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datebook

**KENT Blair**, vice president of Donaldson, Lufkin & Jenrette and a specialist in the health care industries, will address the Financial Analysts Society of Detroit at noon Wednesday at the Veterans Memorial Building. Lunch is \$7 for members and \$8 for guests. Call Ken Janke at 543-0612 for more details.

**THE MICHIGAN Association of Realtors** offers GRH-III, a 30-hour class designed to use modern tools to analyze and negotiate the real estate transactions of the '80s. Class is from 8:30 a.m. to 5 p.m. May 17-21 at the Sheraton Southfield. Fee is \$175. For more details, call 517-372-8860.

**WALTER McCarthy Jr.**, board chairman of the Detroit Edison Co., is the speaker at a 7:30 a.m. breakfast meeting of the Metropolitan Detroit Chapter of the Michigan Association of Certified Public Accountants Tuesday at the Sheraton Southfield. For more details, call the association at 353-0404.

**SALES AND goal-setting** is the topic of the Oakland County Chamber of Commerce's Council on Small Enterprise seminar 8:10 a.m. Tuesday at Roma's of Bloomfield. Fee is \$4 for members and \$5 for guests. For more info, call 335-6148.

**THE ANNUAL** joint luncheon sponsored by Detroit Chapter American Marketing Association and the American Club is Friday at the Michigan Inn. T. Paul Dorrington of Management Horizons is speaker. Bar opens at 11:30 a.m. with lunch at 12:15 p.m. Tickets are \$9 by calling 662-7225.

**OTTNEY-Roesner & Associates** offers free weekly seminars on individual financial planning along with explanations of tangible assets for long-term investments at its office, 6735 Telegraph Road in Birmingham. For reservations, call 540-6080.

**SECRETARY** of State Richard Austin is the guest speaker May 20 at the 6:30 p.m. meeting of the Detroit Chapter of the National Association of Accountants. Austin speaks on state government at the Detroit Athletic Club. For reservations, call Michael Rinkus at 435-9928.

**"LAND USE, Autos and Robots"** is the topic of a seminar by the Citizens Council for Land Use Research and Education in cooperation with Department of Urban Planning at Wayne State University Saturday at the McGregor Conference Center. Registration is at noon with lunch at 12:15. The program begins at 1 p.m. and wraps up around 3 p.m. Fee. For more details, call Jim Bush 224-4652.

marketplace

**RALPH BRUCE**, president of the Federal-Mogul World Trade Corp., was selected world trader of the year by the World Trade Club of Detroit, a council of the Greater Detroit Chamber of Commerce. He is in charge of the WTC's Chamber Export '80s program and will be honored at the group's dinner-dance May 21 at the Detroit Yacht Club.

**THE SALE** of each foreign car "costs U.S. taxpayers about \$2,500 for the social costs of the resulting U.S. unemployment and to make up the costs of government no longer paid for by employed U.S. auto workers, manufacturers and suppliers," according to Ford Chairman Philip Caldwell.

**AAA REPORTS** that it costs an average of 24.4 cents per mile to own and operate a 1982 American compact car, compared with 24 cents a year ago. This includes both operating and fixed costs such as insurance.

**MICHIGAN BELL** plans to spend \$471 million to expand and improve telephone service throughout the state, including several projects in the Rochester, Birmingham, West Bloomfield and Auburn Heights areas. The planned construction budget is down about 8 percent from last year's \$513 million total. That's directly attributable to the state's economy, company President David Eastlick said. During the year, crews will install electronic switching equipment in various communities in Oakland County. By year's end, 130 of the sophisticated electronic switching offices will serve more than two-thirds of Michigan Bell's three million customers. These new computerized switchers can handle voice, data and picture transmission faster and more efficiently than the electro-mechanical equipment they are replacing.

**LIBERTY STATE Bank** and Trust has opened a new operations center at 801 W. Big Beaver Road in Troy.

**STANDARD FEDERAL Savings** of Troy offers two new types of certificate savings accounts. The 91-day and the 3 1/2-year saving certifi-

Wall" to community groups wishing to focus on vandalism and resulting damage to property and the quality of life. For more details on how to reserve this film, contact the board's office at 646-8250.

**A GROUP** of Birmingham-Bloomfield Board of Realtor members recently participated in a one-day seminar on Solving People Problems through Exchanging. The program, conducted by Jerry Iveser of Flint and Steve Barker of Grand Blanc, explored the problems and advantages involved in exchanging residential or commercial property for other residential or commercial property. Exchanging real estate for real estate is a concept that has a long way to go before becoming common practice, according to the participants.

