

Kent from page D1

A generalist in the tax business, Wolfe has been conferring with Kent since he hired the Livonia native 22 years ago.

"It doesn't surprise me that Bernie's a top person in the field. He's the smartest person in the world," said Wolfe, who lives in West Bloomfield. "Whenever there's an issue or problem, Bernie really studies it. He's a student of everything."

Coopers & Lybrand LLP is a leading professional services firm with offices in 100 U.S. cities and 140 countries worldwide. The company offers business assurance, consulting, financial advisory services, human resource advisory, tax and entrepreneurial advisory services to enterprises in a wide range of industries.

"We have people with a lot of depth in specified areas and that's something I can draw on," said Kent, who advises high net worth individuals like corporate executives, wealthy families and successful entrepreneurs.

To be considered for Worth's top 200 list, Kent completed lengthy questionnaires, provided personal and client references and agreed to a background check delving into his credentials, education, credit rating and job history. He also provided sample contracts and financial plans and submitted Form ADV, which contains disclosures on compensation, regulatory problems and arrangements with vendors of finance products.

Kent earned a bachelor's degree in economics from Oakland University and a doctor of laws degree from the University of Michigan Law School. After spending two decades in the broader range of tax planning and counseling, Kent became one of the first five CPAs in Michigan designated as a Personal Financial Specialist by the American Institute of Certified Public Accountants.

When discussing his success in the field, Kent said, "It takes good judgment, experience, creativity and the ability to work with people, understand what their goals are and help them to achieve those goals."

Merton J. Segal, CEO of Southfield-based Meadowbrook Insurance Group, has sought Kent's tax advice and financial counsel for 10 years on both the personal and corporate levels.

"Bernie's a top pro. He's the best I've found," said Segal, who lives in Bloomfield Hills. "He's a good pro-active adviser on both personal and corporate tax matters. And he's always very aware of current laws and applications to each individual situation."

In Metropolitan Detroit, Kent's expertise has led to appearances on television and radio stations. He has also been quoted in a host of publications, including "The Wall Street Journal," "Investor's Business Daily," and "Business Week."

Kent's affiliations take him on the road often, teaching training programs and seminars for tax professionals and consulting on pre-paid tuition trusts in 15 states. He also serves as chairman of the Personal Financial Planning Committee of the Michigan Association of Certified Public Accountants.

Whether he's advising Coopers & Lybrand clients in Oakland and Wayne counties, or a more diverse clientele that radiates as far as California, Florida and Massachusetts, Kent maintains the same philosophy... "to provide good quality service to clients, to offer timely, useful information that meets their needs and to represent the client's best interests."

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Marketplace features a glimpse of Oakland County Business news and notes. Write: *Business Marketplace, Eccentric Newspapers, Birmingham Eccentric, 805 E. Maple, Birmingham 48009. Our fax number is (810) 644-1314.*

CADDY AWARDS Southfield-based Bozell Worldwide was the Best of Show award at the 22nd annual Detroit CADDY Awards Show for the sixth consecutive year. Bozell received the award for a television campaign created for Chrysler Corp.'s Eagle Division consisting of three 30-second commercials. The agency also won 47 awards, including one best of category, five gold, nine silver and 32 bronze trophies — taking home more awards than any other agency.

"At Bozell, we strive for creativity and innovation in our advertising," said Gary Topolewski, managing partner-in-charge, executive creative director. "We're especially proud that this year's Best of Show trophy was awarded to the Eagle campaign as it exemplifies the caliber of advertising our agency produces for all our clients."

Bozell also won Best of Category for editing with its 30-second spot, "Conga Line," for Chrysler's Plymouth brand. A home page the agency created for Padron Cigars is the first web site to win a gold CADDY in the New Media World Wide Web Site category. Other gold trophies were awarded to Bozell for ads created for Chrysler's Jeep brand.

The CADDY Awards, sponsored by the Detroit Creative Directors Council, recognizes creative excellence within the local advertising community.

FAMILY COURT Attorney Scott Bassett of Bookholder, Bassett, Gornbein & Cohen in Troy was named by the Michigan Supreme Court to serve on the Family Court Division Implementation Task Force. The task force will address implementation issues and create guidelines for Michigan's new family court, which is to begin operations on Jan. 1, 1998. The family court statute, Public Act 388 of 1996, was signed into law on Sept. 30, by Gov. John Engler.

The law culminates decades of effort by the Family Law Section of the state bar to improve the treatment of cases involving families and children in our court system.

Under the new law, the chief judges of each circuit and probate court must prepare and submit to the Michigan Supreme Court by July 1, 1997, an operating agreement for the family division of the circuit court. The family division will be staffed by judges from both the probate court and the circuit court. It will hear all family-related cases. A single judge will now hear all of a particular family's problems, rather than having those problems addressed by two or possibly three judges sitting in different courts.

