

## datebook

### GETTING A JOB

Thursday, Nov. 14 — "Networking" job hunting seminar offered 7-10 p.m. in Rochester. Fee: \$20. Information: 370-3033. Sponsor: Oakland University Continuum Center.

### TRAINING SOCIETY

Thursday, Nov. 14 — American Society for Training and Development meets. Information: 581-9177.

### FINANCIAL SEMINAR

Thursday, Nov. 14 — "Investing in the 1980s" financial planning seminar begins at 7:30 p.m. in Farmington Hills. Information: 826-1600. Sponsor: IDS Financial Services Inc.

### TAX SHELTER LUNCH

Thursday, Nov. 14 — Free lunch and seminar on limited partnerships in real estate and mortgages offered in Southfield. Information: Graeten DeSaege, 827-1230. Sponsor: IDS Financial Services Inc.

### MEDICAL ADVERTISING

Friday, Nov. 15 — "Medical Advertising/Marketing '86" seminar for health care professionals offered in Farmington Hills. Information: Creative Advertising Seminars Inc., 529-1413. Sponsor: Integrated Clinical Consulting Services.

### COMMUNICATIONS SEMINAR

Saturday, Nov. 16 — "Technique & Style '85" seminar offers 90-minute sessions on writing and editing all day in Bloomfield Township. Non-member fee: \$85. Information: Marylyn Klacir,

548-2135. Sponsor: Detroit Producers Association.

### TAX INSTITUTE

Saturday, Nov. 16 — Annual tax institute for accountants and lawyers offered from 8:30 a.m. to 12:30 p.m. in Dearborn. Information: Robert D. Kaplan, 557-8300 Ext. 131. Sponsor: Rothenstein, Isaacs, Lax and Borman.

### RETIREMENT PLANNING

Saturday, Nov. 16 — "How Comfortable a Retirement Can You Really Expect?" financial planning seminars begin at 10 a.m. and 1:30 p.m. in Farmington Hills. Information: 628-1600. Sponsor: IDS Financial Services Inc.

### SOUTHERN REAL ESTATE

Saturday-Sunday, Nov. 16-17 — Builders and developers exhibit sunbelt properties 10 a.m. to 6 p.m. Saturday, 11 a.m. to 4 p.m. Sunday in Southfield. Hilton Hotel. Sponsor: United Show Management Inc.

### TRAINING EMPLOYABILITY SKILLS

Monday, Nov. 18 — Training for professionals and paraprofessionals who specialize in teaching employability skills offered from 9 a.m. to 4 p.m. in Rochester. Fee: \$30. Information: 370-3033. Sponsor: Oakland University Continuum Center.

### TECHNICAL COMMUNICATIONS

Monday, Nov. 18 — The Southeastern Michigan Chapter of the Society for Technical Communications will meet

at 5:30 p.m. in Troy. Information: Mary Reilly McCall, 977-1115.

### COMPUTER COMMUNICATIONS

Monday, Nov. 18, 25 — "Telecommunications Using Lotus Symphony" offered 7:30-9:30 p.m. in Bloomfield Hills. Fee: \$40. Information: 645-3635. Sponsor: Cranbrook P.M.

### GETTING A JOB

Tuesday, Nov. 19 — "Planning Your Job Campaign" job hunting seminar offered 7-10 p.m. in Rochester. Fee: \$20. Information: 370-3033. Sponsor: Oakland University Continuum Center.

### PR SOCIETY

Tuesday, Nov. 19 — Detroit Chapter of Public Relations Society of America meets. Information: 778-0105.

### FINANCIAL SEMINAR

Tuesday, Nov. 19 — "Financial Planning for the Two-Income Household" begins at 7 p.m. in Southfield. Fee: \$5 to Children's Hospital. Information: 354-5110. Sponsors: Merrill Lynch, Children's Hospital of Michigan.

### WORD PROCESSING

Tuesday, Nov. 19 — "The Truth About Word Processing" seminar offered 8-10 p.m. in Bloomfield Township. Non-member fee: \$10. Information: 644-2577. Sponsor: Oakland County Chamber of Commerce.

### WOMEN IN REAL ESTATE

Tuesday, Nov. 19 — Womens Commercial Real Estate Association meets

at 11:30 a.m. in Bingham Farms. Information: Sue Harrison, 363-8307.

### IRA SEMINAR

Tuesday, Nov. 19 — Free seminar on investment alternatives for individual retirement accounts offered at 12:15 p.m. in Southfield. Information: Graeten DeSaege, 827-1230. Sponsor: IDS Financial Services Inc.

### INFORMATION PROCESSING

Tuesday, Nov. 19 — Metropolitan Detroit Forum of Women in Information Processing meets at 6 p.m. in Southfield. Information: Julia Wilcox, 626-7119.

