

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

WOMAN OF THE YEAR
Leslie Shipley, a structured settlement specialist with Farmington Hills-based Rothstein & Associates, Inc., was named Insurance Woman of the Year by the Insurance Women of Metro Detroit. The award is given to members who show outstanding leadership, service and fellowship within the organization and throughout the insurance community. The IWMD is a division of the National Association of Insurance Women International, a Tulsa, Oklahoma-based organization dedicated to promote the betterment and abilities of women in the insurance industry.

TOP RETAILER
Modern Kitchen and Bath of Royal Oak was among 105 dealers honored as Magna Dealers for 1997, an elite group of the nation's top authorized Corian Dealers based on registered 1996 Corian kitchen and bath sales. The Magna Dealer Awards are presented annually by DuPont.

REAL ESTATE EXPERT
Norm Cristea, associate broker of Auburn Hills-based Angel Financial Services, Inc., became a Certified Commercial Investment Member, a designation by the Chicago-based Commercial Investment Real Estate Institute. CCIMs are recognized experts in commercial real estate brokerage, leasing, asset management, valuation, deferred exchanges and investment analysis.

CALENDAR

LOAN WORKSHOP
The Detroit-based Service Corps of Retired Executives, which has a branch in Birmingham, is holding a loan workshop from 8:45 a.m. to 12:30 p.m. on Aug. 6, in room 1194 of the McNamara Building, 477 Michigan Avenue, Detroit. Topics include analyzing financial statements, outlines for a good loan proposal, SBA guaranteed loan program and the commercial loan from a banker's perspective. The fee is \$20 per person. For registration, call SCORE at (313)

226-7947, weekdays from 10 a.m. to 3 p.m.

NETWORK MEETING
The Southfield Chapter of Business Network International will hold its regular meeting from 7 a.m. to 8:30 a.m. at the Marriott Hotel, Northwestern Highway and Lahar Road, Southfield. For information, call the BNI regional office at (313) 844-3432.

WOMEN'S GOLF OUTING
The second annual National Women's Automotive Association Golf Outing will be held Tuesday, August 26, at Pine Trace Golf Club, 3600 Pine Trace Boulevard, Rochester Hills. The event features a golf clinic, money holes, a silent auction, opportunities for networking and a chance to win two cars. The outing begins with a continental breakfast at 7 a.m., followed by a shotgun start - 18 hole scramble at 8 a.m. At 12:30 p.m., golfers and non-golfers will gather for lunch, awards and a cash bar. Proceeds benefit the Scholarship Endowment Fund for Northwood University. Reservations will be accepted through August 16. There will be no refunds after August 1. The fee for golf, breakfast and lunch is \$85 for NWAA members and \$95 for non-members. Lunch for non-golfers is \$15 for members and \$20 for non-members. For information, call (248) 646-5250.

WHAT'S NEW

PROCESSING CENTER OPENS
Troy E-Claim Center, an electronics medical billing and claims processing center, opened in the prestigious Troy business district. The center has put medical claims processing on the fast track by using state-of-the-art technology to submit claims without the hassle of paper. The process involves the download of claims from the provider's office the day the patients are seen. The information is submitted electronically to the insurance carriers. Acknowledgment from insurance carriers is received the same day and payment checks are sent to the provider within 7 to 14 days. Troy E-Claim Center is licensed by National Claims Service. The center is offering 25 percent off the first month's service charge as a Grand Opening sale for any healthcare provider who enrolls with them by Aug. 31. For information, call (248) 828-0660 or e-mail to: Eclaim@aol.com.

NEW CLIENT
Universal Flow Monitors of Hazel Park is a most recent addition to the client list of The MarketShare Group, a Troy-based marketing communications firm. The MarketShare Group is producing a corporate brochure, several direct mail pieces, a full-scale database-driven direct marketing program and new product catalog system for UFM, while several other projects are still under consideration.

