

BUSINESS MARKETPLACE

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

INATOME AT OCC Inacom Corp. Chairman Rick Inatome will speak at Oakland Community College's Orchard Ridge Campus at 6:30 p.m., Tuesday, March 11 on "What's new in technology?" His appearance is part of the college's Distinguished Speaker Series, a free program which gives public audiences the opportunity to hear guests from the business and private sectors. Admission is free. The speech will take place in the Smith theatre on the Orchard Ridge Campus at 27055 Orchard Lake Road, just south of I-696 in Farmington Hills. For more information about the Distinguished Speaker Series, call Professor Harvey Bronstein at (810) 471-7744.

NEW ACCOUNT W. B. Doner & Co. of Southfield was awarded the advertising account for Knoxville, Tenn.-based Bush Brothers & Co., maker of a top brand of baked beans in the United States. Doner will be responsible for providing all strategic planning and creative services for Bush's Baked Beans, its recently launched Chili Magic line of products as well as its new products.

QUALITY AWARD The Dairy Queen/Limited Brazil store, 6017 Rochester Road, Troy, won a national Quality/Purity Award for maintaining outstanding standards of quality, service and cleanliness. The award was presented to owners Steve and Melina Buzi and Art Khummo by the American Dairy Queen Corp., a subsidiary of International Dairy Queen, Inc. The store received an outstanding rating on a 12-category evaluation, which was conducted by corporate field personnel without previous notification to store owners. The award is part of the Dairy Queen system's continual program designed to recognize the basics of superior store operation. The Troy Dairy Queen is one of 6,000 outlets in all 50 states and 19 other countries.

MEXICAN OFFICE Troy-based Environmental Recovery Technologies, Inc., the first waste-to-energy company to receive invitations from the Mexican government, opened an office at Centro Comercial La Vista, Local S, in Acapulco, Guerrero. The phone number is (74) 84 82 35; the fax number is (74) 84 71 38. ERT received an invitation to build a \$200-million waste-to-energy facility using fluidized bed technology in Acapulco. It will be the first such facility to be built in Mexico. ERT is also in various stages of negotiations to build the facilities in the Mexican cities of Taxco, Monterrey, Tepic, Zihuatanejo and Vera Cruz.

NEW APPOINTMENTS Cathy Longo of Troy was re-appointed to the state Board of Examiners of Social Work, which is responsible for the certification and registration of persons engaged in social work. Lyberg is a staff therapist for Flint-based Genesys Regional Hospital/Eastwood Clinic. Longo is manager of product performance for Blue Cross, Blue Shield. Their terms expire Sept. 30, 2000. Tom Angott of Orchard Lake was re-appointed to the Michigan Osteopathic Medicine Advisory Board, which is responsible for assisting the College of Osteopathic Medicine at Michigan State University in providing the highest quality education to its students. Angott is chairman of the C. F. Berger Creamery in Detroit. His term ends March 26, 2002.

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Kidney foundation honors four Champions of Hope

The National Kidney Foundation of Michigan honored four individuals with the Champion of Hope Award on Friday, March 7, at the fourth annual Champion of Hope Awards Dinner. The four honorees are Joseph C. Cerny, M.D., Irma Elder, Bob Lent and Thomas Ricketts. The award recognizes outstanding contributions in the fields of business, organized labor and health care that provide hope and healing to the citizens of Michigan. Elder, president of Troy Ford, will be honored for her achievements in the field of business. She is a successful business owner, community leader, devoted mother and outstanding corporate citizen. She has won many awards for her business achievements, including two Ford Motor Co. Chairman's Awards for customer service and the 1994 Michigan Woman's Foundation Entrepreneur of the Year.

