

BUSINESS MARKETPLACE

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

AWARDS

SALES ACHIEVER
Christina Horton of Farmington Hills was recognized as a 1997 sales achiever by Ohio-based Longaberger Co. Horton received a Best '97 commemorative certificate as well as on-stage recognition as one of 2,166 sales associates nationwide to generate \$20,000 in annual sales.

TOP HONORS

The Cable Television Administration and Marketing Society honored MediaOne's midwest region based in Southfield at the 14th annual Mark Awards ceremony at CTAM '97. MediaOne took top honors in two of twenty-two categories and was recognized for its achievement in a third classification. The awards honor marketing excellence in the cable television, new media and communication industries. CTAM is the marketing society of the cable and telecommunications industry. MediaOne, a unit of U S WEST Media Group, is the nation's third largest broadband telecommunications provider. The company's midwest region groups services customers in Birmingham, Bloomfield, Southfield and West Bloomfield.

CALENDAR

BUSINESS NETWORK

INTERNATIONAL
The regular meeting of the Birmingham chapter of the Business Network International is planned for Sept. 9 from 7 to 8:30 a.m. at Denny's Restaurant, Woodward Avenue/Lake Road. The Waterford Chapter will meet at Coopers Restaurant, Dixie Highway past Silver Lake. The Cranbrook Chapter will meet Sept. 10 from 7 to 8:30 a.m. at Kerby's Koney Island on Woodward and Square Lake Road. The Birmingham Connection Chapter will meet at Cyber Cafe, on Woodward and 14 mile Road from 7 to 8:30 a.m. on Sept. 11. For more information, call the BNI regional office at (313) 844-3432.

CUSTOMERS FOR LIFE

The Birmingham-Bloomfield Chamber of Commerce will present a seminar on how to keep customers for life at 11:45 a.m. Sept. 9. The presenter will be Page Glasgow of the Achieva

Group, a division of Perrin, Forde & Company, P.C. The lunch will be held at the Fox and Hounds Restaurant, 1660 N. Woodward Ave. in Bloomfield Hills. The fee is \$20 for Chamber members and \$24 for non-members. Call (248) 644-1700.

RETIREMENT SEMINAR

Fidelity Investments is hosting a free educational seminar entitled, "Developing an Income Plan for Retirement Years." The presentation will provide information and resources for those nearing retirement or recently retired. It will give participants the information necessary to estimate expenses and sources of retirement income, identify strategies and reduce the risk of outliving retirement income, develop a tax-effective approach to withdrawing retirement savings. The event will be held on Sept. 9 at 12 p.m. at Fidelity Investments, 29155 Northwest Highway, Southfield. Seating is limited and reservations are required. For more information or to reserve a seat, call (800) 325-1105.

FOR BUSINESS OWNERS

The Oakland County Business Owners Association meets at 11:30 a.m. on Tuesday, Sept. 9, at the Auburn Hills Holiday Inn, at University and I-75, in Auburn Hills. The group brings business owners together in a common forum to discuss concerns and share solutions. Ken Ruser, deputy director for Oakland County, will educate business owners on the structure of Oakland County government and on ways to effectively provide a voice for business to county and state government. All business owners are welcome. The lunch meeting is \$20 per person. Reservations are required by noon on Monday, Sept. 8. Meetings are held regularly on the second Tuesday of each month. Call (810) 253-8285.

FINANCIAL EDUCATION SERIES

The Community House, 380 S. Bates, Birmingham, is hosting a free financial education series for families financially sponsored by NBD Bank. All classes are held from 7:30 to 9:30 p.m. "Purchasing Your Home and Obtaining a Mortgage" is scheduled for Wednesday, Sept. 24, with NBD mortgage representative Mark Owen. "What Women Need to Know about Finance" is offered Monday, Oct. 9. Leading the class is Marilyn Gunther, certified financial planner at The Center for Financial Planning. Gunther is a registered representative with Investment Management and Research and a registered investment advisor. "Planning for Long Term Care"

is offered Thursday, Oct. 23. Leading the presentation is Valerie Greenberg of Valerie Greenberg and Associates, a specialist in long term care insurance, and Nadine Koppin of Continuing Care Placement Service, a specialist in assisting families when care is needed. "Estate Planning for Tax Purposes" is offered on Wednesday, Oct. 29. The class is presented by Wil Avril, first vice president, trust department at NBD Bank, Joyce Lower, an attorney and counselor at law, David Sommerfeld, an attorney with Butzel Long, and John Thurber, an attorney with Miller 1-2000 Paddock and Stone PLC. For reservations, call (248) 644-5823.

PUBLIC RELATIONS

PRESENTATION

"PR and your profession," a presentation by Ellie Thun, president of Ellie Thun Public Relations, in Birmingham, will be held on Sept. 11 at the regular meeting of the National Association of Career Women's Metro Detroit Chapter. The event begins at 11:30 a.m. and concludes at 1:30 p.m. at the Southfield Marriott, 27033 Northwestern Highway, Southfield. Fifteen dollars will be charged for members and \$18 will be charged for guests. For reservation information, call (248) 851-8130.