NEW HOME PAGE
Bloomfield Hills-based GlobalLink New Media, Inc. has developed the home page for the Ann Arbor-based Lewis Jewelers. The site can be found at: <http://www.lewisjewelers.com>. The site serves as a complete directory of the goods and services available, including a "digital showroom" where consumers can view some of the items available at Lewis Jewelers. Visitors can also tap into useful tips for jewelry care and service.

PARTNER ADDED
After 20 years of business ownership, Chris Simanick of Simanick Accounting Services, Inc. in Troy added Tammy Malone of Macomb as partner and changed the name of the business to Simanick & Associates. Malone has been employed by Simanick since 1992. Simanick & Associates provides general accounting and bookkeeping services to small businesses. Other services include accounting software installation and training.

AID TO STORM VICTIMS
In response to the damage incurred by recent storms in southeastern Michigan, the Japan Business Society of Detroit Foundation presented Detroit Mayor Dennis Archer with \$5,000 to aid victims of the high winds and heavy rains. The JBSD collected the funds from its corporate and individual members, who remember the gracious and compassionate assistance received from metro Detroiters following a devastating earthquake in Kobe, Japan two years ago. The JBSD has 230 corporate members and 1,400 individual members. Its mission is to enhance understanding and mutual cooperation between Japanese and American businesses and the communities they serve.

ELECTED TREASURER
Lori Richards, an associate of the accounting department of Troy-based Gordon & Co., P.C., was elected to serve a two-year

term as treasurer of the Michigan Professional Women's Network in Birmingham. The organization provides opportunities for women's professional and personal development.

COUNSEL RETAINED
Farmington Hills-based Marx Layno & Co. has been named marketing and public relations counsel to Rochester-based Leader Dogs for the Blind, a non-profit organization that trains specialized dog guides. Each year, the organization helps 300 visually impaired students become more self-sufficient through the use of dog guides.

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 presentation 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.

PARTNER STATUS
Troy-based Syntel, Inc. is one of the first global software services firms to be named a Microsoft Solutions Provider Partner. The designation means Syntel has enhanced access to Microsoft support, training and new products and services. The partner status also means Syntel will receive ongoing referrals for business from Microsoft as they encounter customers that need access to applications maintenance and development services. Year 2000 compliance services, and professional IT staffing. Syntel was recently awarded a Year 2000 compliance project by Madison, Wisconsin-based American Family Insurance Group, a 70-year old insurance corporation with 5 million policies in 13 states.

Syntel will use components of its Method2000 to help American Family Insurance achieve Year 2000 compliance for numerous mission-critical systems. Method2000 is a combination of proven 10-phase methodology, worldwide people resources and established software tools.

Kevin Serbenki of Warren was named executive account

Milestones from page F5

employment practice group for the Detroit-based law firm of Dickinson, Wright, Moon, Van Dusen & Freeman.



Koch



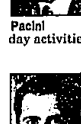
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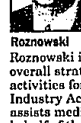
Marchese



Pacini



Roznowski



Serbenki

R. Caitlin Koch of Ann Arbor was appointed loan officer at Oak Park-based Ross Mortgage Corp. Koch concentrates on the Greater Ann Arbor and Ypsilanti areas.

Mary Ligon of Birmingham joined Troy-based John Bailey & Associates, Inc. Public Relations as an account executive. Ligon is responsible for maintaining the day-to-day activities for several of the firm's clients.

Molly Marchese of Bloomfield Hills was promoted to media planner on the American Plastic Council and Pontiac Sunfire and Grand Am accounts, from assistant media planner on the same accounts at D'Arcy Masius Benton & Bowles/Detroit.

Richard Pacini of Farmington Hills joined Detroit-based PR Associates, Inc. as senior vice president. Pacini provides strategic direction and oversees day-to-day activities related to the firm's clients.

David Roznowski of Berkley was promoted from senior account executive to account supervisor at Troy-based Blum Public Relations, Inc. Roznowski is responsible for the overall strategic and day-to-day activities for the Automotive Industry Action Group. He also assists media relations efforts on behalf of the firm's automotive clients.

