50

Auburn Hills-based Takata Inc., an automotive supplier specializing in airbags and safety belts, was named a Future 50 company by the Greater Detroit Chamber of Commerce for the second consecutive year. The Future 50 were honored for their outstanding contribution to Metropolitan Detroit through sales and employment growth. Takata was one of 2,000 eligible companies. Only 11 of the 50 winners were repeat winners from last year.

New to the list this year was Troy-based Control Power Reliance. It manufactures functional and leakage testing machines as well as providing reliability, endurance, vibration and environmental testing services.

Oakland man chairing WSU's marketing staff

Emphasis on practical aspects of marketing education drew Oakland County resident Richard Beltrami to Wayne State University, says the School of Business Administration's new marketing department chairman.

"Students at Wayne State challenge their professors to stay actively involved with the business world," the Troy resident says, "and Team Marketing has faculty with exception. Beltrami's expertise in a number of areas. Students benefit from this experience, and businesses in the Detroit metro area benefit when they recruit our graduates." Beltrami himself worked in marketing at Texas Instruments Inc. and The Drawing Board Inc., both in Dallas, before receiving a doctoral degree from the University of Texas at Austin.

To keep current with changes as an academic, he also worked as a visiting research professor at the J. Walter Thompson advertising agency in Chicago, at Honeywell Information Systems in Phoenix and, for a year, at the advertising practices division of the Federal Trade Commission's Bureau of Consumer Protection in Washington, D.C.

His research focuses on the believability of information presented in advertising. Beltrami, who most recently was with Arizona State University, has taught a variety of courses in marketing and advertising.

He is a national officer in the American Academy of Advertising and serves on editorial review boards of several publications. He also is active in community programs and in consulting with a number of international organizations.



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