

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 appointments, new positions, mergers, acquisitions and new ways of doing business. Write: Business Marketplace, Eclectic Newspapers, 805 E. Maple, Birmingham, AL 35209. Our fax number is (810) 644-1314.

DADA OFFICERS
Russell Shelton, president of Shelton Pontiac-Buick, Inc., Rochester Hills, will be elected 1995-96 treasurer of Troy-based Detroit Auto Dealers Association, sponsor of the North American International Auto Show (NAIAS) in Detroit.



Shelton, a Rochester Hills resident, will also serve on the 1996 NAIAS committee. Other local committee members are David Fischer, president of Suburban Oldsmobile-Cadillac, Troy; Suburban Nissan-Volkswagen, Troy; Suburban Toyota-Volvo, Troy; Saturn of Troy, Inc., Farmington Hills; and Farmington Hills Chrysler-Plymouth and Carl Fischer, president of Fischer Buick-Mazda-Subaru-Suzuki, Troy.

FOCUS ON CONTROL
Award-winning speaker Mi-

chelle Milliron will discuss "What Do You Gain When You Give Up Control?" at an Auburn Hills Chamber of Commerce luncheon, 11:30 a.m. to 1:30 p.m. Wednesday, Nov. 15, at Havenwylk Hospital, 1525 University, Auburn Hills. The cost is \$15 in advance for members, \$20 at the door. The cost for non-members is \$20 in advance, \$25 at the door.

WOMEN INVESTORS
Roney & Co., Birmingham, will present Women & Investing, 10 a.m. Thursday, Nov. 30, at The Community House, 380 S. Bates, Birmingham. The introductory financial management seminar is free. For reservations, call Rob McGreggor at Roney, (810) 540-3733.

SPEEDY IS FASTER
Troy-based American Speedy Printing Center Inc. and Xerox Corp. have teamed up to provide Direct Link, an on-line program for Macintosh and Windows users. Speedy said the software uses a "drag and drop" technique that allows users to send documents to Speedy centers by modem. The user selects files to be sent and "drags" them onto the Direct Link icon -- an American Speedy logo. Speedy said clients can also use Direct Link for drafts. Before printing, a desktop specialist can

update or revise the piece, the company said. Speedy will also digitally store the information so clients can request printing later on.

INVESTMENT SEMINAR
A.G. Edwards & Sons, Troy, will present "Investment Strategies for Uncertain Markets," 7 p.m. Tuesday, Nov. 14, at the Dearborn Inn, 20301 Oakwood, Dearborn, and 7 p.m. Thursday, Nov. 16, at the Michigan State University Management Education Center, 811 W. Square Lake Road, Troy. For reservations, call Carol Castens or Kelly Gostek (810) 649-9944 or (800) 274-9944.

TOP SUPPLIER
Troy-based Kelly Services is the first staffing service firm to receive Xerox's Certified Supplier award. "The commitment of Kelly Ser-

ACCOUNTANTS MEET
The Institute of Management Accountants-Oakland County and Detroit chapters will meet at 6 p.m. Thursday, Nov. 16, at Wyndham Gardens, Novi. Greg Kiteff of R.A. Reeves & Associates will discuss Managing Corporate Operating Taxes. The cost for dinner (optional) is \$20. The student price is \$10. For reservations, (810) 661-1141.

TOP SUPPLIER
Troy-based Kelly Services is the first staffing service firm to receive Xerox's Certified Supplier award. "The commitment of Kelly Ser-

vices toward quality and business excellence is reflected in this accomplishment," said Dick Berardin, a manager in Xerox's Multi-national Material Supplier Quality Assurance Organization. Terence E. Adderley, president and CEO of Kelly, said, "Not only will quality be the key differentiator in the coming years, but it can be traced to the bottom line as well."

FINANCIAL SPONSOR
Fidelity Bank in Birmingham has become a sponsor of Bauer Financial Reports Inc., an independent bank rating firm headquartered in Coral Gables, Fla.

LEARN VIDEO

The Business Enterprise Development Center, 1301 W. Long Lake Road, Troy, will present "You Oughta Be in Pictures," a business video production seminar, 7:30-9 a.m. Tuesday, Nov. 21. Timothy Pearl from Corporate Video will discuss concept, scripts, budgeting and video techniques. For information, call (810) 952-5800.

BEDC is a non-profit organization that works in partnership with Walsh College, Troy, and Oakland Community College.

