

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. Writer: Business Marketplace, c/o Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. Our fax number is (810) 644-1314.

DONOR COMMERCIAL

"From Birth On," a new, 30-second television commercial, communicates the ultimate mission of the Detroit Medical Center health care system: to provide people with a continuum of care from prenatal to old age. Created by Southfield-based W. B. Doner & Co., the spot features vignettes of babies, children, adults and seniors at work and play. It also highlights DMC's partnership with Wayne State University's School of Medicine. The Doner team that created the commercial includes Mike Ward, senior vice president, creative director; Amy Faulkner, vice president, executive producer; Heather Williams, art director; and Rich Toltzman, copywriter. The director was Jim Oden of R.U. Productions, Beverly Hills.

The DMC is a regional academic health care system encompassing seven hospitals, a nursing center and a range of outpatient facilities throughout metro Detroit. It serves as the teaching and clinical research site for Wayne State University.

NETWORK BREAKFAST

The Entrepreneurs Network of Michigan will provide opportunities for new contacts, sales strategies and market ideas at its "Brainstorm Bright Business Ideas Over Bagels Breakfast." The breakfast is scheduled from 7:30 to 9 a.m. on Thursday, Aug. 1, in the first-floor conference room of the Cranbrook Centre Office Plaza, 30161 Southfield Road at 12 1/2 Mile Road, Southfield.

The \$5 fee, payable at the door, covers bagels and coffee. For reservations, call the Engelbaum at (810) 352-7470, or leave voice mail at (1-800) 698-3784.

JOINT VENTURE

Siemens Automotive Corp., with offices in Auburn Hills, has formed a limited joint venture operation with Daewoo Motor company for the manufacture of advanced automotive components and electronic systems for the global market. Siemens' interest in the joint venture represents the largest capital investment in the Korean market by a major European company.

From a manufacturing facility in South Korea, Siemens/Daewoo will mass produce 13 major automotive parts comprising engine management and powertrain control systems, fuel injectors, composite intake manifolds and electronic exhaust gas circulation valves designed to satisfy Ultra Low-Emission vehicle requirements and meet On-Board Diagnostics II standards.

The new operation, which will be named at a later date, will begin production in 1998.

HEALTH LEADERS

The Michigan Health and Hospital Association, a state association representing and supporting Michigan hospitals, health systems and health care providers through education, advocacy and communication, held its annual corporate membership meeting

in June. Ted Wasson, executive vice president and CEO of William Beaumont Hospital Corp., Royal Oak, was elected to the board of directors. Paul LaCasse, DO, medical director, Botsford General Hospital, Farmington Hills, will continue his term of service on the board. State Rep. John Jamison (R-Bloomfield Hills) received an MHA Special Recognition Award for his outstanding leadership as chairman of the Michigan House Health Policy Committee.

SURVEY RESULTS

The Southfield-based American Society of Employers completed its annual "Engineering Survey-Southeast Michigan Region," which this year analyzed 51 different engineering and technical positions currently held by 46,263 employees. Results from 75 companies in a 13-county region showed that the increase in the percentage of total cash compensation for professional engineering (exempt) and technical staff (non-exempt) positions declined to 3.86 percent in 1996, from 4.2 percent in 1995.

The survey also revealed that 72 percent of the 162 companies offer bonuses to their employees, while only 3 percent pay COLA (Cost of Living Allowance). Over time is paid to professional engineering employees by 41 percent of the companies surveyed; of that 41 percent, 64 percent pay straight time, 26 percent pay time and one-half, and the remaining 10 percent rely on methods of compensation. Engineers are eligible for additional cash or non-cash compensation above their base pay at 61 percent of the companies. The most frequently offered after-noon shift premium is 5 percent, while the most frequently offered night-shift premium is 10 percent.

DIRECTORS NAMED

The Michigan Manufacturing Association elected Richard F. Russell, president and CEO of Michigan Mutual Insurance Co. and the Ameri-sure Companies in Southfield, as a new director.