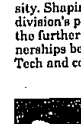
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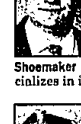
Serbenki



Shapiro



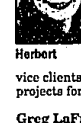
Shoemaker



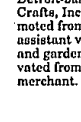
Gardner



Herbert



LaFrance



LaFrance

manager at Troy-based American Systems Technology, Inc. Serbenki is responsible for managing the company's entire sales force, as well as contracting AST's training staff to selective clientele.

Terri Shapiro of Farmington Hills was named marketing coordinator for the Division of Continuing Education and Professional Development at Southeastern Michigan State University. Shapiro will promote the division's programs and support the further development of partnerships between Lawrence Tech and corporations and professional associations.

Dr. Randall Shoemaker of Bloomfield Township joined Howard and Howard Attorneys, P.C. in Bloomfield Hills. Shoemaker specializes in intellectual property law.

Michelle Gardner of Auburn Hills and Lora Herbert of Utica were promoted from account executives to senior account executives at Troy-based Eisbrenner Public Relations. Gardner's duties include planning and managing projects and events and media relations for a variety of automotive and service projects. Herbert oversees projects for a number of clients.

Greg LaFrance of Sterling Heights and Lisa Lombardo of Clarkston were promoted at Detroit-based Frank's Nursery & Crafts, Inc. LaFrance was promoted from senior merchant to assistant vice president/lawn and garden. Lombardo was elevated from merchant to senior merchant.

INTERNET ADDRESS DIRECTORY

Find these sites on the World Wide Web - Brought to you by the services of O&E On-Line!

