

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

COMPANY OF THE YEAR

The Southfield office of BDO Seidman, LLP, one of the nation's leading accounting, tax and consulting firms, was named Company of the Year by the American Production and Inventory Control Society, Southeastern Michigan Chapter. BDO Seidman, LLP's manufacturing industry consultants Phil Pitkin, Tom Clippard and Lynn Lesniowski provided the leadership in APICS' activities through board-level involvement and were instrumental in increasing membership for the Chapter, assisting in event coordination and contributing to the APICS' newsletters on a monthly basis. APICS promotes resource management principles in manufacturing and other industries.

TOP FORTY

Susan Perlin, CPA of Novi, a partner at Plante & Moran, LLP in Southfield, was named one of Detroit's top "40 Under 40" by Crain's Detroit Business Magazine in September. The award recognizes individuals in southeast Michigan who have made their mark in the business community before age 40. Perlin, 38, was honored for her role as partner-in-charge of Plante & Moran's not-for-profit practice and as co-chair of the firm's nationally recognized Parenting Tightrope Action Committee.

OUTSTANDING SERVICE

Southfield-based Jenkins & Co. received the 1997 Award for Achievement in Client Service for the second consecutive year from "Accounting Today," the national magazine for the tax and accounting profession. The company was selected for demonstrating the highest national standards for customer satisfaction, receiving points for innovation, creativity and enterprise in meeting the needs of its clients. This year's award specifically recognizes Jenkins & Co.'s efforts to assist non-filers and delinquent taxpayers to make amends with the IRS.

HALL OF ACHIEVEMENT

Gary Topolewski of Bloomfield Hills, executive vice president and chief creative officer for the Detroit office of Bozell Worldwide, is being inducted into the American Advertising Federation's 1997 Hall of Achievement honoring outstanding industry professionals age 40 and under. Topolewski is one of six inductees selected year from 70 nominations nationwide. A member of Bozell's senior management team, Topolewski oversees the creative direction for Chrysler Corp.'s Jeep, Eagle, Plymouth and Chrysler brands and the automotive company's corporate, international and dealer accounts. He also leads creative teams for many of the agency's other accounts. Topolewski is a 1994 recipient of the Grand Prix Trophy from the Cannes International Advertising Festival.

CUSTOMER SATISFACTION

Ameritech Cellular Services, with offices in Farmington Hills, was recognized as the top cellular provider in customer satisfaction in the Chicago and Detroit metro areas. The award is a culmination of the third annual Wireless Customer Satisfaction Study of 10,000 cellular telephone service consumers by J. D. Power and Associates, an independent marketing information firm. Ameritech is celebrating by launching an advertising campaign consisting of print and radio ads and outdoor billboards touting the award.

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And even conflict is something handled differently at home than it is at work - "or at least it should be."

"You just have to learn how to manage it, not avoid it," she said. "Healthy conflict is good."

Upton said family business should examine how family attitudes and rules - spoken and unspoken - about issues like communication, male/female roles, money, conflict resolution, outsiders, insiders and justice transfer to the business.

"Some family rules have a positive influence, but not all," Upton said.

Identifying those family factors that have a negative impact on the business is the first step in planning to manage the relationships.

Upton suggests that family-owned business do such planning formally - by writing it down in a set of operating policies that reflect the family's philosophy and balances home and work interests.

When the rules on succession, entry into

the business, ownership, compensation, accounting and control are laid out ahead of time, decisions can be made objectively according to Upton.

"Mutual goal setting and a code of ethics that determines how we act, sets specific behavioral guidelines and allows us to agree in advance how to resolve conflict are wonderful tools to help minimize conflict," Upton.

Such planning should be done before signs of trouble such as frequent arguments, no discussion, loss of fun, emotional cutoff and avoidance of meetings.

Upton's appearance was sponsored by the Rochester Chamber of Commerce as well as the OU CFB.

The next OU CFB program will be an interactive breakfast workshop on family business compensation. It will begin at 8 a.m. Nov. 12 at the Troy Marriott.

Call (248) 370-4513 to register for the program or to get more information on the CFB.

Right: Dr. Nancy Upton, director of the Entrepreneurial Studies program at Baylor University, discusses the various demanding roles people in a family business must fill at an OU Center for Family Business seminar Thursday morning.

Left: Steve Conyers, general manager at Riverside Ford, takes note.

PHOTO BY JEFF KESSEL



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