

OAKLAND BUSINESS Finance

BUSINESS MARKETPLACE

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

LAW OFFICE EXPANDS Wallace Law Registry, a legal staffing service, has opened an office at 3155 W. Big Beaver, Suite 114, Troy. The phone number is (810) 649-1001. Joining the firm are John Reed, attorney placement director, and Mary Fry, paralegal placement director.

ON DREAM CRUISE Michigan's largest free outdoor event just got bigger. The city of Pontiac has been added to the 1997 Woodward Dream Cruise, a family event highlighted with live entertainment, food and classic cars cruising Woodward in Oakland County. The third annual dream cruise runs all day Aug. 16. Pontiac's Phoenix Center provides a natural turnaround at the north end of the route, said event coordinator Caron Hall. Last year, more than 750,000 people gathered for the event from 9 Mile to Quarron roads. Sponsors of the 1997 Woodward Dream Cruise are Berkeley, Birmingham, Ferndale, Huntington Woods, Pleasant Ridge, Pontiac, Royal Oak, Oakland County, Observer & Eccentric Newspapers, Southfield-based WXYZ-TV and Oldies 104.3 (WOMC-FM).

ACQUISITION CLOSED Southfield-based Percgrine Inc. has signed an agreement to acquire four General Motors component parts plants based in Livonia, Flint, Windsor and Oshawa, Ontario. In 1996, the four plants collectively generated more than \$1 billion to GM's North American operations. The deal will close by year-end, Percgrine said.

UPGRADE EQUIPMENT Grace & Wild Digital Studios in Farmington Hills said it has upgraded its editing systems with a new hardware/software package called AVR-76 Resolution Package. The system provides 3-D effects such as perspective, rotation, highlights, shadows and other video effects not previously available. The new system also is faster and more flexible than Grace & Wild's previous software. Grace & Wild offers sound stage rental, studio and remote production, motion picture processing and printing, tape to film transfer, film animation, editing and other services.

NOMINATE REUSS Core Industries has nominated former General Motors president Lloyd Reuss to serve as a director of the Bloomfield Hills-based firm. Up for re-election to the board on Jan. 14 are Lawrence Murphy, Core's executive vice president, and Robert Stone, Jr., chairman emeritus of Kirby Corp. Board member Jay Aliz, president of Jay Aliz & Associates, resigned from the board due to increased business demands.

NOW ONLINE Bloomfield Hills-based Core Industries has opened an Internet site at http://www.core-ind.com, providing updated financial and product information. The firm's annual report for fiscal year 1996 is currently on-line. David Zimmer, Core president and CEO, said the site provides a communication link to Core which can be used to request information and ask specific questions.

Southfield-based Percgrine Inc. has signed an agreement to acquire four General Motors component parts plants based in Livonia, Flint, Windsor and Oshawa, Ontario. In 1996, the four plants collectively generated more than \$1 billion to GM's North American operations. The deal will close by year-end, Percgrine said.

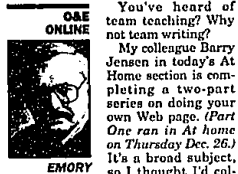
UPGRADE EQUIPMENT Grace & Wild Digital Studios in Farmington Hills said it has upgraded its editing systems with a new hardware/software package called AVR-76 Resolution Package. The system provides 3-D effects such as perspective, rotation, highlights, shadows and other video effects not previously available. The new system also is faster and more flexible than Grace & Wild's previous software. Grace & Wild offers sound stage rental, studio and remote production, motion picture processing and printing, tape to film transfer, film animation, editing and other services.

NOMINATE REUSS Core Industries has nominated former General Motors president Lloyd Reuss to serve as a director of the Bloomfield Hills-based firm. Up for re-election to the board on Jan. 14 are Lawrence Murphy, Core's executive vice president, and Robert Stone, Jr., chairman emeritus of Kirby Corp. Board member Jay Aliz, president of Jay Aliz & Associates, resigned from the board due to increased business demands.

NOW ONLINE Bloomfield Hills-based Core Industries has opened an Internet site at http://www.core-ind.com, providing updated financial and product information. The firm's annual report for fiscal year 1996 is currently on-line. David Zimmer, Core president and CEO, said the site provides a communication link to Core which can be used to request information and ask specific questions.

See MARKETPLACE, B6

Web page publishing simple to learn



EMORY DANIELS

You've heard of team teaching? Why not team writing? My colleague Barry Jensen in today's A+ Home section is completing a two-part series on doing your own Web page. (Part One ran in At Home on Thursday Dec. 26.) It's a broad subject, I thought I'd collaborate. So when you are done with this column, read Barry's, or vice versa.