To get your business On-Line!, call 313-953-2038

ADVERTISING/PROMOTIONAL PRODUCTS

Monograms Plus - <http://beonline.com/monoplus>

ANNOUNCEMENTS

Legal Notice - <http://beonline.com/legal>

APPAREL

Hold Up Suspenders Co. - <http://www.suspenders.com>

ART AND ANTIQUES

Halq Galleries - <http://rochester-hills.com/halq>

ART GALLERIES

Elizabeth Stone Gallery - <http://ezsagallery.com>

ART MUSEUMS

The Detroit Institute of Arts - <http://www.dia.org>

ASSOCIATIONS

Suburban Newspapers of America - <http://www.suburban-news.org>

AUDIO VISUAL SERVICES

SlideMasters - <http://www.slide-masters.com>

AUTOMOTIVE

Huntington Ford - <http://www.huntingtonford.com>

Ramchargers Performance Centers - <http://www.ramchargers.com>

Shelton Pontiac/Buick - <http://rochester-hills.com/shelton>

Universal Bearing Co. - <http://www.unibearing.com>

AUTOMOTIVE MANUFACTURERS

Representatives - <http://www.marksmgmt.com>

AUTO RACING

Milton Dragny - <http://www.milindragny.com>

BAKING/COOKING

"Jiffy Mix" - Chelsea Milling Company - <http://www.jiffymix.com>

BASEMENT WATERPROOFING

Mr. Sponge - <http://www.mrsponge.com>

BICYCLES

Wahut Bicycle Company - <http://rochester-hills.com/wahut>

BOOKKEEPING PRODUCTS

BIG E-Z Bookkeeping Co. - <http://www.bigez.com>

BOOKS

Apollotele Communications - <http://www.apollotele.com>

BUSINESS NEWS

Insider Business Journal - <http://www.insiderbiz.com>

BUSINESS STAFFING

Elite Staffing Strategies - <http://rochester-hills.com/elite>

CERAMIC TILE

Stewart Specialty Tiles - <http://www.specialtytiles.com>

CHAMBERS OF COMMERCE

Livonia Chamber of Commerce - <http://www.livonia.org>

CHILDREN'S SERVICES

St. Vincent & Sarah Fisher Center - <http://beonline.com/ivsf>

CLASSIFIED ADS

AdVantage - <http://adVantage.com>

Observer & Eccentric Newspapers - <http://beonline.com/eccentric>

CLOSET ORGANIZER/HOME STORAGE

Caprice - <http://home.cnet.com/caprice/organize.htm>

COMMUNITIES

City of Livonia - <http://beonline.com/livonia>

COMMUNITY NEWS

Observer & Eccentric Newspapers - <http://beonline.com/eccentric>

COMMUNITY SERVICE

Suburban Lifestyle - <http://rochester-hills.com/sls>

COMPUTER GRAPHICS

Logix, Inc. - <http://www.logix-usa.com>

COMPUTER PROGRAMMING/SOFTWARE SUPPORT

Applied Automation Technologies - <http://www.caaps-edges.com>

BNB Software - <http://www.beonline.com/bnb>

Mighty Systems Inc. - <http://www.mightysystems.com>

Starstock Systems - <http://beonline.com/starstock>

COMPUTER PRODUCT REVIEWS

Starstock Systems - <http://beonline.com/starstock>

CONSTRUCTION

Frank Rowl Construction - <http://rochester-hills.com/rowl>

DUCT CLEANING

Mechanical Energy Systems - <http://www.mes1.com>

EDUCATION

Donkey Business School - <http://rochester-hills.com/donkey>

Fordson High School - <http://beonline.com/fordson>

Global Village Project - <http://beonline.com/gvp.htm>

Oakland School - <http://rochester-hills.com/oakland>

Reuther Middle School - <http://beonline.com/rms>

Rochester Community Schools Foundation - <http://rochester-hills.com/rmscf>

The Webster School - <http://rochester-hills.com/webster>

Western Wayne County Internet User Group - <http://beonline.com/wwcug>

ELECTRICAL SUPPLY

Canit Electric Supply - <http://www.canit.com>

Progress Electric - <http://www.pe-co.com>

ELECTRONICS ENGINEERING

Quintech, Inc. - <http://www.quintech-inc.com>

EMPLOYEE LEASING COMPANY

Genesys Group - <http://www.genesysgroup.com>

ENVIRONMENT

Resource Recovery and Recycling Authority of St. Clair County - <http://beonline.com/vrmasc>

EXECUTIVE RECRUITERS

J. Emery & Associates - <http://www.jemeryassoc.com>

EYE CARE/LASER SURGERY

Greenberg Laser Eye Center - <http://www.greenbergeye.com>

FROZEN DESSERTS

Savino School - <http://www.savinoschool.com>

HAIR SALONS

Heads You Win - <http://www.headsyouwin.com>

HEATING/PLUMBING

Bergstrom's Inc. - <http://www.BergstromsHeating.com>

HERBAL PRODUCTS

Nature's Better Way - <http://beonline.com/nbw>

HOME IMPROVEMENT

Construction Central - <http://www.constructioncentral.com>

Home Advantage Referral Service - <http://beonline.com/homeadv>

HOME INSPECTIONS

GKS Inspection - <http://www.gks3d.com>

HOSPITALS

Good Samaritan Health Care Continuum - <http://www.bostonhospital.org>

St. Mary's Hospital - <http://www.stmaryshospital.org>

HYDRAULIC AND PNEUMATIC CYLINDERS

Hennells - <http://www.hennells.com>

HYPOSPIS

Full Potential Hypnosis Center - <http://beonline.com/hypnosis>

INDUSTRIAL FILTERS

Elzair Corporation - <http://www.elzair.com>

INDUSTRIAL SERVICES

Michigan Veterinary - <http://www.michvet.com>

INSURANCE

J. J. O'Connell & Assoc., Inc. - <http://www.oconnellinsurance.com>

Whims Insurance - <http://rochester-hills.com/whims>

INTERACTIVE CD ROM PUBLISHING

Interactive Incorporated - <http://www.interactive-inc.com>

JEWELRY

Halq Jewelry - <http://rochester-hills.com/halq>

MANUFACTURED HOUSING

Westphal Associates - <http://rochester-hills.com/westphal>

MORTGAGE COMPANIES

Mortgage Market - <http://www.mortgage-market.com>

Information Services - <http://www.interest.com/observer>

Village Mortgage - <http://www.villagemortgage.com>