| LOCAL NEWS |

Chamber to promote Toupouzian CHAMBER

Ara Taupouzian, who has masterminded Parmington/Farmington Hills Chamber of Commerce's slate of successful events, is moving up in the organization. He will be promoted to Vice President in January, said Chamber President Carleigh, Flaharty.

Chamber President Carlegn Flaharty. "I took a month off in October-November, and I think that gave Ara a chance to step forward and become a real leader in the community,"

Now all that's left for the Robert Bosch Corp. is the

Robert Bosch Corp. is the moving. The Plymouth Township Board of Trustess approved a 12-year industrial facilities exemption for the automotive giant, paving the way for Bosch to build a research and development site in

development site in Plymouth Township. Bosch will pour \$35 mil-

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Susan Ro

Ioni Rubred

mmunity Editor (248) 417-5450

ikubred@o

Paul Pace, Reporter (248) 477-5450 ppace@oe, homecomm.net

Dan O'Meara

Sports Editor (734) 953-2141

domeara@o

Greg Phillips

Delivery Manager (134) 953-2244 custserv@ce

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BY BRAD KADRICH STAFF WRITER

Flaharty said. This is the first time in five years the Chamber will be oper-ating with a President-Vice President structure, she added. Toupouzian's new role will give her an opportunity to work more with the joint effort more with the joint effort behind Farmington Downtown Development Authority's Main Street grant and with the Farmington Area Diversity Council, which has launched an effort to make the two cities a model for diversity. "Ara will be working on Main Street, too," Flaharty added. "I think it's really going to be a

Bosch receives tax abatement

specifically geared toward member needs. "It think were pushing the envelope, he said of the Chamber's ambitious slate of analyze what it is we're doing and where we're going with it." And, as always with chamber activities, he adds, "Sponsorsities, he adds,

positive move for us." Toupouzian said he's looking forward to the move and the challenges ahead in 2003, with events and seminars that are specifically geared toward member needs. commissioned sales represen-tative in 2003 to augment the work of Marie Hauswirth. Flaharty would like to see more

FROM PAGE AT

work of Marie Hauswirth. Flaharty would like to see more outreach into the Farmington/Farmington Hills business community, which includes 4.700 frms. Currently, Hauswirth works to keep members on the roster; she brings in and retains 14 to 20 businesses every month. "Her ability to build a rela-tionabia and et those new tionship and get those new members connected into the

nembers connected into the organization is just phenome-nal, Flaharty said. The third generation of the chamber's Web site (www.fihchamber.com) will be

launched in the coming year. The current site records

The current site records 150,000 hits per month. Developed by Nicayla (www.nicayla.com), the site has even become a model for other organizations, including the Detroit Regional Chamber, she added

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tive dialogue about what busi-nesses can do in tough times to promote themselves," she said. The follow-up marketing seminar will feature Vince

seminar will feature Vince Crew, who will begin where Levinson left off. "People are looking for alter-native marketing means," Toupourian stid. This year will be more 'lands on." Events are planned with input from chamber leadership. Events like the Crew seminar, foupourian stid, 'really show what a lot of our members are looking for. It really is a refleclooking for. It really is a reflection on our economy.

paying attention to what mem-bers want." Additionally, the chamber will offer a Marketing

Additionally, the chamber will offer a Marketing Academy. The once-per-month sessions, held at the Farmington Training Center, will allow people who sign up for the Crew seminar to gain an even more in-depth under-standing of concepts like branding that help them max-imize their exposure. Classes are limited to 30 and will be taught by chamber members who are experts in their fields. Another big event will be a half-day symposium planned in late Marcho (Ferminetan Hills."

Parmington/Farmington Hills, Flaharty said it will take the annual State of the Cities breakfast to a new level. Whether it will replace State of the Cities, Flaharty couldn't say. But the idea of the sympo-sium is to bring together repre-sentatives from the business sector, including everyone from sole proprietors to the largest corporations, civic groups and government leaders, to create a dialogue about where the com-

government leaders, to create -dialogue about where the com-munity is headed. Presenters will talk about their respective industries, Flaharty said, relating what's happening on a global scale

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Toupouzian



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Flaharty and what the impacts will be

and what the impacts will be locally. "We'll spend the afternoor taking in breakout sessions about what we can do as a com-munity about those issues," abo-said. "We want to look to the agencies we already have in place, and address actions we as a community can take movi-in factories the second to the were the second to those new events, the chamber will con-tinue with its successful busi-ness-to-business expo in 2003, Morning Connections, golf business to-business expo founders Festival, Flaharty and. "It has been a fantastic year," in December excited about we like about the new pro-priories that they're business-focused, my re under-focused and they're value-added."

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Bosch wants to make the commitment to its facility in Plymouth, just as it has to its offices in Farmington Hills, Added. Last year's Guerrilla Marketing seminar, featuring keynote speaker Jay Conrad Levinson, will be followed up this year with more "nuts and bolts" offerings. Created by events coordinator Ara Toupouzian, Guerrilla Marketing was a huge success. "There's been so much posiadded.

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Domke said. The automotive supplier hasn't decided exactly what jobs will be moved. bkadrich@oe.homecomm.net i (734) 459 2700



from owners MAV Development Co. Bosch, one of the world's largest automotive suppliers, is headquartered in Farmington Hills. However, the company plans to use the Plymouth Township develop-ment, applications engineer-ing, sales and as administra-Domke said.

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