BUSINESS MILESTONES

Dorothy Heyart of Troy is one of four Michigan business and academic professionals selected to judge the 1996 Blue Chip Enterprise Initiative. The national award program for small businesses is sponsored by Connecticut Mutual Life Insurance, the U.S. Chamber of Commerce and Nation's Business magazine. Heyart is president and CEO of the Business Enterprise Development Center.

Karen Rubenfar of West Bloomfield has joined the law firm Thurswell, Chayot & Weiner, Southfield.

Shannon Selby of Bloomfield Hills has joined Southfield-based WXYZ-TV (Channel 7) as a sales account executive. She had been a legal assistant for Personnel at Law, Southfield.

Debra Salem of West Bloomfield was named public relations manager for Berline Group, Bloomfield Hills. She had been public relations and marketing manager for Hungry Howie's Pizzeria, Livonia.

Judith A. Gula of Troy was elected to the National Association for Home Care's board of directors representing region five. She is executive administrator for Acadia Health Care in Troy.

Paul Kanev of Bloomfield Hills joined the Department of Neurology at Henry Ford Hospital in Detroit as director of the Pediatric Neurosurgery Program. He comes from Philadelphia, where he was chief of pediatric neurosurgery and co-director for the Pediatric Epilepsy Center at St. Christopher's Hospital for Children.

Michael Hinsky of Bloomfield Hills was elected president of The Advance Management Program Club, Michigan State University's Executive MBA alumni organization, for a two-year term. He is facility design and construction manager at Grace Hospital of the Detroit Medical Center.

Mason Franklin of Birmingham was promoted to vice president and account supervisor on the Pontiac account at D'Arcy Masius Benton & Bowles, Bloomfield Hills. He handles the Pontiac Grand Am and Sunfire brands.

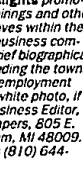
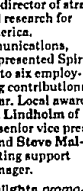
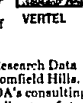
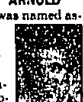
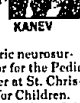
Lisa Arnold of Birmingham has joined D'Arcy Masius Benton & Bowles, Bloomfield Hills, as a research supervisor. She had been marketing coordinator for St. Joseph Mercy Hospital, Pontiac.

Lawrence A. Arnold Vertel of Berkley was named assistant vice president and commercial loan officer for D&W Bank, Troy. He had been a commercial lending representative.

Ben Hilderda of Bloomfield Hills was named senior vice president of Research Data Analysis, Inc., Bloomfield Hills. He had been director of strategic planning and research for Volkswagen of America.

Ross Roy Communications, Bloomfield Hills, presented Spirit of Service Awards to six employees for outstanding contributions during the past year. Local award winners were Rita Lindholm of Bloomfield Hills, senior vice president of finance, and Steve Mallo of Troy, marketing support services group manager.

This column highlights promotions, transfers, hirings and other key personnel moves within the Oakland County business community. Send a brief biographical summary -- including the towns of residency and employment -- and a black-and-white photo, if desired -- to: Business Editor, Eclectic Newspapers, 805 E. Maple, Birmingham, MI 48009. Our fax number is (810) 644-1314.



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Diesel online

Detroit Diesel Corporation, based at Plymouth Road and Telegraph, has established a Website that can be accessed at <http://www.detroitdiesel.com>.

Investors, customers and others will find financial, market and background information on Detroit Diesel and will be expanded to include specific product information.

"The Internet's role as an on-line financial investment alternative is growing exponentially," says Ursel T. Dougherty, vice president of investor relations for Diesel. "We initiated Detroit Diesel's presence on the Web with the initial focus on providing a new and exciting communications tool with our stockholders and the financial community at large."

A good fit

The Nashville, Tenn.-based footwear maker, Johnston & Murphy, has launched Presidential Footnotes Campaign '96 which can be visited by pointing to

<http://www.infi.net/jmshoe>. In its first survey question, a majority of respondents agreed that President Clinton's shoes need a pair of Odor Eaters.

Bipartisan and tongue-in-cheek in nature, the site aims to give equal treatment to every Bill Clinton aide-step and Bob Dole stumble. What's Afoot?, a humorous report about the candidates' mis-steps on the campaign trail, will be updated monthly.

Surfers will be able to step-to Websites of all candidates, political humor sites, and key media outlets covering the campaign. And, of course, visitors can learn about Johnston & Murphy's history of making shoes for the presidents and view photos of presidential footwear.

You can direct questions to Emory Daniels by e-mail with emoryd@online.com or fax number 891-7278. To sign up for O&E On-Line, dial (313)591-0903, at "log-in" prompt type "new" and at "Key:" prompt type QLENZY. Past columns may be accessed on line at <http://eeonline.com/tld/mem/daniels/archives.html>.

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