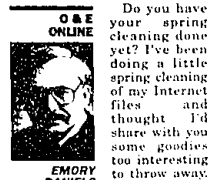


BUSINESS Finance

Spring cleaning turns up interesting sites



EMORY DANIELS

Do you have your spring cleaning done yet? I've been doing a little spring cleaning of my Internet files and thought I'd share with you some goodies too interesting to throw away. But room must be made so before I toss, see if any of these items interest you.

• The National Technical Information Service has a World Wide Web site that provides easier access to U.S. government information. Locate information about the latest issues facing you today by visiting <http://www.fedworld.gov/ntis/ntishome.html>

The NTIS Web site allows you to find product information on topics like business, environment, health and safety, download the latest catalogs and learn about your ordering

options: access everything from new product information to the NTIS exhibit schedule; or subscribe electronically to online services such as the World News Connection or the Export Administration Regulations.

• Central Atlantic Toyota Distributors, Inc. established a presence on the Web in April for its 134 dealerships in Maryland, Virginia, West Virginia, Pennsylvania, Delaware, and the District of Columbia. The Web site has information about the dealership, its location, special promotions and advertisements, and the ability to make sales and service appointments through direct customer electronic mail. Dealers of Central Atlantic Toyota can maintain their own Web pages using Lotus InterNotes Web Publisher. Unfortunately, my notes do not contain the URL, but his is an example of how business is using the Internet.

• The WWF Global Network can be accessed at <http://www.panda.org/>

The WWF, the world's largest independent conservation organization, launched its The WWF Global Network in March. The site has news and information on all aspects of conservation and the environment. Topics include forests, climate change, marine issues, pollution, species, and sustainable development.

The "News Room" has environmental news items and access to news publications archives. A "Green Resources Guide" access to all other related Internet sites, mailing lists, and news groups. "Publications and Research" offers information on biodiversity, climate change, forests, fresh water ecosystems, oceans, and species. An "Experts Database" has biographical data on more than 1,000 researchers, scientists, and experts that is useful for communicating and networking.

Browse further and you'll find a "Photo Gallery" of threatened environmental treasures and "In the Field" which gives a by-county breakdown of WWF projects from Albania to Zambia and

commentaries from field project leaders.

The "All About WWF" section links you to all other WWF Web sites, and provides information on the organization's history, priorities, and key players. "Sights and Sounds" has videos of WWF conservation in action and sounds of the rain forest. "Global Action Alerts" tell you how you can get involved and the "Kids and Teachers" section is full of information on classroom instruction and fun games.

"Major Campaigns" describes what WWF is doing to protect the seas, save the forests, stop the climate from changing, and accomplish great conservation victories by the year 2000.

• Here's how to get up-to-date reports on floor activities of the U.S. Congress. Visit <http://majority Whip.house.gov/floor/floor-frameview.htm> and view a self-renewing image of the floor every 20 seconds, while the House is in session. You also can link to the House Whip's home page which is a full-text "current proceedings" listing appears

on the opposite side of this framed site. Look at actions taken within the last three days in their summary or use their custom search engine to instantly locate the status or full text of any given bill.

• CyberHound is a new Internet directory service launched recently by Gale Research in Detroit. CyberHound has a sophisticated search engine which will provide a limited hit list including only relevant sites -- not vast lists of unrated material, like some other search engines. Visitors can create a very precise search by selecting from some 75 search fields and get the right hits first. The service is free until Aug. 1, after which time it will be either fee-based or advertiser-supported. So enjoy a free visit now at <http://www.cyberhound.com>.

Emory Daniels may be contacted via E-mail at emory@coconline.com. Past columns are archived on the World Wide Web at <http://coconline.com/~emoryd/archive.html>

Oakland Chamber to honor leaders

Orchard Lake resident E. Jill Pollock, president of Southfield-based Pollock Consulting Group, has won the 1996 ATHENA award from the Oakland County Chamber for her outstanding business and professional leadership and her support of professional excellence among women.

The 1996 Friend of the Chamber award will go to Bloomfield Hills resident Stanley Stevens, president of Bloomfield Hills-based CTS/Unitel. A chamber member since 1981 and a current board member, he'll be honored for his exceptional level of commitment, participation and leadership.