**DR. HARRY Maisei** of West Bloomfield, chairman of the Wayne State University School of Medicine's Department of Anatomy, said a National Eye Institute five-year, \$500,000 grant to continue basic research on the structure of the eye will help establish first-rate facilities for the department. Among the facilities that it will fund include a new electron microscope, a cell and tissue culture lab and an electronics and computer engineering lab.

**WALSH COLLEGE** in Troy will begin its spring series of Continuing Professional Education Programs May 14 through June 29 in four- and eight-hour sessions. Various courses for business professionals are offered. For more information, call 659-8282.

**THE BIRMINGHAM-Bloomfield Board** of Realtors offers a 16mm film, "Handwriting on the

ates are available with either a fixed or variable interest rate. The 91-day certificate is available with a minimum balance of \$7,500, and the rate is determined by the average auction rate announced weekly on the 91-day Treasury Bill. The 3 1/2-year certificate is offered with a minimum balance of \$100 with the interest rate tied to the 18-week T-Bill auction.

**TELEPROMPTER**, the second-largest cable television company in the United States, was renamed Group W Cable, reflecting the recent merger of Teleprompter Corp. into Westinghouse Broadcasting and Cable Inc. Group W is a wholly owned subsidiary of Westinghouse Electric Co.

**THERE WAS** A sizable gain in first mortgage recordings for homes during March in Oakland, Wayne, Macomb and Washtenaw counties, according to the Lawyers Title Insurance Co. From a modern low of 1,709 such mortgages in February, recordings rose to 2,188, involving \$75,198,182. While the totals were still low, the increase amounted to 28 percent above the number of instruments in February. In the under \$200,000 mortgage category, all four counties shared in the gain. Wayne had 896 loans for \$24,882,824 compared to 777 for \$19,827,361 in February while Oakland recorded 775 for \$33,377,273 compared to 537 for \$22,888,490.

**HONEYWELL** has opened a Customer Training and Demonstration Center for users of its office automation systems. The Southfield office is one of a series opening in the United States which will change the way users work and think in the office environment, according to Scott Imperatore, manager of training and support programs for Honeywell Office Automation Systems.

**BURNS & Wilcox, Ltd./Marketfinders Inc.** of Southfield has acquired the Alexander Howden Services branch office in Indianapolis.

business people

**KENNETH TREFFLEK** of Farmington was named president and chief operating officer of the Southfield-based Samson Tours Inc. He has served as vice president since the firm's inception in 1978.

**CHERIE HERRIGAN-HAPPY** of Bloomfield Hills was promoted to senior art director at Yaffe Berline Inc., a

Southfield advertising agency. Horri-gan-Happy has been with Yaffe Berline as an art director since it opened in 1980.

**BARBARA HOLLENDER** of Southfield recently joined the Southfield Rehabilitation Center as head of the Respiratory Therapy Department. Her responsibilities include management and

continued development of the Respiratory Therapy Department.

**JOEL CHARNOW** of Southfield, manager of branches of the Citizens Insurance Co., was elected assistant vice president-claims.

**JAMES GROSSMAN** of Birmingham, former president of Grossman &

Associates Inc., has joined Yaffe Berline Inc. as a senior vice president at the Southfield advertising agency.

**PEGGY DEALEY** of West Virginia has been named general manager of the 5-Day Stop Smoking Center in Southfield.

**CURTIS HOFF** of Lathrup Village has accepted a position on the staff of the University of Michigan.

**KEITH MACRAE** was named assistant center manager at Twelve Oaks Mall. He was general operations manager for 13 of 27 Hughes & Hatcher stores in Detroit.

**JIM BERNARDIN JR.** of Orchard Lake was named account executive at WRIF-FM in Southfield. He was a media buyers at Yaffe Berline.

**DONALD HAMLIN** has joined WJMC-FM of Birmingham as general

sales manager. He will coordinate efforts at WJMC and WHND-AM. He was vice president-sales at WCZY-FM.

**THOMAS POLLOCK** of Lansing has joined the Bloomfield Hills-based sales staff of Continuity Programs Inc.

**DON WEST** of West Bloomfield was appointed president of Concord Farms Inc. in North Carolina. He was area president of A.R.A. Services Inc. since 1975.

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WHERE: Michigan State University, Management Center Crooks & Square Lake Rd., Troy, MI.  
WHEN: Saturday, June 12, 1982, 8:00-5:00  
COST: \$125.00 including a comprehensive set of financial planning materials, luncheon & refreshments.  
For additional information, Contact: 845-1520  
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