AUTO LEASING

Leasacerts, Inc. of Farmington Hills will present, "The ABC's of Auto Leasing" to teach people about leases, who should and shouldn't lease, lease terminology and how to negotiate and save money. The seminar will be held from 7:30-9 p.m. Sept. 11, at the Longacre House, 24705 Farmington Road, in Farmington Hills. The session costs \$10 per person. Call (810) 477-8404 to reserve a seat.

ENTREPRENEUR NETWORK

The Entrepreneur Network of Michigan will hold its regular breakfasts for September on the 11th and 25th from 7:30-9 a.m. The meetings will be held at Buddy's Bar-B-Que Restaurant at 6676 Orchard Lake Road in West Bloomfield Plaza just south of Maple. The meetings are designed for the exchange of marketing ideas, sales strategies and new contract opportunities. The cost is \$5 for burgers and coffee. Call 1-800-686-3784 for reservations.

PRE-BUSINESS WORKSHOP

SCORE (Service Corps of Retired Executives) will sponsor a pre-business workshop on Sept. 16 from 8:30 p.m. to 4:15 p.m. in the auditorium of the Information Technologies Building at the Oakland County Campus in Pontiac. The topics will include "Analyzing business opportunities," "Money," management and business records," "Marketing and advertising,"

and "Business plan and financing." There is a \$15 fee. For information or to register, call SCORE at (313) 226-7947 from 10 a.m. to 3 p.m. Monday through Friday.

EXPORT WORKSHOP

SCORE (Service Corps of Retired Executives) will sponsor an export workshop on Sept. 17 from 8:45 a.m. to 12:45 p.m. in the Patrick V. McNamara Building at 477 Michigan Ave., Room 895, Detroit. The topics for discussion include: "Services from the Federal Government," "How to market your products for services in other countries," "SBA Load programs for exporters," "Terms of sale, letters of credit, collections." The fee for the workshop is \$25. For more information or to register, call (313) 226-7947 from 10 a.m. to 3 p.m. Monday through Friday.

BUSINESS PLAN WORKSHOP

SCORE (Service Corps of Retired Executives) will sponsor a business plan workshop on Sept. 18 from 8:45 a.m. to 1:00 p.m. in the Patrick V. McNamara Building at 477 Michigan Ave., Room 895, Detroit. The topics for discussion include: introduction to preparing the business plan, elements of the business plan, a business plan workbook, an example of a business plan and sources for help. The fee for the program is \$30. For more information or to register, call (313) 226-7947.

NUTS AND BOLTS

John Feeney of the Small Business Institute in Bloomfield Hills will present a workshop on "The Nuts and Bolts of Beginning Your Own Independent Business" from 9:30 a.m.-4 p.m., Sept. 20, at the Bloomfield Township Library. The comprehensive program will include presentations and a 160-page workbook. To register, call (248) 334-6700.

MARKETING WORKSHOP

SCORE (Service Corps of Retired Executives) will sponsor an marketing workshop on Sept. 23 from 8:30 a.m. to 12:30 p.m. at the Executive Office Building, Room 104, Oakland County Campus, Pontiac. The seminar will offer specific help in developing marketing techniques for various businesses. There is a \$35 charge. For information or reservations, call (313) 226-7947 weekdays from 10 a.m. to 3 p.m.

WHAT'S NEW

THE BERLINE GROUP
The Berline Group Inc. has been selected as a member of the Mutual Advertising Agency Network (MANN). MANN is comprised of more than 30 independent-owned agencies in more than 30 major markets in North America with combined earnings of approximately \$750 million. It is affiliated with a similar network with agencies in 14 coun-

tries in Europe and the Pacific Rim. MAAN member agencies share their experiences and knowledge in an effort to strengthen each agency. The Berline Group is headquartered in Bloomfield Hills.

AF&A ADDS KFC

Adding to its east coast client list, Alan, Frank and Associates of Bloomfield Hills based agency has won its fourth and fifth KFC markets since the opening of the office. The KFC Portland/Auburn DMA, has chosen AF&A for all advertising and marketing efforts. In addition, AF&A has been selected to handle advertising for the KFC restaurants in Bangor, Maine. AF&A President Bud Krause will lead the account.

QUESTOR ACQUISITION

Questor Partners Fund, L.P., announced it will acquire Simplicity Manufacturing Inc., a leading U.S. manufacturer of lawn and garden tractors, riding mowers, snowblowers, tillers, shredders and leaf vacuums. The acquisition was the second major transaction to be announced by Questor in two weeks. Earlier this month, Questor announced it would acquire Boulder, Colorado-based Schwinn Cycling and Fitness, Inc. Questor Management Company, headquartered in Southfield, manages Questor Partners Fund, which was established in 1995 to acquire "special situation" companies, including non-core divisions or subsidiaries of Fortune 1000 corporations.

WILSON RELOCATES

The Wilson Companies moved its offices to 2250 Butterfield Drive, Troy next to Somerset Mall. The Wilson Companies provides a full line of insurance and investment products, ranging from life and disability insurance, annuities and mutual funds for individuals to employee and executive benefits and pension plans for businesses. It is the local franchisee of The New England, a Boston-based insurance and investment company with more than 81 agencies across the country.