Harry A. Lomasen, II, chairman, president and CEO of Douglas & Lomasen Co. in Farmington Hills, was re-elected as a director for a three-year term set to expire in 1999. MMA represents 4,000 businesses and corporations throughout the state, which collectively employ 90 percent of Michigan's industrial work force.

STAFFING SERVICE

Dunhill Staffing Systems, 25060 Southfield Road, Southfield, offers professional staffing employment services featuring dependable temporary personnel.

Office, computer, marketing, technical and light industrial workers are available. Personnel are thoroughly trained, screened, tested, briefed and placed in assignments according to previous training, experience, capabilities and talents. For complete information on staffing employment services, call (810) 569-3333. Anyone interested in the flexibility and career benefits that temporary employment offers is encouraged to call.

ON THE MOVE

Dor Support Systems, Inc. consolidated its Southfield and Detroit offices, moving all operations into Suite 322 of the Fisher Building, Detroit. The 12-year old minority-owned computer products firm was

recently awarded a \$1 million order from SNAPP, a first-tier supplier of computers to Ford Motor Company. Southfield resident Douglas M. Doggett, Sr., president of Dorap, says Ford Motor Co.'s sensitivity to the minority- and female-owned business community has done much to stimulate activity among his business population as any recent legislation has attempted to do. Doggett established Dorap in 1984 after leaving IBM, where he had worked in sales and sales management since 1972. His decision to move Dorap to the Fisher Building will help the firm provide an even higher level of service to key clients like Detroit Public Schools, Wayne County government, Wayne State University and General Motors.

PR AGENCY

Troy-based Hall Industrial Publicity, was named the public relations and advertising agency for Madison Heights-based FEC Automation Systems, a manufacturer of advanced computerized fueling systems that precisely control and monitor fastener tightening processes.

TOP RANK

"Restaurant Business" magazine has named PepsiCo-owned East Side Mario's as the top growth restaurant chain in 1995. Conceptualized as a piece of Little Italy under the roof, the chain offers its quality Italian food for family dining, lounging at the bar or carry-out. Norman LePage owns East Side Mario's franchise restaurants in Southfield, Rochester Hills and Livonia, where lunch and dinner is served seven days a week.

BUSINESS NETWORK

The Birmingham Connection business network meets from 7 to 8:30 a.m. at Amers Dell, 166 W. Maple, Birmingham. Visitors are welcome to attend and hear how the group increases business opportunities through referrals. For more information, call Dave Wanagat at (810) 681-3270.

NEW CLIENT

Stone & Simons Advertising Inc., 24245 Northwestern Highway, Southfield, will provide advertising services for Farmington Hills-based Laser Sculpting Centers. The chain of medical facilities offers the latest in laser technology to treat a wide range of conditions, from eye surgery to correct nearsightedness and astigmatism to cosmetic procedures to erase facial wrinkles and spider veins. Stone & Simons is one of metro Detroit's leading advertising agencies with billings over \$25 million.

STUDY COMPLETED

Plante & Moran, LLP, a Southfield-based accounting and management consulting firm, released findings from a first-ever Automotive Stamping Suppliers Benchmarking and Best Practices Study. The multi-year benchmark study was conducted to provide the automotive stamping industry with performance data and information to guide and drive performance improvements. Information and data was compiled in general business, financial and operational practices. Organizations interested in learning the results may call Plante & Moran. Stamping enterprises interested in receiving benchmark performance information can complete an

abbreviated data input form to compare their performance to the benchmark data. For information, call Craig Fitzgerald at (810) 827-0225.

HEALTH PRODUCT

Troy-based Sonanetics Corp. received clearance from the U.S. Food & Drug Administration, pursuant to its 510(k) pre-market notification, to market its INVOS 3100A Cerebral Oximeter, the first commercial product of its kind in the United States. The In Vivo Optical Spectroscopy acts as a "Window to the Brain," non-invasively and continuously monitoring changes in brain oxygenation by passing harmless, low-intensity near-infrared light through a patient's scalp, skull and brain.

