

BUSINESS MARKETPLACE

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.*

AWARDS

TOP AGENCY

The Southfield office of Beall Worldwide's print campaign for the Chrysler Corp.'s Jeep brand was named one of the year's 25 best at the 1996 Magazine Publishers of America Kelly Awards. The MPA Kelly Awards are named for Stephen E. Kelly, a former MPA president who devoted a lifelong career to magazine publishing. He promoted the concept that creative magazine advertising made the difference in sales results - a concept that became the guiding principle for the MPA Kelly Award. The Jeep campaign also won a bronze Clio at the 1997 Clio Awards International Advertising Festival & Creative Conference and a gold trophy at the 1997 International Automotive Advertising Awards.

INNOVATIONS AWARD

Central Michigan University's bachelor of science degree in vehicle design, offered at the Troy extension site, won the University Continuing Education Association's 1997 "Innovations" award for its creative response to an important community need. The degree is the first of its kind in Michigan. It is the result of a partnership between CMU and Megatech Academy to help the automotive design industry by alleviating the shortage of skilled designers. Megatech Engineering, a design and engineering development company, built the Academy to support the degree's technical curriculum. Warren-based Megatech is a division of the Becker Group.

OUTSTANDING ACHIEVEMENT

Troy-based Ellis/Naeyner/Geneheimer Associates, Inc. received an Outstanding Achievement Award in the Engineering Society of Detroit's annual Building Design & Construction Awards Program. The award is for Immuno-U.S., Inc.'s bio-pharmaceutical facility expansion in Rochester. Immuno-U.S. is a research-oriented bio-pharmaceutical company that develops, processes and distributes biological therapeutics used to fight difficult-to-treat diseases, such as hemophilia and immune deficiency disorder. The multi-million dollar expansion project consisted of 62,500 square feet of construction and another 20,000 square feet of renovation. General Contractor for the project was Rochester-based Frank Rowold and Son, Inc.

HIGH ACHIEVER

Chantale Stevenson of Southfield was named a recipient of the YMCA Minority Achievers Award, which honors minority men and women in the fields of business, industry, education and labor. Stevenson is employed at Little Caesars, where she oversees the human resources and training departments for 180 company-owned stores.

FIVE TIME WINNER

Parks Productions, Ltd., with full service facilities in Lake Orion, received five 1997 Target Awards from the Direct Marketing Association of Detroit. Parks Production won first place in the business-to-business under \$500/M and innovative techniques categories; second place in the automotive parts and service and integrated marketing campaign categories; and third place in the business-to-business under \$500/M category. The awards acknowledge excellence in direct marketing.

SMITHSONIAN AWARD

Fingert Bank, FSB won the prestigious 1997 Computerworld Smithsonian Award for its visionary use of information technology in the finance, insurance and real estate category. Flagstar Bank's winning Lenders' Interactive Video Exchange (LIVE) merges desktop videoconferencing and automated underwriting technologies to allow home buyers and loan underwriters to meet face to face and get loans approved within an hour, regardless of where the loan originated. LIVE will now become part of the Smithsonian Institution's permanent research collection of information technology innovation at the National Museum of American History.

WORLD CLASS SUPPLIER

Jervis P. Webb Co., a Farmington Hills-based materials handling specialist, received Chrysler Corp.'s 1996 "Gold Pentastar" award. This is the second consecutive year Webb has won the award, which is earned by companies exemplifying superior standards for product design, manufacturing quality, delivery and customer service to Chrysler facilities located around the world.

INITIATIVE AWARD

Gordon & Co. P. C., a Troy-based full-service certified public accounting and business consulting firm, was honored as a 1997 Michigan winner of the Blue Chip Enterprise Initiative Award. Sponsored by the U.S. Chamber of Commerce, "Nation's Business" magazine and MassMutual, the Initiative recognizes businesses that have demonstrated exceptional management of key resources to meet challenges and emerge successful.

