Future 50 *from page C1*

The following are the 1997 Future 50 of Greater Detroit:

- Audio Visual Impact Inc., Farmington Hills
- Benefits+PPA, Troy
- Bloomfield Computer Systems Inc., Bloomfield Hills
- BlueWater Visual Services Inc., Southfield
- CEC Controls Inc., Warren
- Capital Mortgage Funding LLC, Southfield
- Chase Plastic Services Inc., Clarkston
- Consumer One Financial, Birmingham
- DPM Consulting Services Inc., Troy
- Dowler Ronnisch Co., Southfield
- E & G Printing Service Inc., Madison Heights
- Engineering Analysis Associates Inc., Bingham Farms
- The Engineering Services Group Inc., Southfield
- Engineering Technology Associates Inc., Madison Heights
- Fidelity Communications Corporation Inc., Novi
- Financial & Investment Group Inc., Southfield
- Fisher Consulting Services, Clarkston
- Global Technology Associates Ltd., Lincoln Park
- Hamilton, Miller, Hudson & Fayne Travel Management Cos., Southfield
- HemaCare Dialysis Centers, Farmington Hills
- Hi Tech Consultants Inc., Southfield
- Inalfa Hollandia Inc., Auburn Hills
- Innovative Quality Systems Inc., Livonia
- Innovision Technologies Inc., Novi
- Interior Dynamics Inc., Troy
- JKM Enterprises Inc., Detroit
- L&H Consultants Inc., Southfield
- Long Distance of Michigan Inc. (LDMI), Hamtramck
- Nailco Salon Marketplace, Farmington Hills
- National Computer Resources Inc., Wixom

National TechTeam Inc., Dearborn

- New Dimension Inc., Troy
- Oliver/Hatcher Construction & Development Inc., Wixom
- The PCI Group, Troy
- Pacific Industrial Development Corp., Ann Arbor
- The Parker Group Inc., Clinton Township
- Plus 4 Mortgage L. C., Clinton Township
- Pyramid Solutions Inc., Troy
- Rave Computer Association Inc., Sterling Heights
- Saturn Electronics & Engineering Inc., Auburn Hills
- Sequoia Diversified Products Inc., Auburn Hills
- Statprobe Inc., Ann Arbor
- Strategic Staffing Solutions Inc., Detroit
- Technical Solutions Inc., Troy
- TESCO Engineering, Auburn Hills
- VariLease Corp., Farmington Hills
- Vetri Systems Inc., Troy
- Wayne Oakland Contracting Inc., Canton
- World Class Engineered Products Inc., Redford
- ZenaComp Inc., Livonia

Future 50 winners will be honored Sept. 30 at an awards luncheon at the Troy Marriott with Murray Feldman, financial reporter for WJBK Fox 2 and WWJ Newsradio 950 as keynote speaker.

The Greater Detroit Chamber of Commerce works to improve the economic vitality of regional Detroit and the competitiveness of its more than 11,000 firms in local and international markets.

For more information or to make a reservation, call BDO Seidman at 248-362-2100.

Feldman will give Future 50 keynote

Murray Feldman, a resident of Farmington Hills and business reporter for WJBK Fox 2 and WWJ News radio 950 will be the keynote speaker at the Future 50 of Greater Detroit Awards Luncheon Tuesday, Sept. 30 at the Marriott in Troy.

Feldman

Feldman is one of the premier business journalists in the Detroit area and has been reporting in the city for more than 21 years.

His business and money reports are watched and heard throughout the day on both television and radio. He reports exclusively on major business issues and trends, appearing on WJBK Fox 2's Eyewitness Morning, Fox 2 News at 5 and Fox 2 News at 10 and is heard on WWJ's Your Business.

Feldman was selected as the Michigan Entrepreneur of the year in 1992 for his reporting of local business entrepreneurs. The U.S. Small Business Administration named him media advocate of the year in 1992 and 1989.

In 1988, he was honored with a first place United Press International (UPI) award and an Associated Press award for his individual reporting excellence. In 1987, he received a first place UPI Individual Achievement Award for his coverage of the market crash.