The Cerebral Oximeter consists of a portable monitor and a patient dedicated disposable Sonasensor, which is adhered to the forehead to transmit and receive light. Results are sent to the monitor, which analyzes and displays the data. The device is intended for use in the operating, recovery, and emergency rooms and the intensive care unit.

Sonanetics Corp., 1653 E. Maple, develops, manufactures and globally markets high technology, computer-based medical devices and monitoring equipment.

STATE APPOINTMENTS

Col. William Stephens of Bloomfield Hills was appointed by Gov. John Engler to represent the general public on the Eastern Michigan University Board of Regents. His term expires Dec. 31, 2000.

Stephens is vice president for government relations at AnnCon Inc., a Brighton consulting firm. He formerly worked as senior manager of the Michigan-Indiana District for MCI. Stephens retired from the U.S. Army in 1990 after a 30-year career in which he served as deputy director of policy and strategy in the Office of the Secretary of the Army - Directorate for Information Systems in the Pentagon. Jeffrey Beltaire of West Bloomfield was reappointed with the advice and consent of the Senate to represent financial institutions on the Mobile Home Commission, which establishes standards for mobile home park construction and the licensure of mobile home parks, dealers and brokers and installers and repairers. His term expires May 8, 1999.

Beltaire is the assistant vice president, regional manager of indirect consumer lending for NBD Bank.

FOUNDATION CREATED

Herbert Kaufman, President and CEO of Farmington Hills-based Burns & Wilcox Ltd., has created the Federated Endowment Fund, which will make allocations to causes including the Allied Jewish Campaign, the Michigan Humane Society, the Barbara Ann Karmanos Cancer Institute and Walsh College. The charitable foundation will allow Kaufman to play a key role in future investment and grant-making decisions. Kaufman's son, Detroit-area attorney Alan Jay Kaufman, will serve as a trustee. Burns & Wilcox Ltd., 220 Kaufman Financial Center, 30833 Northwestern Highway, Farmington Hills, the company's corporate office, is part of a nationwide network of 37 branch offices. It is a member company of the H. W. Kaufman Financial Group, Inc.

Ohio and Illinois. It also operates a wholesale mortgage banking network which transacts business with correspondent nationwide.

King will oversee the sales operations of the new, expanded, financial services program, which makes tax-deferred annuities and mutual funds available at Standard Federal Banking Centers.

Prior to assuming his responsibilities, King was employed by 1st Nationwide Bank. Standard Investment Services is jointly operated by Standard Brokerage Services, Inc., member NASD/SIPC, and the Standard Insurance Agency, Inc., both wholly owned subsidiaries of Standard Federal Bank, the Midwest's largest thrift. Headquartered in Troy, the bank has 180 banking centers, 11 home lending centers and 362 ATMs in Michigan, Indiana,

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July 24

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1 Call 953-2020 from any touch tone telephone

2 To hear listings in Oakland County PRESS 1, in Wayne County PRESS 2 and for Additional Areas PRESS 3, or press the number following the city you are interested in:

3 Choose your price range and listen to the listings for the city you've chosen.

- To back up, PRESS 4
- To pause, PRESS 2
- To jump ahead, PRESS 3
- To exit at anytime press *

OAKLAND COUNTY:
Birmingham.....4280
Bloomfield.....4280
Farmington.....4282
Farmington Hills.....4282
Milford.....4288
Novi.....4286
Rochester.....4285
Royal Oak.....4287
Southfield.....4283
South Lyon.....4288
Troy.....4284

Walled Lake.....4286
Lakes Area.....4281
WAYNE COUNTY:
Canton.....4261
Garden City.....4264
Livonia.....4260
Northville.....4263
Plymouth.....4262
Redford.....4265
Westland.....4264
Dearborn.....4315

ADDITIONAL AREAS:
Livingston County.....4342
Washtenaw.....4345
Other Suburban Homes.....4348

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