

1996 RED RIBBON BALL

PANGBORN DESIGN, LTD. ■ SAKS FIFTH AVENUE

POZ MAGAZINE ■ OBSERVER & ECCENTRIC NEWSPAPERS



APRIL 27, 1996 Somerset Collection

An evening of dining, dancing and fashion,
benefiting Wellness House of Michigan.
For ticket information, please call 313 993 1338.

Wellness House is a non-profit organization, dedicated to providing the basic necessities of life to men, women and children living with HIV/AIDS.
Sponsors: Pangborn Design, Ltd., POZ Magazine,
Observer & Eccentric Newspapers, Saks Fifth Avenue



OAKLAND BUSINESS & Finance

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, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. Our fax number is (810) 644-1314.

■ GM MAGAZINE

Troy-based MVP Communications has published a full-color, 28-page magazine, which will be distributed to all General Motors North American dealerships, field offices and throughout the auto-maker's service operations. GM Service Technology Group Service News was first distributed at the National Automobile Dealers Association national meetings.

■ NEW PR FIRM

Veteran Detroit public relations professional John J. Bailey has left Shadwick USA, formerly Casey Communications Management, to form his own public relations firm. The new firm is named John Bailey & Associates Inc., Public Relations, located in Troy.

■ CONSULTING SERVICES

ITS Madison Associates, Inc., a new division of Interconnect technical Services in Farmington Hills, offers executive search and management consulting to organizations. The consulting practice to ITS Madison Associates is available to most industries including manufacturing, health care and service.

■ AGENCY OF YEAR

McNish-Denney Agency of Troy has earned the Agency of the Year award from Lake States Insurance Co., for its overall outstanding results in profit and growth in 1995.

■ GRAND OPENING

Metropolitan Detroit's only Hummer dealer opened in South-

field at Telegraph and 8 1/4 mile Road March 19.

■ PACE AWARD

Progressive Tool and Industries Co. of Southfield was awarded the automotive supplier industry's 1996 Automotive News PACE Award at a ceremony in February. The award, sponsored by Automotive News and the professional services firm, Ernst & Young LLP, recognizes outstanding achievements in quality, leadership, innovation and business performance among North American suppliers.

■ NEW ACCOUNT

Southfield-based Stone & Simons Advertising announced that it will provide advertising services for Rochester-Hills' Harman Corp. Harman is a supplier of clip-molded products, such as caps, grips, plugs and tapes which are used for manufacturing processes.

■ QUALITY AWARD

The Wolf Detroit Envelope Co. in Birmingham has been awarded a Whirlpool Quality Award by the Whirlpool Financial Corp. of Benton Harbor. The Wolf Detroit Envelope is a manufacturer of corporate mailing products. The award recognizes excellence in quality products and processes along with a commitment to continuous improvement through Total Quality Management among Whirlpool suppliers.

■ BIG WINNER

Simons Michelson Zieve Advertising in Troy has won awards in both international and national competitions. SMZ won an award for its "Big Boy starts with better stuff" campaign in the restaurant category of the Advertising Marketing Effectiveness International competition. The video entitled, "The Place to Be," which SMZ produced for Wayne State University, won a bronze medal in the national Admissions Marketing Report competition.

■ EXCELLENCE AWARD

Kraft Foods has announced that Troy-based Kelly Services has been selected a winner of the Kraft Foods Rick Stuedemann Award for Supplier Excellence. Kelly provides temporary employees for Kraft nationwide and operates on-site offices at four Kraft locations to respond quickly to the company's needs due to seasonal demand. Special projects or coverage for employees on vacation or leave.

■ ACCOUNT AWARDED

Detroit-based Best Products Co. has named Southfield-based W.B. Doner & Co. as its advertising agency of record. Best Products operates 175 Best stores in 23 states and 11 Best Jewelry stores and a nationwide mail-order service. Doner is scheduled to break a new advertising campaign in August.

■ WOMEN NETWORK

The National Association of Women Business Owners North Network will meet at 7:30 p.m. Wednesday, April 3, at the Holiday Inn of Auburn Hills, 1500 Oplyke. The group is a program of the Greater Detroit Chapter of the NAWBO and a support group of women in north Oakland County who own and operate their own businesses. Meeting format is networking and presentations by members. Cost is \$10 for members and \$20 for visitors; it includes continental breakfast. Reservations are not required. Bring business cards and brochures for the exhibit table. For more information, call (810) 253-3711.

■ NEW ACQUISITION

Maseco Corp. of Taylor has acquired W/C Technology Corp., Troy. Financial details were not released. W/C has developed and been granted several U.S. patents dealing with low consumption/high efficiency toilet flushing technology. Maseco is a manufacturer of plumbing products sold under several trade names, including Delta Faucet, Brass Craft, Plumb Shop and Peerless.

—compiled by
Valerie Olander
staff writer

Save Energy. Sit In Front Of The TV.



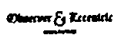
"Our House," a home energy-efficiency show brought to you by Detroit Edison, has some timely suggestions that can help you lower your energy bills. Starting March 17th, watch "Our House" Sundays at 7:00 a.m. on WDIV Channel 4.

Co-hosts Tom Tynan and Paula Engel offer many energy-saving projects for the home and tips to help preserve the environment. You'll see all new shows on energy efficient windows, kitchens and interior designs, as well as building an energy efficient home and conducting your own energy audit. Plus a special show about the Greening of the White House.

"Our House" is the only show that gives you the energy saving know-how. And it's Detroit Edison's way of helping you save energy at your house and money on your energy bills.

Our House

"Our House," Sundays, 7:00 a.m.,
WDIV, through June 9th



21 CARS 21 DAYS

Every weekday in March, Casino Windsor will give away one new 1996 Chevrolet Cavalier.

Winning one is easy; get entry tickets with every slot jackpot of \$200 or more, or when you play a table game for 30 minutes or longer during weekdays in March. Drop your ticket in the specially marked drums at either Casino Windsor or Northern Belle Casino before 6:59pm and look for your ticket number on the prize board, on

Casino Windsor's 3rd floor Winning tickets will be drawn each weekday at 7:30pm. The winning ticket numbers will be posted on the prize board until 7:00pm of the following day. If a winner is not declared by such time, the car prize will be carried forward and be eligible to be won the next day of the contest. You could also win one of 7 separate cash prizes, so join us and be one of the lucky people who claims a prize!

CASINO WINDSOR

Prizes may not be exactly as shown. No purchase necessary, complete rules and regulations are available at Casino Windsor and Northern Belle Casino.

OUR LATEST LUCKY WINNERS

LEFT: A 1996 Chevrolet Cavalier won by a lucky winner of 21 CARS, 21 DAYS.
RIGHT: A 1996 Chevrolet Cavalier won by a lucky winner of 21 CARS, 21 DAYS.