### AD AGENCY COUNCIL

Tuesday, Nov. 19 — Michigan Advertising Agency Council meets at 7 p.m. in Southfield. Reservations: 540-7277. Deadline: Nov. 15.

### BUSINESS EXPO

Tuesday-Thursday, Nov. 19-21 — Free seminars begin at 11 a.m. each day in Detroit. Information: Kate Early, 569-8280. Sponsor: Wayne State University Alumni Association.

### PRODUCTIVITY SEMINAR

Wednesday, Nov. 20 — "Productivity Under Pressure" seminar offered from 8:30 a.m. to 4:30 p.m. in Detroit. Fee: \$185. Information: Claudia, 577-4449. Sponsor: Wayne State University management center.

### SECRETARIAL STRESS

Wednesday, Nov. 20 — "Stress Management for Secretaries" offered from

9 a.m. to 4 p.m. in Rochester. Fee: \$45. Information: 370-3033. Sponsor: Oakland University Continuum Center.

### LAND REALTORS

Wednesday, Nov. 20 — Detroit Board of Realtors Land Sales and Developers Division meets at noon in Birmingham. Information: 961-6168.

### ACCOUNTS & COMPUTERS

Thursday, Nov. 21 — "Focusing on Microcomputers" offered from 9 a.m. to 5 p.m. in Troy. Fee: \$80. Information: 555-2268. Sponsor: Michigan Association of Certified Public Accountants.

### JOB-HUNTING SEMINAR

Thursday, Nov. 21 — Job-hunting seminar begins at 7:30 p.m. in Birmingham. Fee: \$20. Information: 258-2680. Sponsor: Shannon Employment Counseling Inc.

### GETTING A JOB

Thursday, Nov. 21 — "Writing Effective Resumes" job-hunting seminar offered 7-10 p.m. in Rochester. Fee: \$20. Information: 370-3033. Sponsor: Oakland University Continuum Center.

### FINANCIAL SEMINAR

Thursday, Nov. 21 — "Investing in the 1980s" financial planning seminar begins at 7:30 p.m. in Farmington Hills. Information: 626-1600. Sponsor: IDS Financial Services Inc.

### PURCHASING MANAGEMENT

Thursday, Nov. 21 — Purchasing Management Association of Detroit meets. Information: Jo Ann Mayer, 362-8881.

### IRA SEMINAR

Thursday, Nov. 21 — Free seminar on investment alternatives for individual retirement accounts offered at 8:15 p.m. in Southfield. Information: Graeten DeSaege, 827-1230. Sponsor: IDS Financial Services Inc.

### LAWYERS SEMINAR

Thursday, Nov. 21 — "Should Your Client Go Public?" free seminar offered 7:30-9 p.m. in Southfield. Information: Karen Calola, 352-2500. Sponsor: Plant & Moran.

### ACCOUNTANTS MEET

Thursday, Nov. 21 — Detroit Chapter of the National Association of Accountants meets. Information: Edward J. Stenger, 259-9600.

### ACCOUNTANTS MEET

Thursday, Nov. 21 — Western Wayne Chapter of the National Association of Accountants meets at 6 p.m. in Farmington Hills. Information: Don Keller, 237-4948.

### AD ASSOCIATION

Thursday, Nov. 21 — Business Professional Advertising Association of Detroit meets. Information: R.P. Murphy, 583-9300.

### ORGANIZATIONS AND CHANGE

Thursday-Friday, Nov. 21-22 — Annual conference on response to change in organizations offered from 9 a.m. to 5 p.m. Thursday and 9 a.m. to 5:30 p.m. Friday in Southfield. Fee: \$100. Deadline: Nov. 15. Information: 362-1611. Sponsor: Michigan Quality of Work Life Council.

## marketplace

Merrill Street Software, Birmingham, a division of BCC Inc., has developed an advanced computerized invoicing and sales reporting program for Ziebart Appearance and Protection Centers.

Datanational Corp., Farmington Hills, a software and service organization has relocated to new and larger offices at 28521 Orchard Lake Road, Farmington Hills.

Indumar Inc., Birmingham, a Cincinnati-based industrial marketing consulting firm, has opened a Great Lakes regional office at 1100 N. Woodward, Birmingham.

GHP, Group Health Plan, Farmington Hills, is a new health center at 30160 Orchard Lake Road between 13 and 14 Mile roads. Care is available to everyone whether or not they belong to the plan.

Bazeem's Pizza and Sub Shoppe, Farmington Hills, has a new location on Orchard Lake Road between 12 and 13 Mile roads. The telephone number is 855-8222.

C.J.'s, Farmington, is a new family-style restaurant at 29505 W. Nine Mile Road, Farmington. The telephone number is 474-4650.

Efficient Engineering Co., Troy, has

opened a new headquarters to house its full-color, computer-aided design and drafting center at 130 Town Center, Troy.

Masnick & Oberlin Advertising, Southfield, has been chosen the advertising agency for Romeo, RIM Inc., a division of Firestone's Industrial Products Co.

