

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

■ BILLBOARD AWARDS
For the second consecutive year, Southfield-based radio consultants Jacobs Media won "Consultant of the Year" for both Rock and Alternative Rock formats at the Billboard Monitor Awards. The voting was conducted by industry professionals who are readers of "Billboard Magazine," a highly respected international music trade publication. In the Detroit radio market, Jacobs Media is retained by Greater Media's WRIF and WCSX. The firm also consults stations owned by CBS, Chancellor, Disney, SFX, Capstar and Clear Channel.

■ TOP 20
The Michigan State University, Eli Broad Graduate School of Management, executive MBA program was named by "Business Week" as one of the 20 leading executive MBA programs in the United States. Conducted at the MSU Management Education Center in Troy, the program offers executives with established track records the opportunity to accelerate their careers while earning a prestigious advanced degree in two years. It is the second oldest executive MBA program in the United States and the only EMBA of its caliber in Michigan.

■ OUTSTANDING SERVICE
Grant Trigger of West Bloomfield received both the Award of Excellence and the Lifetime Membership Award from the Michigan Association of Environmental Professionals. Trigger is a partner in the environmental law department of Detroit-based Honigman Miller Schwartz and Cohn.

■ 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 enterprising taxpayers to make deals with the IRS.

■ HALL OF ACHIEVEMENT
Gury 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 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.

CALENDAR

■ RETIREMENT SEMINAR
Fidelity Investments, 29155 Northwestern Highway, Southfield, is hosting a free seminar at 6 p.m. on Tuesday, Oct. 28, entitled, "Keeping Your Retirement Savings Working, rollover Opportunities from Fidelity." Joe Maffioli, vice president and branch manager of Southfield Investor Center is host. Seating is limited and reservations are required. Call 1 (800) 343-9631.

■ NETWORK BREAKFAST
The Southfield Chapter of Business Network International is holding its regular meeting from 7 to 8:30 a.m. on Tuesday, Oct. 28, at the Marriott Hotel, Northwestern Highway and Lahser Road in Southfield. For information, call the regional office at (313) 844-3432.

■ WOMEN IN BUSINESS
Prudential Securities and Jaffe, Raitt, Heuer & Weiss, P.C. presents "Women & Money: Strategies for the Woman Business Owner," on Wednesday, Oct. 29, at the Townsend Hotel in Birmingham. Dinner is at 6 p.m. Guest speakers from Prudential Securities are Financial Advisor Pamela Oppner and Business Retirement Specialist Linda Jordan. Guest speakers from Jaffe, Raitt, Heuer & Weiss, P.C. are Estate Planning Specialist Penny Carolan, Esq., and Tax Specialist William Sider, Esq. Topics include retirement plans, business succession and an update on new tax laws. For reservations, call (248) 737-8455.

■ OPEN HOUSE
National Human Resource Committee, Michigan's leading professional employer organization, is holding an open house from 3 to 7 p.m. on Oct. 30, at its Farmington Hills office, 31700 Middlebelt Road, Suite 140 (in the M.O.R. building off Northwestern Highway and Middlebelt). Douglas Reilly, NHRC's executive vice president of sales and marketing and his staff of

human resources professionals will introduce Michigan business owners to the benefits provided by employee leasing. Refreshments and company tours will be provided. For information, call (248) 851-6600 or 1 (800) 374-4472.

■ PLANNING SYMPOSIUM
Cox, Hodgman & Giannarino, P.C. is hosting its second annual Tax and Business Planning Symposium on Saturday, Nov. 1, at the Northfield Hilton Hotel in Troy. The free seminar is worth four CPE credits and includes highlights of the Tax Payer Relief Act of 1997. Registration and continental breakfast begins at 7:30 a.m. The program runs from 8 a.m. to 12:15 p.m. To register, call Veronica Aiuto at (248) 740-4937.

■ MANAGEMENT SKILLS
St. Mary's College of Orchard Lake is sponsoring three seminars on developing global management skills Nov. 3 through 5. Sessions run from 9 a.m. to 4 p.m. each day at the Best Western Executive Hotel on West 12 Mile Road at Orchard Lake Road in Farmington Hills. Dr. Basil Janavaras, president of a global marketing consulting and training firm based in St. Paul, Minn., will conduct the program. The seminar will address "Organizing for Export Business" on Nov. 3, "Developing a Global Marketing Plan" on Nov. 4, and "The Impact of Culture on Global Business" on Nov. 5. Registration is \$250 for each seminar or \$700 for all three. A discounted price of \$225 per seminar is available to two or more registrants from the same company. For information, contact the Office of Continuing Education at (248) 683-0349 or (248) 683-0507.

■ MARKETING WORKSHOP
The Service Corps of Retired Executives is holding a marketing workshop from 8:30 a.m. to 12:30 p.m. on Tuesday, Nov. 4, at the One Stop Capital Shop, 1815 Rosa Park Blvd., Suite 1B, Detroit. The workshop will focus on specific help in devel-

oping marketing techniques for various businesses. The fee is \$35 per person. To register, call SCORE at (313) 226-7947, from 10 a.m. to 3 p.m. weekdays.