The Investment Company Institute presented him with the American University Television Award for the best economic coverage of any television station in 1987.

Committed to giving back to the community, Feldman is very active with the Michigan Cancer foundation, Forgotten Harvest and various public service causes through Temple Israel in West Bloomfield, where he was once a board member.

As keynote speaker, Feldman will share his insights on the business climate in the area.

The luncheon is open. It begins at 11:30 a.m. and concludes at 1:30 p.m. The cost is $35. Call Rose Marshall at at (248) 362-2100.

Southfield company starts Jewish 'Yellow Pages'

A unique new "Yellow Pages" product aimed directly at the Detroit area's growing Jewish population is being introduced by Identity Publishing Company of Southfield.

In an age of highly segmented and specialized media options, Identity Publishing has announced plans to publish the "Jewish American Yellow Pages" (JAYP), an annual guide to area businesses wishing to reach this affluent community.

Advertising in the book will consist of both display ads and classified liners.

Michael Lezell, who 20 years ago co-founded the successful Relocation Guides, which expanded to 13 cities across the United States, is president and co-publisher of the Jewish American Yellow Pages.

Lezell said he is excited and optimistic about the book's chances for success.

"Detroit's Jewish community is growing. There are a few core areas, but it has spread out far beyond the traditional 'Jewish Neighborhoods' of long ago.

"Until now, there was one excellent weekly publication, *The Detroit Jewish News*, serving this market. But, there was nothing available to advertisers that was distributed to Jewish homes on an annual basis and had any permanence," he said. "We also know, through our research, that the Jewish community welcomes the idea of an advertising and informational reference directory specifically designed for their needs."

"Detroit's Jewish community is growing. There are a few core areas, but it has spread out far beyond the traditional Jewish neighborhoods of long ago."

Michael Lezell
JAYP Founder

Lezell also says that his company is targeting another four top Jewish markets for expansion over the next three years.

Detroit-area's Jewish community now numbers nearly 100,000 with more than 20,000 Jewish households and 5,000 Jewish-owned businesses.

More than two-thirds of the Detroit area Jewish households have incomes higher than $50,000 and the value of goods and services produced by Jewish-owned businesses easily runs into the hundreds of millions of dollars, Lezell estimates.

Plans are for free distribution to an estimated 20,000 Jewish homes (about 90 percent of the Jewish community's households are identified) and 5,000 businesses. An additional 10,000 books will be available at various religious, social and business locations for a total distribution of 35,000.

The book will be 4½ inches wide by 7 inches long in size.

Advertising spaces start at $20 per month for the entire year of for a traditional listing printed on yellow offset paper.

Full color, full page cover positions printed on quality enamel paper are also available. All conceivable business categories will be included, and the publishers will create a category for a unique business concept.

Debut distribution is scheduled for mid-January, 1998.

For information, contact Identity at (248) 353-3340.

Cards *from page C1*

in both industry categories."

He noted that the 1/2 Off Card Shop has been planning this strategy since 1995 when the chain hired former Parti Giant President Tom Lenkevich.

"Tom's expertise has been critical to the 1/2 Off Card Shop's success," said Zucker. "His knowledge of the party supply business has helped lead our transformation."

The new and remodeled stores also feature a completely redesigned layout so customers can find what they're looking for immediately; an expanded greeting card selection which includes humorous, photographic, blank and religious cards; one-stop shopping features like a custom imprinting department and a larger gift area; and a large expansion on quality party supplies for children, adults, themes, weddings and seasonal holidays, including a large costume department for Halloween.

The 1/2 Off Card Shop plans to redesign eight other stores by year's end and open 10 new stores in 1997-98.

The company's sales are expected to increase from $39 million in 1996 to roughly $100 million by 2000.

The 1/2 Off Card Shop was founded in 1985 by Bill Zucker, son Leonard and nephew Steven. It specializes in high-quality greeting cards at half price, discounted party supplies and stationery.