The task force will meet through January with a goal of completing its work and submitting guidelines to the state bar court by February. The task force comes under the authority of the Michigan Supreme Court and will be supervised by the state court administrative office.

MERRY MAIDS The Merry Maids office managed by Sue Hedges at 1160 Grant in Birmingham was awarded the Diplomat Circle Award. The presentation was made by the company's corporate office in Memphis. It recognizes outstanding sales achievement and customer service by Merry Maids franchise operations. Merry Maids is the largest residential cleaning company in the United States.

BERLINE MILESTONE The Bloomfield Hills-based BerLine Group and Public Relations agency celebrated its anniversary with a mystery trip for the 14th consecutive year.

This year's trip was to Mexican Town Restaurant, said Jim Berline, president. New clients over the past 12 months include Jacobson's, Scott Shuptrine, the Detroit Auto Dealers Association and Chevrolet Motor Division. The agency also moved into new offices and has enhanced capabilities to include database management, teleservices and training.

"The bottom line are the people, they build the solid foundation and create indispensable relationships with our client-partners."

It is because of them that we are

BUSINESS MARKETPLACE

where we are today and this annual anniversary celebration is our way saying thanks to all our team members for going the extra mile."

LABOR LAW Troy-based Dean & Fulkerson will sponsor "Protecting Employers-Labor and Employment Law Update" from 8 to 10 a.m. Wednesday, Dec. 4, at Huntington Banks Building, second floor, 801 W. Big Beaver, Troy. Continental breakfast is included in the free seminar. To register, call Debbie Cona at (810) 362-1300.

WELL MEASURED Southfield-based Selcom, Inc. has introduced an industrial gauging sensor with a longer stand-off distance and measurement range and a standard built-in integrated air purge system for operation in harsh and dirty environments. The new Selcom Laser Sensor (SLS) 6000 series sensor's extended stand-off and measuring distance capability allows use in high-speed applications where other sensors are ineffective or sacrifice reliability and accuracy. The sensor's built-in air purge system also enhances flexibility for installation in truly tough conditions.

WAY TO GO The Merry Maids franchise at 24780 Hathaway in Farmington won the corporation's Monarch Circle Award for outstanding sales and customer service. Franchise owner Brenda Hiltz said the staff will share the award. "It recognizes their dedication to giving our customers the kind of great service they deserve."

DIVISION HEADS EG&G Inc. in Troy filled key positions in its new combined structural kinematics and automotive research divisions. Steve Arnold was named president/general manager of the division, overseeing automotive operations, strategic planning, sales and marketing from the San Antonio, Tex., headquarters. Brian Dabell of Bloomfield Hills was assigned to the Troy branch as the combined division's vice president. He had been director of new business and development for structural kinematics. Colin J. Dodds of Troy was promoted to director of automotive business development of EG&G, reporting to company president Fred Parks.

He had been president/general manager of EG&G's structural kinematics division. Dodds will remain in Troy.

HISPANIC DIVISION Southfield-based MARS Advertising has established a new division, MARS Hispanic, to provide sophisticated marketing and advertising services to businesses seeking to reach the growing Hispanic market throughout the United States. The MARS Advertising Hispanic Division is headquartered in the agency's Miami office: 9240 SW 72nd St., Miami, Fla. 33173. The phone number is (305) 271-4176.

Miguel Rivera Jr. will serve as management supervisor heading up the new division. He joins MARS Advertising from Southfield-based Bozell Worldwide where he was senior vice president of its Latin American region. With 15 years' experience working for U.S. corporations actively involved in targeting the Hispanic market, including McDonald's and Procter & Gamble, Rivera Jr. will oversee MARS' Account Specific Marketing team, assisting businesses seeking to directly target the burgeoning Hispanic community and its media.

"Account Specific Marketing is in its infancy in the Hispanic market," says Rivera Jr. "It is estimated that the Hispanic market possesses an annual buying power of \$204 billion, and will by the year 2005 be America's largest minority," he said.

"The Hispanic Division of MARS Advertising has the immediate ability to plan and implement creative campaigns that effectively reach the Hispanic market."

"The Hispanic Division of MARS Advertising reflects our intent to remain at the forefront of demographic trends on behalf of our clients," said Ken Barnett, MARS general manager. "This is an already powerful audience that has incredible buying power."

MARS Advertising, supported by 175 professionals in six offices across the nation, is among the nation's fastest growing advertising agencies.

Public Relations Society honors AAA web site

AAA Michigan's Web site, AAA Access, has earned top honors from the Public Relations Society of America — Detroit Chapter.

A 1996 North Star Award of Excellence was bestowed upon the organization in the category of electronic communication for its World Wide Web site, AAA Access and its online news service, AAA News Wire.

The award of excellence was one of seven granted to Detroit-area corporations and organizations for their 1996 public relations efforts.

"We are gratified to have been selected as one of the top seven entrants in this highly competitive market," said Larry Givens, Vice President of Corporate Relations for AAA Michigan.

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