To have your own home page on the Internet, you hopefully will have content on it and will change that content from time to time. So let me talk about preparing content for the Web site Barry will help you construct.

A Web site document, like a page, is nothing more than a text document - ASCII text, that is. If you prepare your home page documents using word processor software, make sure you use your "save as" option and save it as text file. ASCII DOS text is best, if available.

Web documents also can be prepared on a standard text editor, like "notepad" in Windows or "Simple Text" in MAC land.

Personally, I think it's best to learn to prepare hypertext documents or home pages using a text editor and doing all your commands by hand.

The discipline of doing so provides the understanding and knowledge that later will allow you to proof your work and find errors faster when things go wrong.

If you write your content using a word processor, in all likelihood there will be elements that will be foreign to Unix and will not be recognized when introduced. When you upload a document for your Web site and find odd characters like little squares or apple-like icons, what you see is the result of Unix trying to handle foreign markup code.

For instance, Unix may not know what to do with the bullet symbol used in processor produces. So while still in your word processing software, do a search and replace and replace all bullets with asterisks (*), double hyphens (-) or whatever substitute you choose.

The same is true with paragraph marks your word processor generates. Select the "show codes" option and determine what symbol your processor uses for paragraphs. Replace that symbol with <p>. The process is cumbersome, another reason why I think it's best for beginners to start with a text editor, then all you have to worry about is inserting paragraph <p> marks.

As Barry indicates in his columns, most hyper text markup language (html) codes require beginning and ending elements. Examples of such pairs are: <h1> (heads); (bold face); <i> (italic); <a> (part of href statement for linking); <center> (center). Some coding does not, such as <p> (hard return), and <hr> (horizontal rule). You learn by doing because the absence of a required ending element will cause visible and obvious results.

There's a lot of advanced coding to learn that has to do with tables, frames, background colors, Java applications, etc. But get the nuts and bolts down first before moving on.

Some of the Web page and document creation software will let create tables, frames or other advance features with a click and point. Once you know the basics, take advantage of any feature your software provides.

All hypertext documents that use standard convention, like home pages, begin and end with <html><body> and </html></body>. This knowledge plus using <p> for paragraphs and
 for hard returns is enough to get by with.

Get a hold of a listing of html codes (available at several online sites or any standard text on Web authoring), and you are off to the races. When you name your document, keep the name short, simple, descriptive and use the extension .htm or .html, such as index.htm or archive.html.

Any hypertext document you generate, or any home page you create with or without Barry's help must make it from your hard-drive to your online directory. Next week's column will talk about how to upload Web documents and place them online.

To edit a document once it is uploaded, O&E Onliners will use Telnet. Viewing, of course, will be done with a browser so you will be employing three pieces of Internet software in the process. Or, you also can make your changes offline, upload it again with FTP, and place it. Whatever works best for you.

The third piece in my series will be what to do once you've have mastered Barry's instructions and have a home page in place. How do others learn of its existence?

Emory Daniels may be reached via E-mail at emory@oconline.com. Past columns are archived online at http://oconline.com/~emory/archiv.html.



Building a page: The page above comes from the text and HTML mark up commands below.

```
<HTML>
<HEAD>
<TITLE>The Flanagan's Home Page</TITLE>
<META NAME = "GENERATOR" CONTENT = "Live Markup from MediaTech 1610a">
<BODY BACKGROUND = "tile1.gif" BGCOLOR = "#FFFFFF" TEXT = "#000040">
<CENTER><H1>The Flanagan's Home Page</H1>
<CENTER><CENTER><P><A href = "http://www.paranmount.com/VoyagerIntro.html"> Star Trek</A> I collect all the movies on laserdisc, the toys and just about anything that has to do with Star Trek.</P>
```

for hard returns is enough to get by with.

Get a hold of a listing of html codes (available at several online sites or any standard text on Web authoring), and you are off to the races. When you name your document, keep the name short, simple, descriptive and use the extension .htm or .html, such as index.htm or archive.html.

Any hypertext document you generate, or any home page you create with or without Barry's help must make it from your hard-drive to your online directory. Next week's column will talk about how to upload Web documents and place them online.

To edit a document once it is uploaded, O&E Onliners will use Telnet. Viewing, of course, will be done with a browser so you will be employing three pieces of Internet software in the process. Or, you also can make your changes offline, upload it again with FTP, and place it. Whatever works best for you.