■ LOAN WORKSHOP
The Service Corps of Retired Executives is holding a loan workshop from 8:45 a.m. to 12:30 p.m. on Wednesday, Nov. 5, at the McNamara Building, 477 Michigan Avenue, Room 1194, Detroit. Topics include analyzing financial statements, an 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 SCORE at (313) 226-7947, from 10 a.m. to 3 p.m. weekdays.

■ NAWBO NETWORK
NAWBO North Network meets at 7:30 a.m. on Wednesday, Nov. 5, at the Holiday Inn, 1500 Opyke, Auburn Hills. The group is a program of the Greater Detroit Chapter of the National Association of Women Business Owners. Attendance and membership is open to women in north Oakland County who own and operate their own businesses. Meeting format is networking and presentations by members. The cost is \$10 for members and \$15 for visitors, and includes a continental breakfast. Reservations are not required. For information, call (810) 253-8285.

■ WOMEN AND INVESTING
A free seminar titled, "Women & Investing," is being hosted by Linco/Private Ledger Financial Services in association with Oppenheimer Mutual Funds from 6 to 7 p.m. on Thursday, Nov. 6, at the Holiday Inn Select, 1500 Opyke at I-75, Auburn Hills. The educational seminar will focus on how to achieve your financial goals. Refreshments will be provided. To reserve a seat, call (248) 244-0999.

■ WOMEN'S BUSINESS SERIES
Service Corps of Retired Executives is holding a women's business information series

from 9 a.m. to 1 p.m. on Saturday, Nov. 8, in Room 336 of the Buell Management Building at Lawrence Technological University, 21000 W. Ten Mile Road, Southfield. There will be sessions on interpersonal issues, how to analyze opportunities, market research and how to plan your business. The fee is \$35 for each session or \$120 for all four. To register, call (313) 226-7947, from 10 a.m. to 3 p.m. weekdays.

WHAT'S NEW

■ OFFICERS ELECTED
The Southfield Chapter of Business Network International elected Pamela Lucas of Automated Payroll Services as president, L. D. Gudith of Metro Trade Association as vice president and Nancy Swearingen of Swearingen Photography as treasurer. BNI is a unique networking group based on the concept of giving business to get business. A personal referral is the best way to increase business. To learn more, call Pam Lucas at (248) 443-4470.

■ DESIGN CONTEST
MacTemps, Inc. in Southfield is conducting a unique contest geared toward Metropolitan Detroit web site designers. Beginning with a kick-off celebration from 6 to 8 p.m. on Tuesday, Sept. 30 at Birmingham's Cyber Cafe and extending through Dec. 14, MacTemps is inviting qualified web page designers to create a design concept for the company's new web page. Interested individuals are invited to submit a web page design by the Dec. 14 deadline to be considered for cash prizes, awards and a chance to claim the distinction of designer of MacTemps-Southfield's web page. Contest winners will be chosen in January, and the home page designed by the grand prize winner will be selected as the new web page for the company's Southfield branch. For information, call Kelly Collins at 1-(800) MACTEMPS.

15th Annual GOLF SALE

WEDNESDAY - SUNDAY, OCT. 29TH-NOV. 2ND
10 Private Country Clubs Participating

\$750,000 OF INVENTORY TO LIQUIDATE

40%-75% OFF

Great Selection of Apparel, Golf Shoes, Golf Bags, and New and Used Clubs including Callaway, Cobra, Foot-Joy, Etonic, Hogan, Ping & much more.

LIVONIA MALL

Corner of 7 Mile Road and Middlebelt (outside of the Sears entrance)
Wed. 10-9, Thur. 10-9, Fri. 10-9, Sat. 10-9, Sun. 11-5

There are over 6,000 mutual funds.

Are you fully diversified or thoroughly confused?

Our Free Portfolio Review Can Help.

Measuring the actual performance of mutual funds isn't easy. Not when there are over 6,000 funds in the market. But McDonald & Company can simplify the process with a free portfolio review. We'll assess the performance of your funds against all available funds. We'll determine whether you've diversified enough to meet your investment goals. We'll provide access to the universe of these mutual funds. We'll make mutual fund investing make sense. And you have to do as perform one simple task: call 248/540-1221.

McDONALD & COMPANY
INVESTMENTS

McDonald & Company Securities, Inc.
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Member NYSE Member SIPC

FURNITURE & APPLIANCE

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THIS WEEK'S FEATURE

50% OFF

REGULAR RETAIL PRICES ON TOP MOUNT REFRIGERATORS
21 CUBIC FEET OR LARGER, OR SIDE-BY-SIDE
REFRIGERATORS 23 CUBIC FEET OR LARGER

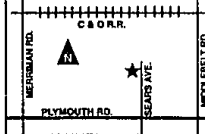
One-of-a-kind, out of carton, discontinued, floor samples, dented, scratched and reconditioned merchandise. Items pictured are just a few examples of the hundreds of great values. Merchandise shown is representation only. Actual merchandise varies by store.

Sale ends Oct. 31, 1997

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1 MILE WEST OF MIDDLEBELT
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