MARK YOUR CALENDAR

EFFECTIVE HIRING

Follmer, Rudzewicz & Co., P.C.'s department of organizational development and training is holding a seminar on effective interviewing and hiring as part of the 1997 FRC Seminar Series. The workshop is intended to provide managers involved in recruiting, interviewing and selection with the critical skills necessary to make a decision affecting the course of your business. The seminars will be held from 8:30 a.m. to 4:30 p.m. on Tuesday and Wednesday, June 24 and 25, at Follmer, Rudzewicz & Co., 12900 Hall Road, Suite 600, Sterling Heights. The cost of the two-day seminar is \$645. For required reservations to (810) 254-1805, attention ODT Department. For more information, call Sue Gainer at (810) 254-1040, ext. 334.

INCOME WORKSHOP

Edward Jones Investments will hold a free "Rising Income" workshop at 7 p.m. on Tuesday, June 24, at the MSU Management Education Center in Troy. Mike Norris will speak on "Positioning Your Savings for Rising Income." Guests will receive a free 16-page guide to investing for rising income. Call Chris at (810) 850-1667.

WOMEN 'CENTS'

The breakfast meeting of the Birmingham-Bloomfield Chamber of Commerce's Women's Business Forum will feature "Woman's Choice - How a Woman's Personality Affects Her Financial Decision Making." The program begins at 7:30 a.m. on Wednesday, June 25, at Mountain Jacks Steakhouse, 2262 Telegraph Road, one mile north of Square Lake Road, Bloomfield Hills. Guest speaker is Diane Farber, vice president of investments for Prudential Securities. The cost is \$12 for Chamber members and \$15 for prospective members. The program is sponsored by Ellen Fisher, CPA. To register, call (248) 644-1700.

CARD EXCHANGE

The Business Women's Network, a member group of the Greater Royal Oak Chamber of Commerce, is sponsoring a lunch and business card exchange from 11:30 a.m. to 1:30 p.m. on Wednesday, June 25, at Woody's, 208 W. Fifth Street at Center Street, Royal Oak. Guest speaker, Joyce Bichler, executive director of Gilda's Club, will present "Who and How Did the Metro Detroit Chapter Get Started? What Do They Do and What Does Gilda's Club Need?" Information will also be provided regarding the upcoming Athena Award Presentation, which recognizes women and men who promote the advancement of women in business and in the professions, and who have made substantial contributions in their field. Sponsorship and nomination forms will be available. The cost of the meeting and lunch is \$10 for Chamber members and \$15 for non-members. Reservations and checks made payable to "Business Women's Network" must be mailed to the Chamber office, 301 W. Fourth Street, Suite 250, Royal Oak, MI 48067, by Friday, June 20. For information, call (810) 547-4000.

Investment Seminar. Financial Consultants Robert Vermillion and Robert Mullen, of Dean Witter, continue their investment seminar series with an international investment presentation at 7 p.m. on Thursday, June 26, at the Birmingham Theater complex. For information or to reserve a seat, contact Jennifer Hendricks at (800) 557-7469.

TRANSPORTATION MARKET

The Detroit Procurement Trade Fair and Seminars will be held from 8 a.m. to 4:30 p.m. on June 25, at the Athenaeum Hotel, 1000 Bush Avenue, Grosse Pointe, Detroit. Registration is free. Sponsored by the U.S. Department of Transportation, the event will offer free seminars on electronic commerce, marketing, procurement, prime contractors, DBE certification, bonding and lending. For information, call Nelson Quinones at (800) 522-6623.

EXPORT WORKSHOP

The Service Corps of Retired Executives is holding an export workshop from 8:45 a.m. to 12:45 p.m. on Tuesday, July 1, at the Pontiac Export Assistance Center, 260 Elizabeth Lake Road, Suite 1300 West, Pontiac. Topics include services available from the Federal Government and marketing your products/services in other countries. The fee is \$26 per person. Register by calling (313) 228-7947 from 10 a.m. to 3 p.m.

LOAN WORKSHOP

The Service Corps of Retired Executives is holding a loan workshop from 8:45 a.m. to 12:30 p.m. on July 2, at the McNamara Federal Building, 477 Michigan Avenue, Room 1194, Detroit. Topics include analyzing financial statements, outline for a good loan proposal, SBA guaranteed loan program and the commercial loan from a banker's perspective. The fee is \$20 per person. To register, call (313) 228-7947 from 10 a.m. to 3 p.m.