The ATHENA award, created in 1982 by the Lansing Regional Chamber of Commerce, is presented by local chambers in 300 communities across the country. Local co-sponsors are the Bloomfield Hills-based Oakland County Chamber and Birmingham-based First of America/Southeast Michigan.

Pollock has been instrumental in establishing programs that support and promote professional women. She is a founding member of the Working Group of the Women Business Owners Corp., an entity to certify women-owned businesses for procurement purposes.

She serves as president of the National Association of Women Business Owners, is a director of the National NAMBO Public Policy Council and is a member of the Michigan Women Business Owner Database working group. She's a long-term board and advisory member of the Michigan Women's Studies Association and Hall of Fame.

In 1986, her firm introduced Transition Architecture, a new model of outplacement assistance, using the Internet for learning and job search, a first for the human resources industry. Her firm has updated the 25-year-old outplacement model by using leading-edge information and computer technologies to upgrade traditional career transition assistance services and help organizations change faster, better and more cost-effectively.

Pollock will be honored at the chamber's annual meeting luncheon on Tuesday, June 18, at the Townsend Hotel in Birmingham. Bloomfield Hills resident Rick Inatome, chairman of Troy-based InaCom Corp., will be guest speaker.

The luncheon begins at noon. Tickets are \$25 for members and their guests, and \$30 for nonmembers. Advance reservations are required. Call the chamber at (810) 456-8600.

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Summit Place adds shopping service

Pontiac's Summit Place Mall is the latest stop for an innovative shopping experience where Chrysler Corporation and the local Southeastern Michigan Chrysler-Plymouth Dealers take their brightest and best new cars to the public.

"Plymouth Place" is a user-friendly program that puts Plymouth's new preet line-up of shopping malls, online with the Internet and only a phone call away with a toll free 800 number.

Plymouth Place will be featured at the Summit Place Mall from now until July 31, 1996.

Plymouth Place in the Mall has already attracted more than 108,000 shoppers at seven local malls since its introduction in January, according to Bill Golling, President of the Chrysler-Plymouth Dealers Association of Southeastern Michigan.

"We're leading the change in the way people can gather information about a new car," Golling said. "Besides visiting a local dealership, consumers can choose to go to one of our mobile showrooms circulating at local malls or visit our electronic showroom on the Internet."

"With just the touch of a button on a computer screen, people can learn about our products, their features, options, colors and details."

"Best of all, it can either be done in person, from the convenience of your own home, or while shopping at a mall, meeting each person's individual needs and preferences," Golling said.

Shoppers can obtain a computer print-out of any information they want along with a list of dealers for test rides, purchasing and delivery. Plymouth Place services are free of charge. Plymouth Place provides customer friendly shopping three way:

• Plymouth Place in the Mall puts new cars, a non-sales product advisor and a user-friendly computer "tech cart" in shopping malls. The cars are unlocked and open for inspection. The tech cart utilizes interactive, touch screen kiosks for the consumer to custom tailor a car to their individual needs.

• This program is presently running in over 100 malls nationally. The Tel-Twelve Mall in Southfield has been selected as the next Oakland County-based Plymouth Place location. Tel-Twelve Mall will be hosting the program from late August to mid-November.

• Plymouth Place Online puts interactive customer information at computer finger tips by dialing <http://www.plymouth-cars.com>. Chrysler brand vehicle information can also be obtained at <http://www.chrysler-cars.com>.

• Plymouth Place by Phone is a toll free information center with trained advisors who give information only, and never a sales pitch. Shoppers can call 800-PLYMOUTH anytime from 8:00 a.m. to 12:00 midnight Eastern Time.

In addition to the information obtained by phone, callers can receive written information free by fax.

The Plymouth Place program is part of one of the most extensive brand relaunches in automotive history. Plymouth has also added the mid-sized Breeze to its Neon, Voyager and Grand Voyager product line. The factory hot rod Prowler goes into limited production shortly after the first of the year.

The Chrysler-Plymouth Dealers Association of Southeastern Michigan represents 38 dealers in the eight county area of Oakland, Wayne, Macomb, Washtenaw, Monroe, Livingston, St. Clair and Lapeer counties.

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