Over the past 12 years, it has opened 27 stores in Michigan, 13 stores in Ohio, and employs more than 500 people chain-wide.

Forum *from page C1*

business development?

* How does telephone service get switched to another company without authorization or permission from the customer?

"The MPSC makes decisions on utility services and costs that impact the lives of Michigan residents and business owners every day," Chairman John G. Strand said.

"My colleagues and I welcome the opportunity to meet informally with area residents, businesses, and interested groups to hear their concerns regarding telephone, electric, and natural gas issues."

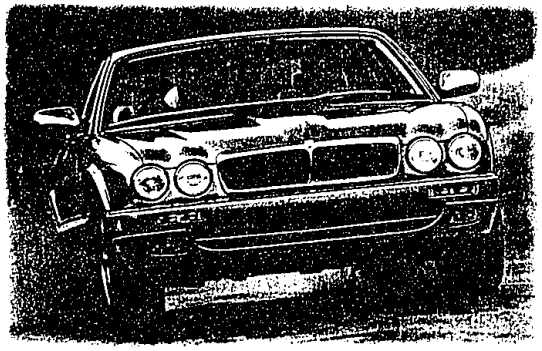
The MPSC is an agency within the Department of Consumer and Industry Services.

Woodward *from page C1*

U.S. Postal Service, Detroit Edison and Ameritech. Police files for all addresses have been changed in the county's computer system.

Funding for the address inventory and preliminary address assignments was provided by the Metropolitan Affairs Coalition and the Michigan Department of Transportation.

For the first month, the only thing you'll be paying is homage.



SPECIAL FINANCE RATE** 4.9% APR for up to 48 months

Spend your time adoring a Select Edition Jaguar and spend your money elsewhere. That's because your first month's payment is compliments of Jaguar. A special 4.9% finance rate is also available. So don't delay. Because after September 30, this free-wheeling flirtation comes to an end.

Certification
120-point mechanical and cosmetic inspection

*Warranty****
6-year/75,000-mile factory-backed limited warranty from date of original purchase

YOUR FIRST MONTH'S PAYMENT IS COMPLIMENTS OF JAGUAR, THROUGH SEPT. 30.*
AVAILABLE ON ALL 1995 MODEL CARS

JAGUAR
SELECT EDITION
PRE-OWNED AUTOMOBILES
They come from good homes.

JAGUAR OF TROY
1815 Maplelawn Drive, Troy, MI (810) 643-6900

*First month payment up to $600 from Jaguar Cars on any 1995 model. **4.9% APR financing on all '94 and '95 models available through Jaguar Credit for qualified buyers. Up to 48 months at $22.98 per month per $1,000 financed. Dealer participation may affect savings. Take retail delivery from dealer stock by September 30, 1997. ***See your authorized Jaguar dealer for complete terms and conditions on these express limited warranties. Jaguar-backed Select Edition Pre-Owned Limited Warranty provides a maximum of up to five years or 62,000 miles and powertrain coverage of up to six years or 75,000 miles from first retail sale, with no deductible expense. These benefits are in addition to the Select Edition automobile's sold while the warranty is in force. See your Jaguar dealer for a listing of components covered under the Select Edition limited warranty. Enjoy tomorrow. Back it up today. ©1997 Jaguar Cars

Oakland County Business. Is it booming?

We're putting together a dynamic profile of business in Oakland County—what's new, who's successful and who's having a positive impact on the total picture.

The '90s are an exciting time to be alive and doing business! Don't miss this special supplement to your hometown newspaper—you will see many faces you know and learn what it takes to "take care of business."

Look for FOCUS on Business, featuring Women in Business on

Sunday, October 19, 1997

and in Clarkston, Lake Orion and Oxford on Thursday, October 23, 1997

THE Observer & Eccentric NEWSPAPERS

805 East Maple Road, Birmingham, MI 48009

If you are in business in Oakland County and would like to place an advertising message in this section, please call us at 248-901-2500 (fax 248-901-2553)

SUBSIDIARY OF HOMETOWN COMMUNICATIONS NETWORK