Luckenbach/Ziegelman and Partners Inc., Birmingham, has relocated their offices to an expanded facility at 115 W. Brown, Birmingham.

Financial Equity Group Inc., Birmingham, a sponsor of business opportunity partnerships, hosted a display at

the 1985 IAFF Annual Convention and Exposition held recently in California.

PRMI, Southfield, has been retained for advertising and public relations by Paramount Commercial Wallcoverings of Oak Park.

Veron Advertising, Southfield, has been appointed advertising agency for Power Process Piping Inc. of Trenton.

Berline Group Inc., Birmingham, has been named the advertising agency for Durakon Industries Inc.

Pettand, Bloomfield, is a full-service pet superstore at 2155 Telegraph, Towne Square, Bloomfield.

Goldfarb Hoff & Co., Southfield, has been named as advertising agency of record for AT&T Consumer Products division.

Design Network, Southfield, has been invited to exhibit its work at Mott Community College in Flint.

Kane and Kane Inc., Birmingham, has been named advertising and public relations agency for Huron Valley Hospital.

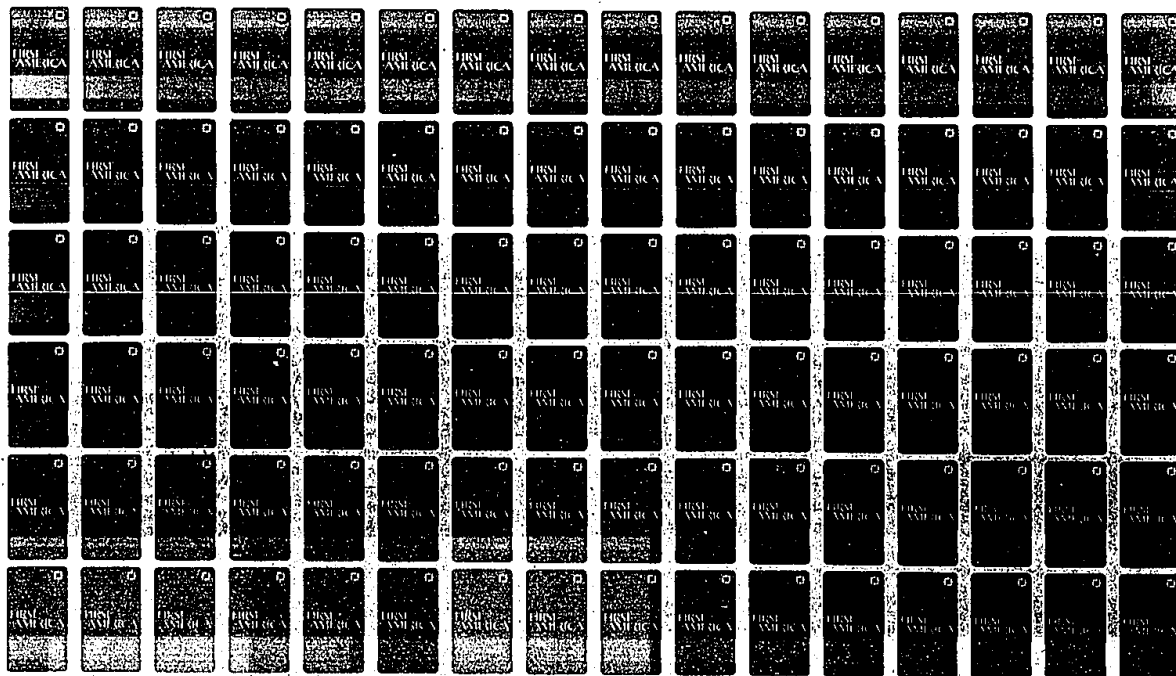
Nordhouse Research Inc., Farmington Hills, a full-service marketing research company, has moved to expanded offices at 20300 W. 12 Mile, South-

field. The telephone number is 827-2400.

One on One Athletic Club has opened in West Bloomfield. The club is at 6343 Farmington Road, just north of Maple. The telephone number is 626-9880.

Information for this column should be sent to the business editor, Observer & Eccentric Newspapers, 38251 Schoolcraft Road, Livonia 48150. Information must be received by Monday to be published in the following Thursday issue. Publication cannot be guaranteed. Information should contain a daytime telephone number where information can be verified.

# 105 REASONS WHY COMMUNITY NATIONAL IS CHANGING ITS NAME.



After 52 years of making a name for ourselves as Community National Bank of Pontiac, we found a reason to change.

First of America Bank. By taking the First of America name, we become a part of one of the fastest growing banks in Michigan. And now, instead of

offering you 28 banking locations in the Detroit Metropolitan area, we can offer you 105.

Of course, we're still the same Community National people you've known and trusted since 1933. Some things never change.

**FIRST OF AMERICA**  
WORKING TOGETHER TO BE FIRST.