

## business people

Jean M. Dichting has been named manager, public relations at Kelly Services Inc. in Troy.

Beth Derwin of West Bloomfield has been named director of administrative services at Home Health Care of Metropolitan Detroit.

Michael J. Parrott of Farmington Hills has been named key account representative for Digital Communications Associates Inc.

Susan E. Reid of Birmingham has been named Detroit region service manager at Kelly Services Inc. in Troy.

Tracy Smith has been named staff horticulturist at English Gardens West Bloomfield store.



Fry

Michael J. Fry has joined French & Rogers Inc. in Troy as an account executive.

E. Jill Pollock of West Bloomfield has been elected a delegate to the Na-



Dichting



Smith

ional White House Conference on Small Business.

Stewart N. Smith of Bloomfield Township has been named vice president of sales and marketing for Unlroy-



White



Downes

al's Tire Group in Troy.

C. Norman Fry of Bloomfield Hills has retired as senior vice president-marketing of Beurnann-Marshall Corp. Fry entered the direct marketing



Wilson

industry in 1938. Fry worked in the business for 30 years — including 15 years as sales manager of its direct mail division — before becoming president of Automotive News Service. He also operated his own direct mail consulting firm before joining the Lansing-based Beurnann-Marshall in 1978 as director of marketing.

Ernest Kwierant Jr. has joined Liberty State Bank & Trust in Troy as properties manager, purchasing director, office services.

Gordon S. White Jr. of Birmingham has been named personal director for Detroit Diesel Allison Division of General Motors.

David W. Schach has been named vice president, replacement sales, with Unlroyal's Tire Group in Troy.

Barry J. Downs of Birmingham has been named vice president of marketing for Unlroyal's Tire Group in Troy.

Laura Castin of Southfield has been named manager of Real Estate-Ohio's Dearborn Heights office.

Submit information on new employees, promotions and retirements to Business Editor, Observer & Eccentric Newspapers, 36231 Schoolcraft, Livonia 48150. Please include city of residence.

## datebook

**JOB-HUNTING SEMINAR**  
Thursday, Nov. 21 — Job-hunting seminar begins at 7:30 p.m. in Birmingham. Fee: \$20. Information: 256-2680. 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, 352-0881.

**IRA SEMINAR**  
Thursday, Nov. 21 — Free seminar on investment alternatives for individual retirement accounts offered at 6:15 p.m. in Southfield. Information: Graten DeSager, 827-1230. Sponsor: IDS Financial Services Inc.

**ACCOUNTANTS MEET**  
Thursday, Nov. 21 — Oakland County Chapter of the National Association of Accountants meets at 5 p.m. in Bloomfield Hills. Information: Connie Haworth, 644-2345.

**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, 237-8848.

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

**AD ASSOCIATION**  
Thursday, Nov. 21 — Business Professional Advertising Association of Detroit meets. Information: R.P. Murphy, 585-9308.

**TEL-12 MALL REOPENING**  
Thursday-Sunday, Nov. 21-24 — Tel-12 Mall, at Telegraph and 12 Mile roads in Southfield, hold grand reopening to show off extensive interior renovations. Fashion shows, clowns, jugglers, mime drawing. Mall hours: 10 a.m. to 9 p.m. Thursday-Saturday, noon to 5 p.m. Sunday.

**IRA SEMINAR**  
Saturday, Nov. 23 — Free seminar on investment alternatives for individual retirement accounts offered at 10:15 a.m. in Southfield. Information: Graten DeSager, 827-1230. Sponsor: IDS Financial Services Inc.

**CONTRARIAN INVESTING**  
Saturday, Nov. 23 — Seminars on "Contrarian Investment Strategies" offered at 1 p.m. and 3 p.m. in Birmingham. Reservations: 642-7066. Deadline, Nov. 18. Sponsor: USA Investment Group Inc.

**FINANCIAL EXECUTIVES**  
Monday, Nov. 25 — Detroit Chapter of the Financial Executives Institute meets. Information: J. Clarke Smith, 955-2453.

**GETTING A JOB**  
Tuesday, Nov. 26 — "Job Interviewing Techniques" job-hunting seminar offered 7-10 p.m. in Rochester. Fee: \$20. Information: 370-3033. Sponsor: Oakland University Continuum Center.

**WOMEN ACCOUNTANTS**  
Tuesday, Nov. 26 — American Society of Women Accountants meets. Information: 584-7450.

**TV ANALYST**  
Tuesday, Nov. 26 — Wall Street Week panelist Frank A. Cappiello speaks at 7:30 p.m. in Troy. Free. Information: 643-8620. Sponsor: Prescott, Ball & Turben Inc.