WHAT'S NEW

GRAND OPENING. Troy-based Arbor Drugs, Inc., the drugstore market share leader in metropolitan Detroit, will open its 195th through 198th stores by the end of July. The sixth Southfield and 67th Oakland County store at 29133 Greenfield Road at Edwards will open on Monday, July 28.

AGENCY JOINS ASSOCIATION. Kots Insurance Agency of Southfield joined the Michigan Association of Insurance Agents, a statewide trade association that represents 10,000 independent insurance agents and industry employees.

NEW NAME

To more accurately reflect the nature of services provided to its ever-expanding client base, Birmingham-based G. Schafer Marketing changed its name to G. Schafer Advertising. GSA is a full-service advertising agency specializing in the automotive aftermarket, legal and financial services areas since 1993.

EDUCATION CENTER DEBUTS

RS Management Group opened Profit Improvement Center of Michigan, an education division that will conduct workshops, seminars and business education programs. The Center is dedicated to education, training and research in the field of professional management and is associated with Professional Management Institute, Tulsa, OK. RS management is a professional services company that specializes in implementing continuous profitability improvement programs for clients and companies.

AGENCY LEADERS

Mark Ehlert, LUTCF and Deborah Harris, agents in the Farmington Hills office for American General Life and Accident Insurance Co., attended the firm's national leaders conference in Tennessee. In 1996, Ehlert and Harris earned membership in the company's National Leaders Club, an organization of leaders in sales and service.

WORD ONE

Rick Trentacosta, formerly a partner at Birmingham-based Trentacosta-Hamilton Advertising, and most recently, VP/associate creative director with Troy-based Michael Flors & Associates, started a new freelance writing/creative consultancy service called "Word One." A 25-year agency veteran, Trentacosta began his career at what is now DMB&B as a writer and copy supervisor. Word One is based at 2169 Connolly Drive, Troy, Michigan 48068. Phone (248) 641-2978. Fax (248) 641-5902.

TRAINING CENTER

Productivity Point International of Southeast Michigan launched its third Metro Detroit training center featuring state-of-the-art classrooms with individual student computer workstations. Like the two Troy training facilities, the Southfield office has the resources to offer business-oriented computer software training in more than 500 courses. Through the PPI network, corporate clients can receive consistent software training from any of the company's 100 training centers across North America. The new training center is at 25899 W. 12 Mile Road, Suite 350, in the Marathon Mortgage Building.

ARTIFACTS DONATED. Southfield-based Federal Mogul Corp. presented two rare African artifacts from its headquarters art collection to the Museum of African American History in Detroit. The art contribution included an early nineteenth century Chief's Cerebral Skirt from the Kuba Kingdom in Zaire and an early twentieth century Kente Cloth from Ghana.

NEW IMAGE

Gorman's Business Environment Solutions, one of Michigan's leading workspace solution firms, changed its name to Solutions@Work to reflect the organization's visionary outlook on where and how people "office." Along with the name change, Solutions@Work has transformed its Southfield offices into a learning laboratory for clients and guests to explore the company's vision for the "Office of the Future." For information, call Carla Messer at (248) 357-6620, ext. 224.

CARRY-OUT OPENS

The Walled Lake Downtown Development Authority is pleased to welcome Gregg's Pizzeria & Bar-B-Que at 716 N. Pontiac Trail in the Walled Lake Commons Shopping Center. Owned by Walled Lake resident Tom Coratti, the 1,600 square foot carry-out restaurant features both the famous round pizza and Chicago-style pizza as well as barbecued chicken and ribs using recipes acclaimed for 30 years. The phone number is (248) 689-1289.

NAME CHANGE

SlideMASTERS, Inc., in reorganizing its expanding role in the presentation industry, has adopted a new name, The Presentation Center, Inc. The company, which will soon be moving to larger quarters, has added electronic presentations, large format printing, CD ROM burning and a list of other electronic presentation services to its core business of 35mm slides and overhead production and color copies. The Presentation Center, Inc. is the third name in the 30-year history of the company, which began in Bloomfield Hills as Michigan Visual Aids. For information, call Chuck Roguske at (810) 244-8110.

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