United Way, Detroit Symphony Orchestra, Economic Club of Detroit, Detroit Renaissance, Inc. and is current chairman of the Greater Detroit Chamber of Commerce. Champion of Hope committee members include: Michael Flora of Bloomfield Hills, chairman, Suzanne Burks of West Bloomfield, Diane Farber of Birmingham, Marilyn Habbag of West Bloomfield, Leon Matthews of Pontiac, Ronald Palmer of Bloomfield Hills and William Yaw Jr. of Bloomfield Hills. NKFM is a leader in the fight against kidney disease and strives to find a cure. NKFM is solely supported by public donations and has helped Michigan residents cope with kidney disease for 40 years.

SCORE plans 3 March workshops

The Service Corps of Retired Executives (SCORE) has several events planned for March: ■ Business Plan Workshop. This will cover preparing a business plan, including presentations on the elements of a business plan, a business plan workbook, example of a business plan, and sources for help. It will take place from 8:45 a.m. to 1 p.m. on Thursday, March 20, at the McNamara Building, 477 Michigan Ave., Room 895, Detroit. The fee is \$30. ■ Pre-Business Workshop. This will help attendees analyze business opportunities, manage their money and business records, and covers marketing, advertising, business plans and financing. It will take place from 9 a.m. to 4:15 p.m. on Tuesday, March 18 at the Service Building Auditorium of the Detroit Edison Headquarters Complex, 2000 Second Ave., Detroit. The cost is \$15. ■ Marketing Seminar. This will offer specific help in developing marketing techniques for various businesses. It will go from 9 a.m. to noon on Thursday, March 27 at the Birmingham Community House, 350 S. Bates Street. The cost is \$35. Call SCORE at (313) 226-7947 for details and availability on each event.

Cars most affordable since 1979

The purchase of an average-priced new vehicle in 1996 required 27.2 weeks of median family income, before taxes, according to the Auto Affordability Index compiled by Detroit-based Comerica Bank. Last year, vehicles were at their most affordable level since 1979; when new vehicle purchases absorbed an average 28.5 weeks of income. Comerica's Auto Affordability Index is compiled from Commerce Department and Federal Reserve data.

Troy spring job fair runs March 21, 22

Companies and prospective employees can meet up at the second annual Troy Spring Employment Festival: Friday, March 21 from 2 - 7 p.m. and Saturday, March 22 from 9 a.m. to 3 p.m. at Troy's DoubleTree Suites Hotel, 850 Tower Dr. Produced by the Troy Chamber of Commerce Human Resource Council, this "first class, community-wide recruiting event attracted nearly 30 employers and 1,600 candidates in 1996," said Troy Human Resource Council Chairperson Donna Schiele of Huntington Banks. The growing list of participating employers already includes: EDS; Kelly Services Headquarters; Huntington Banks; Standard Federal Bank and Entech Personnel Services.

There is a lot going on in AT HOME
Marty Figley, Ruth Mossok Johnston and Joe Gagnon are just three regular contributors to our colorful, informative AT HOME section. Every Thursday, in GARDEN SPOT, Marty gives us the scoop on things green and growing. Ruth offers our readers some really INVITING IDEAS, and Joe, THE APPLIANCE DOCTOR, saves them repair money on a regular basis. Each of them has a substantial following and they represent three reasons why AT HOME is the perfect place for your advertising message. But, if this talented trio is not enough, how about the exciting line up of subjects we will focus on in '97? Several on the list are sure to be perfect for your products and services. Why not let us reserve your space today?
[] Builders Show At Cobo Center. Thursday, March 13
[] Spring Home Improvement/Novi Show. Thursday, April 3
[] Spring Garden & Landscape. Thursday, May 8
[] Pools, Decks & Spas. Thursday, June 5
[] Air Conditioning, Ceiling Fans, Heat Pumps. Thursday, July 10
[] Home Appliances. Thursday, August 7
[] Fall Home Improvement. Thursday, September 4
[] Fall Builders Show - Novi Expo. Thursday, September 25
[] Home Furnishings-Troy Design Center. Thursday, October 2
[] Entertaining. Thursday, November 6
[] Home Electronics. Thursday, December 4
(Entertainment Centers, TVs, Stereos, Computers)
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