The third piece in my series will be what to do once you've have mastered Barry's instructions and have a home page in place. How do others learn of its existence?

Emory Daniels may be reached via E-mail at emory@oconline.com. Past columns are archived online at http://oconline.com/~emory/archiv.html.

Mistakes

contribute the same amount each month to an investment.

By doing this, you limit the number of shares when prices are higher and buy more shares when the price per share is lower.

Ignoring retirement opportunities provided by your employer. You should contribute as much as possible to a 401(k) or other employer-sponsored retirement plan to take advantage of tax incentives.

"It's important that you develop a financial plan and stick to it," said Karen Schaeffer, CFP, a financial adviser and IAFP member. "If you need help, a professional financial adviser can assist you in reviewing your financial situation,

drafting a plan and monitoring its effectiveness."

Atlanta-based IAFP represents more than 15,500 individuals and institutions that believe financial planning is the foundation for smart decision-making.

For information on the financial planning process, or to request the names of professional financial advisers in any area of the country, call toll-free 800-945-4237.

You also can request this information through IAFP's World Wide Web site, "IAFF Interactive: Your Financial Planning Resource." The Web address is http://www.iafp.org. SOURCE: International Association for Financial Planning.

MORE BUSINESS MILESTONES

From MILESTONES, It cites in Farmington Hills. Perry manages the agency's McDonald's Corp., Road Commission for Oakland County and Prism Performance Systems accounts. She also participates in the agency's strategic planning and new business acquisition.

John Sych of Utica was promoted to senior vice president/service line manager and Steve Tihanyi of Plymouth to senior vice president/group supervisor at Bloomfield Hills-based Reuss Roy Communications, Inc. Sych will supervise project management of merchandising for all Chrysler brands including International, Chrysler Plymouth, Dodge, Dodge Truck, Jeep/Eagle, Mopar and Mopar Advertising. Tihanyi will oversee project management for the Dodge and Jeep/Eagle brands.

Chip Rabey of Wixom joined The Berlino Group of Bloomfield Hills as production artist. Rabey previously worked as a graphic designer for Rock Financial, Bingham Farms.

Charlo Jacquez of Auburn Hills received the 1996 Outstanding Achievement Award from Southfield-based Automotive Industry Action Group for his leadership and active participation in cooperative auto industry efforts. Jacquez is an account manager for Detroit-based Rudolph Miles & Sons, Inc.

Gerrit Lemmen of Bloomfield Hills, president and chairman of Bloomfield Hills-based Tax Assis-

tance Corp., was elected to the board of directors of Arizona-based Environmental Research & Investment Corp. of America. Lemmen's duties will be directed toward a secondary offering of ERICA common stock for the financing and production of purification plants in Russia, China, Tunisia and the U.S.

Thomas Bank of Shelby Township and George Bozini of Romo, formerly of Bank & Zito, P.C., joined Troy-based Bultynck & Co., P.C. Both men will serve as manager and account executive. Dawn Mancini of Sterling

Heights joined the firm as a senior accountant.

Robert Scope of Centerline was promoted from staff accountant to senior staff accountant at Follmer, Rudzewicz & Co., P.C. in Sterling Heights.

Gary Johnson of Howell was appointed vice president of quality for Troy-based Solvay Automotive, Inc., a leading supplier of plastic, blow-molded fuel systems to the North American automotive industry. Johnson will be responsible for overseeing quality initiatives.

Troy-based Institute Marketing and Design Group, Ltd. announced the addition of Michael Smith of Troy to the design staff and Amy Fruskinowski of Royal Oak as office manager and public relations coordinator.

HOMEOWNERS CASH FAST FROM YOUR HOME... Free In-Home Application... 1-800-536-8183

The Wait is Over! BIRMINGHAM NOW OPEN! YOU'VE HEARD ABOUT THE ORECK VACUUM ON RADIO, TV, AND FROM YOUR FRIENDS... YOU'VE ALSO HEARD ABOUT THE BUSTER B CANISTER VAC THAT PICKS UP A 16-LB. BOWLING BALL!... 1-800-594-3100

SPOTLIGHT ON TAX STRATEGIES FINANCIAL MATTERS by Pat J. Paige CPA

Our Annual Bridal Supplement Coming Sunday, February 2... Our premier Sunday edition will include one of our most popular supplements—our annual Bridal section... The Eccentric To place an advertisement in this informative section, call 810-901-2500 FAX 810-901-2300 in Birmingham