**CAMPER SHOW**  
Begins Monday, Nov. 30-Dec. 8 — Detroit Camper and Travel Trailer show 2-10 p.m. Monday-Friday, noon to 10 p.m. Saturday, noon to 8 p.m. Sunday at Cobo Hall in Detroit. Adult admission: \$4.

**WRITING FOR BUSINESS**  
Monday, Dec. 2 — "Effective Business Writing" seminar offered from 8:30 a.m. to 4:30 p.m. in Detroit. Fee: \$35. Information: Claudia, 577-4449. Sponsor: Wayne State University management center.

**SUPERVISORS**  
Tuesday, Dec. 3 — "Things a Supervisor Should Know" skill-building workshop offered from 8:30 a.m. to 4:30 p.m. in Detroit. Fee: \$125. Information: Mary Kay Reed-Drick, 877-4645. Sponsor: Wayne State University Division of Non-Credit Programs.

**SUPERVISOR SEMINAR**  
Tuesday, Dec. 3 — "25 Things Every Supervisor Should Know" seminar offered in Detroit. Fee: \$125. Information: 577-4645. Sponsor: Wayne State University college of lifelong learning.

**BETTER PRESENTATIONS**  
Thursday, Dec. 5 — "Persuasive Presentations" seminar offered from 8:30 a.m. to 4:30 p.m. in Detroit. Fee: \$475. Information: Claudia, 577-4449. Sponsor: Wayne State University management center.

Information for this column should be sent to the business editor, Observer & Eccentric Newspapers, 36231 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.

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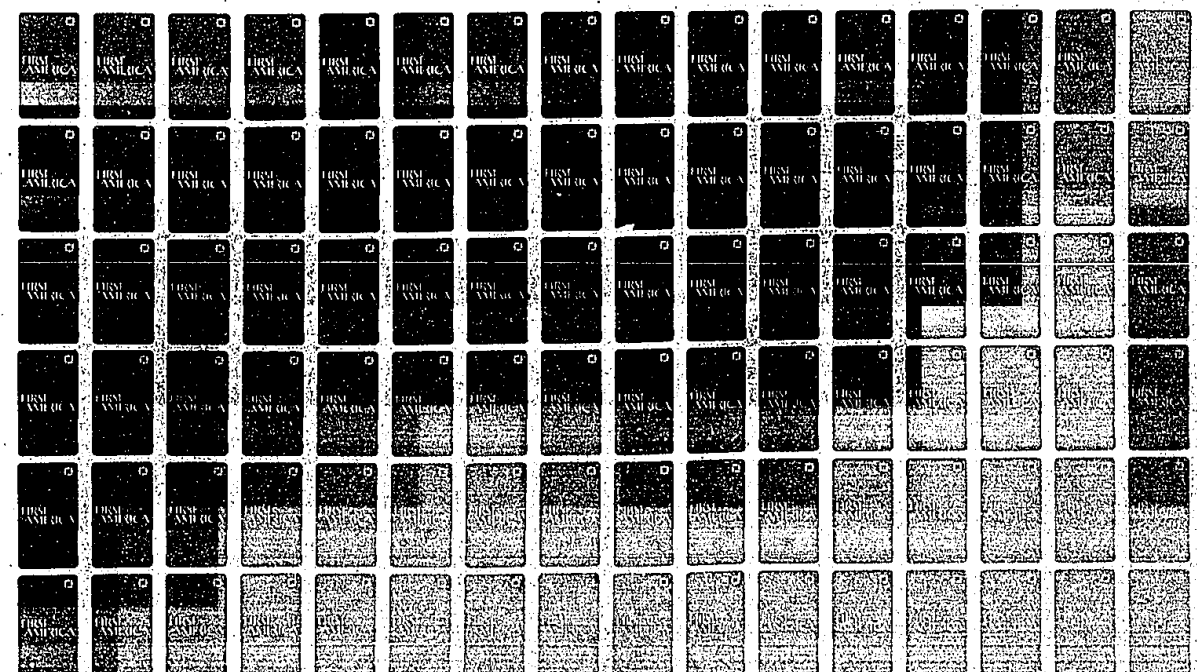
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# 105 REASONS WHY COMMUNITY NATIONAL IS CHANGING ITS NAME.



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offering you 26 banking locations in the Detroit Metropolitan area, we can offer you 105.

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