

cable connection

By Lark L. Samouelian
special writer

Because we are human . . .
Because we are coordinating with
computers . . .
Because Michigan weather changes
every 20 minutes . . .

It is important that back-up production
plans and backup crew are available
because "the show must go on."
We must show respect for the commit-
ment to follow through and complete a

project. So many people have been cer-
tified to use Metrovision's equipment
that sharing the responsibilities of pro-
ducer with one another would be a fun
way to put your ideas on video.

This week, our schedule features the
activities of the Novi Jaycees.
Alert your organization to watch so
that you may gather ideas before your
events begin.

COMMUNITY ACCESS PROGRAM-
MING SCHEDULE

Monday, Jan. 14

- Noon — South Farmington Base-
ball program K — All star games with
major Pony A & B.
- 2 p.m. — Life styles — Jim
Mouth.
- 2:30 p.m. — Novi Gayla Days fol-
lowed by the Haunted House promo.
- 6 p.m. — South Farmington Base-
ball program K — All star games with
major Pony A & B.
- 8 p.m. — Life styles — Jim
Mouth.

6:30 p.m. — Novi Gayla Days fol-
lowed by the Haunted House promo.

Tuesday, Jan. 15

- Noon — Novi Memorial Day pa-
rade.
- 4:45 p.m. — Institute for Fire &
Burial Help Us Help You.
- 6 p.m. — Novi Jaycees Easter
Egg Hunt and Visit with Bunny.
- 8:30 p.m. — Cablegram Trouble
Shog.
- 9 p.m. — Insight.

Thursday, Jan. 17

- Noon — Health Talks — cancer
prevention, dry eyes.
- 12:30 p.m. — Novi Gayla Days.
- 1:30 p.m. — Nurse midwifery,
health care.
- 1:30 p.m. — Only Happy Birthday
— stereotypes of aging.
- 2 p.m. — Insight.
- 4 p.m. — Health Talks — cancer
prevention, dry eyes.
- 6:30 p.m. — Novi Gayla Days.
- 6:50 p.m. — Nurse midwifery,
health care.
- 7 p.m. — Money Matters, home
health care.
- 7:30 p.m. — Thursday Review.
- 8 p.m. — Insight.

Friday, Jan. 18

Viewer's Choice. Call 555-7300 be-
fore 2 p.m.

Opportunities count in business climate

A New Year's resolution that could
spell success in the coming year would
be to strive to recognize and capitalize
on opportunities, advises a human re-
sources management consultant.

Andrew Sherwood, president and
chief executive of The Goodrich &
Sherwood Company, says that the term
"opportunities" sometimes has a nega-
tive connotation, particularly in the
business world. Yet, he says, there need

not be a conflict between ethics when a
person recognizes and acts upon oppor-
tunities.

He lists some of the ideas for becom-
ing a successful opportunist:

- Be an alternative collector. In-
stead of being confused by alternatives,
try to find many different ways to
reach an objective. This provides a
broader range of opportunities.
- Treat new experience as a chal-

lenge. The non-opportunist may regard
new experience as a threat to security.

• Be a strategist. Know how to put
together assets skillfully; make or put
into motion those factors which tend to
create opportunity.

• Maintain or emphasize high re-
gard for the importance of planning.
View planning as a philosophy or
means by which you can assemble al-
ternatives, and make decisions with a

view achieving concrete future ob-
jects.

• Be creative. Generate ideas. By
extensive practice in the cultivation of
ideas, you sharpen your creative abil-

ity. Recognize and capitalize on op-
portunities, he says, is one of the es-
sential skills for success in life and in
business management.

Employment picture looking brighter

Graduates of Wayne State University
are having an easier time finding em-
ployment today than a year ago, said
John Cruseo, director of placement ser-
vices at the university.

"The number of employers visiting
the campus this fall to recruit graduat-
ing seniors was up 30 percent over last
year, and we expect an even greater
gain during the winter/spring recruit-
ing season."

The biggest demand for graduates
came in the manufacturing and high
technology fields, Cruseo said, espe-
cially in the electrical, computer, me-
chanical and industrial engineering
areas and computer science.

There were good gains in retail mer-
chandising, retail banking, financial
services, insurance, the fast food indus-
try and technical/engineering sales.

The outlook for employment in the

health care professions also remains
strong, along with significant improve-
ment in the prospects for social work
graduates.

Cruseo predicts that the improved
economy will benefit marketing, man-
agement and liberal arts majors who
have had problems finding jobs the
past three years.

Salaries this year are also improving
over last year, Cruseo said, with busi-
ness-related professions up 16.1 per-
cent, accounting and finance, 8.7 per-
cent and engineering, 5.3 percent.

A breakdown of the professions and
typical beginning annual salaries
received by graduates according to
Cruseo's records follow:

• Engineering: Industrial —

\$20,000; mechanical — \$27,432; chemi-
cal — \$27,400; metallurgical —
\$27.2; and electrical/electronics,
\$25.9.

• Business: marketing — \$21,372;
accounting/finance — \$19,036; and
management — \$18,816.

• Health-related professions: phar-
macy — \$25,056; physical therapy —
\$22,200; nursing — \$21,840; and medi-
cal technology — \$19,752.

• Sciences: computer science —
\$23,146; chemistry — \$21,828; geology —
\$20,000; physics — \$18,760; and biol-
ogy — \$17,995.

• Humanities and social services:
radio/TV — \$18,156; art — \$16,786;
journalism — \$13,836; all social scienc-
es — \$12,492; and all humanities —
\$14,664.

Mall plans antique show

The Antique Show will come to Tel-
Twelve Mall Jan. 17-17. The show of-
fers not only a fine variety of antiques
and collectibles, but also a wide variety
of services. Chair caning and rushing,
professional buffing of brass and cop-
per, restoration carving of wood and

ivory, furniture refinishing and doll re-
pair will all be available to the con-
sumer.

Tel-Twelve Mall is at Telegraph and
Twelve Mile, Southfield. Hours are 10
a.m. to 9 p.m. daily and noon to 5 p.m.
Sunday. Admission to the show is free.

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