EXECUTIVE BOARD

Agape Chapter, American business Women's Association, Birmingham, installed their 1997-1998 executive board. The new officers are Tamara Murray, president; Lisa Felt, vice president; Faith Bodde, treasurer; Colleen Bryant, recording secretary; and Madeline Worischke, corresponding secretary. The Chapter also recognized Worischke as Woman of the Year and Theresa Wilkinson as Member of the Year. Mary Ann Kummer was selected business associate for 1997-98. Kummer is the private secretary to Dr. John E. Shay, Jr., president of Marygrove College. Agape Chapter meets the second Wednesday of each month at the Fox and Hounds Restaurant. Interested business women may attend by contacting Jill Petrova for dinner reservations at (810) 268-2561.

ROCKWELL BECOMES MERITOR
The 90-year-old Rockwell Automotive business unit of Rockwell International Corp. announced its new name and identity as Meritor.

NEW CLIENT

The MarketShare Group, a Troy-based marketing communications firm, announces the addition of FAB Consulting, Inc. of Auburn Hills to its client list. The MarketShare Group implemented a total corporate identity re-design for FAB Consulting, and was instrumental in engineering the favorable response received by FAB Consulting at a recent trade show event. Programs to be implemented include direct mail applications, a corporate capabilities brochure, new product marketing strategies, redesign of their Internet site and further trade show presentations.

COMPSAT RELOCATES

To better serve its customers, Compstat Technology, Inc., a premier data storage and enterprise-wide backup solutions provider in Bloomfield, has moved its corporate headquarters to 400 Galleria Officecenter, Suite 410, Southfield, MI 48034. As one of the fastest growing integrators of disk, tape and storage management software in the Midwest, the new facilities will allow further growth and expansion within the Michigan and Ohio regions. Compstat Technology offers consulting and system integration services for companies concerned about managing information storage growth and protecting their data.

KMARTR CARD ON-LINE

Troy-based Kmart Corporation announced Wednesday that customers may now apply for the Kmart Credit Card on-line through its Internet home page at www.kmart.com. Visitors to Kmart's Web site have the option to complete and submit an application for a Kmart Credit Card over the Internet and receive a same-session credit decision. Approved applicants will receive their credit cards in the mail. The Kmart Credit Card, issued by Beneficial National Bank USA www.bnbusa.com, allows cardholders to earn up to 6 percent back on eligible purchases. "Kmart is excited to be able to make the credit card application process easier and more private by offering an on-line application process. Our eligible shoppers may now obtain credit in the privacy of their own homes," said Lori Price, Kmart manager, credit card operations. BNB USA designed an easy on-line credit card application for its retail partners. The service allows applicants to receive an on-line credit decision typically within two minutes. The application blends with Kmart's home page and provides another way to reach potential cardholders and build customer loyalty.

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PUBLIC NOTICE

On August 15, 1997, an application was filed with the Federal Communications Commission for consent to the assignment of license of WCAR (AM), Livonia, Michigan, from WCAR-AM, Inc. to Global Broadcasting Company, Inc.

The officers, directors and shareholders of WCAR-AM, Inc. are:
Christopher T. Dahl, chairman, president, CEO and shareholder
Richard W. Perkins, director and shareholder
Rodney P. Burwell, director and shareholder
Mark A. Cohn, director and shareholder
Russell Cowles II, director-elect and shareholder
James G. Gilbertson, COO and CFO
Lance W. Riley, secretary and general counsel
Gary W. Landis, executive vice president of programming
Melvin E. Pandia, executive vice president of operations
Barbara A. McMahon, executive vice president of affiliate relations
Rick E. Smith, executive vice president of national sales
Denny J. Manrique, executive vice president of sales development

The officers, directors and shareholders of Global Broadcasting Company, Inc. are:
Gregory D. Deieso, director, CEO and shareholder
Gregg Baldinger, director and president

Copies of the application, any amendments, and related materials are on file and available for inspection by members of the public during regular business hours at WCAR (AM), whose business address is 32500 Parklane Street, Garden City, Michigan 48135.

Published: Aug 24 & 31, 1997, Sept 4 & 7, 1997

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*One item per person

Men: Are you having difficulty urinating?

Do you suffer from the following symptoms:

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- Slow or intermittent urinary stream!
- Frequent urination, or getting out of bed often to urinate!
- Feeling like the bladder does not empty well!

If you are, we currently are seeking participants for a study to look at the effectiveness of several different treatments for Benign Prostate Hyperplasia (enlarged prostate).

To qualify, you must meet certain criteria: you must be over age 50, have had no prior surgery or medications for an enlarged prostate, have not been diagnosed with prostate cancer and have not suffered a stroke or heart attack within the past six months.

Volunteers will be asked to participate in the study for five years. All study medication, laboratory tests, X-rays and office visits are provided at no charge for qualified participants.

For more information, call Henry Ford Hospital's Department of Urology at (313) 523-2722.

HENRY FORD HOSPITAL
Department of Urology

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