

## OAKLAND BUSINESS • Finance

## BUSINESS MARKETPLACE

Marketplace features a glimpse of Oakland County business news and notes, including corporate name changes, new prod-

ucts, 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.

## BUSINESS MILESTONES

Brian Ghesquiere of Troy was named financial reporting director at Lear Corp., Southfield. He'll coordinate all externally reported financial information and manage the payroll and accounting departments. He joined Lear in 1990.



Ghesquiere

Dale Apley of Ann Arbor has joined Troy-based Kmart Corp. as government affairs manager. He'll develop strategic and policy positions for federal and state government relations and represent Kmart on legislative issues.



Apley

P.J. Lewis of Huntington Woods was named national sales manager for Southfield-based WXYT-AM. She'll continue in the same capacity with WYCD-FM.



Lewis

Ypallanti was named creative director at Integrated Microsystems Inc., Farmington Hills. He comes from the Honolulu Star-Bulletin where he was a computer graphics specialist.

Margaret Cooney Casey of Beverly Hills was named vice president for development, marketing and public affairs for Mission Health Corp. of Novi. Kathleen Klute of Bloomfield Hills was named vice president of legal affairs. Casey has been with Mission Health since its formation in 1994. Klute had been an administrative director at Providence Hospital and Medical Centers in Southfield since 1993.

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

## SCHOLARSHIP FUND

Credit Union ONE launches its fifth annual scholarship fund with \$16,000 in scholarships to be awarded to students aged 17-25 statewide who meet the program's criteria. New this year is a Scholarship Award for Musson Medical Center, Traverse City.

Awardees will be chosen by CUO selection committees composed of representatives from select community groups for each CUO branch across Michigan. Students are evaluated on academic performance, instructor, employment history, extracurricular and community activities and an essay profiling goals, aspirations, education and career plans.

Fifteen \$1,000 scholarships are available from branches in Farmington Hills, Royal Oak and Troy. Credit Union ONE is a member-owned, cooperative financial institution in Michigan, offering mortgages, checking accounts, personal financial planning services, savings investments, consumer loans and other financial services to members and corporations and businesses statewide. Call Robin Inscho (810) 543-1899. Deadline for applications is April 26.

## EMERGING BUSINESSES

Oakland County Business Consortium (OCBC) and Old Kent Bank will sponsor "Emerging Businesses: Practical Tools for Successful Business Planning," a nationally acclaimed seminar for owners and managers of new and start-up small businesses. It will be held at Lawrence Tech University located in Southfield.

The program is designed to help owners and managers of small businesses better understand business planning, financial management and to increase their chances of success in today's difficult economic times.

The program will include skill packages on planning and managing to succeed, the accounting/bookkeeping process, planning for profits and cash flow, writing business plan and securing capital for your company. Participants will practice teaching points by using

case studies and discussing real-life examples. For more information, call James Ralph, president of OCBC: (810) 559-9070.

## SERVICING CENTER

Flagstar Bank, headquartered in Bloomfield Hills, has relocated its Loan Servicing Center to 30400 Telegraph Road, Suite 200 in Bingham Farms. The new phone number is (810) 258-9333, toll free (800) 968-7700.

In addition, Flagstar Bank recently opened a new retail office in Costa Mesa, Calif., and surrounding areas. Chartered in 1987 as First Security Savings Bank, Flagstar maintains retail offices in Michigan, Ohio and California.

## AGENCY NAMED

The Bertline Group of Bloomfield Hills has been named advertising agency of record for Nu-Way Sup-

ply Inc. Nu-Way Supply is a leader in the heating and plumbing supply industry, offering bathroom accessories, kitchen sinks and leisure plumbing products like home spas and saunas. The Bertline Group, founded in 1982 by Jim Bertline, had combined advertising and public relations billings in 1995 exceeding \$36 million.

## AWARD WINNER

Troy-based Weaver Ladd Herries-McGowan won three awards in the 1996 Business Marketing Association Biz-Com competition.

Two of the awards, in the categories of total communications program and dealer/distributor aids, were for work done on behalf of the institutional trust marketing department of NBD Bank. The third award was in recognition for a special promotion for Durakon Industries, a maker of Duraliner pickup truck bedliners.

## GIANT PIANO SALE!

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If You Have Ever Thought Of Owning A Piano THIS IS THAT ONCE IN A LIFETIME OPPORTUNITY! **SAVE 10% - 60%**  
See new Steinways, Yamahas, Bostons, Grinnell Bros., All Priced Below Market Value!

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**NEW 1995 MODEL YAMAHA 6' GRANDS EBONY, IVORY, WALNUT SAVE 30% OFF REPLACEMENT \$34,900**

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**DISC PLAYER GRANDS SAVE BIG ON THIS 21st CENTURY PLAYER PIANO NEW & USED**

**NEW & USED DIGITAL PIANOS BY ROLAND SAVE 50% ON SOME 1995 CLOSE-OUTS**

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Wednesday, April 24, 1996  
Noon Luncheon or 7:00 p.m. Program

City Grill (formerly Machus Fly Shop)  
725 South Hunter Blvd., Birmingham, MI  
(valet or self park; maps available)

Featured Speakers will be:  
Richard A. Schillfirth Jr., Vice President  
GS Securities, Inc.

and  
Paul Weinberg, Vice President  
Spears, Benzak, Salomon & Farrell, Inc.

Seating is limited and by reservation.

Please RSVP to Ms. Judy Heltman at  
(810) 258-7832 by April 22 or call for information.

**Parrotheads On Ice**

The Vipers are offering a chance to win FREE TICKETS to see JIMMY BUFFETT at Pine Knob at an upcoming Vipers Home Playoff Game.

This Saturday, APRIL 20th  
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