

datebook

WOMEN'S BUSINESS OWNERS

Thursday, Jan. 15 — Michigan chapter of the National Association of Women's Business Owners meets. Information: 645-2200.

AD ASSOCIATION

Thursday, Jan. 15 — The Business Professional Advertising Association meets. Information: Ann Iskenderian, 874-9551.

SMALL BUSINESS

Saturday, Jan. 17 — "Record-Keeping for Small Business" workshop offered from 8:15 a.m. to 3 p.m. in Detroit. Fee: \$45. Information: Nancy Grose, 577-4665. Sponsor: Wayne State University's College of Lifelong Learning.

REAL ESTATE EXECUTIVES

Monday, Jan. 19 — Michigan Chapter of the National Association of Corporate Real Estate Executives meets. Information: John Dinsmore, 446-2341.

ACCOUNTING ASSISTANT

Monday, Jan. 19 — Accounting assistant diploma program begins in Rochester. Information: 370-3120. Sponsor: Oakland University.

SME

Monday, Jan. 15 — Society of Mo-

chanical Engineers Rouge Valley chapter meets at 7 p.m. in Farmington. Information: Bruce Pankow, 471-0577.

PREBUSINESS WORKSHOP

Tuesday, Jan. 20 — Workshop for prospective business owners and those who have recently started a venture from 8:30 a.m. to 4 p.m. in Detroit. Fee: \$10. Information: 226-7947. Sponsors: U.S. Small Business Administration, Service Corps of Retired Executives.

ENVIRONMENTAL SCIENCE

Tuesday, Jan. 20 — Engineering Society of Detroit, Society for Environmental Science joint lunch. Information: Nancy Mauter, 832-5400.

INSTRUCTIONAL TECHNOLOGY

Tuesday, Jan. 20 — Michigan Society for Instructional Technology meets. Information: Mary Pankow, 471-6777.

RETIREMENT PLANNING

Tuesday, Jan. 20-Feb. 10 — "Plan Now for Retirement" offered 7-9 p.m. in Rochester. Fee: \$25. Information: 370-3120. Sponsor: Oakland University.

SMALL BUSINESS HELP

Thursday, Jan. 22 — "How to

Start or Run a Small Business" free introductory workshop begins at 7 p.m. in Troy. Information: 577-4354. Sponsor: Wayne State University school of business administration.

PURCHASING MANAGEMENT

Tuesday, Jan. 22 — Purchasing Management Association of Detroit meets at 5:30 p.m. in Troy. Information: 353-5200.

WOMEN AND INVESTING

Thursday, Jan. 22 — "Financial Survival for Today's Woman" offered 4-6 p.m. in Rochester. Fee: \$20. Information: 370-3120. Sponsor: Oakland University.

FRANCHISES

Thursday, Jan. 22 — "Pros and cons of Franchising" begins at 6 p.m. in Troy. Fee: \$20. Information: Ruth Probst, 524-9742. Sponsor: Start a Business Store.

WANG WORD PROCESSING

Thursday, Jan. 22 — Four-session course on the basics of Wang word processing offered through Jan. 31 in Rochester. Fee: \$90. Information: 370-3120. Sponsor: Oakland University.

RETIREMENT INVESTING

Thursday, Jan. 22-Feb. 15 — "In-

vesting During Retirement" offered 4-6 p.m. in Rochester. Fee: \$10. Information: 370-3120. Sponsor: Oakland University.

WOMEN AND FINANCES

Thursday, Jan. 22-Feb. 12 — Finances for the career woman, homemaker or widow offered 4-6

p.m. in Rochester. Fee: \$20. Information: 370-3120. Sponsor: Oakland University.

MONEY'S WORTH

Thursday, Jan. 22-Feb. 5 — "Getting Your Money's Worth" investment course offered 7-9 p.m. in Rochester. Fee: \$20. Information: 370-

3120. Sponsor: Oakland University.

BABICS OF IBM PC

Saturday, Jan. 24-Feb. 14 — "Basics of Operating the IBM PC" offered from 9:30 a.m. to 12:30 p.m. in Rochester. Fee: \$88. Information: 370-3120. Sponsor: Oakland University.

marketplace

The Transition Team of Troy has been hired by the U.S. Steel Mining Co. to provide outplacement services and job search assistance.

Hermanoff & Associates has been chosen as the public relations agency for Promark Innovations Inc. Hermanoff is in Farmington Hills.

International Jensen's O.E.M. Group will open a news sales office in Southfield. The audio component supplier will be at 2840 Northwestern Highway. The telephone number will be 355-9700.

American Speedy Printing Cen-

ters of Birmingham has expanded into the international marketplace by signing a master franchise agreement for Canada. American Speedy has more than 400 stores in 36 states.

Wilson Business Machines of Farmington Hills has moved to an expanded plant at 24565 Hallwood Court, Farmington Hills.

PRMI of Southfield has been retained for marketing communication by Shaw and Ginzler, orthodontists.

Ambrose Inc. has moved to 300 E.

Long Lake Road, Suite 130, Bloomfield Hills.

Promark Innovations Inc. has chosen Hermanoff & Associates Inc. as its public relations agency. Promark Innovations is a marketing firm involved in the research, design and development of products to increase employer/employee awareness of drug and alcohol abuse in the workplace. Their headquarters is at 18977 W. 10 Mile, Suite 9, Southfield.

Michigan HMO has assigned its advertising account to Smith-Winchester, Inc. Michigan HMO is managed by United American Health Care.

Health Care Professionals Ltd. has chosen Hermanoff & Associates Inc. as its public relations agency. Health Care Professionals is headquartered at 17000 W. Eight Mile, Suite 350, Southfield.

Berge Ltd. has opened its office in the First Center Office Plaza, 26935 Northwestern Highway, Southfield.

Commercial success

Continued from Page 1

slowed by a myriad of small but important technical details. Lipner likens the film-splicing process to the work of the newspaper editor who had to cut and paste sheets of paper before computerized word processing came along.

The film editor's boon is the EditDroid, a computerized electronic system that cuts, splices, stores and cross-references picture and sound. A two-day job using conventional videotape editing technology is reduced to four to six hours with the EditDroid.

The system was made available last year by the Droid Works, San Rafael and North Hollywood, Calif. So far, there are 15 of them in the United States and one in Canada. Im-

age Express has the only one in the Detroit area, Lipner said.

THE CREATIVE talent of a film editor often goes undetected by the average viewer, but it is significant.

"Our editors can contribute to the execution of the idea, the different ways of handling it and its shift in emphasis. It's a tremendous challenge to select the right images and arrange them in smooth, seamless sequences," Lipner said.

For a man who majored in chemistry at the Illinois Institute of Technology and did graduate work there in photography, Lipner feels he's found "the perfect blend" for his technical and artistic interests. "We have a good time here. I've never regretted it. It sure beats the hell out of honest work."

WHITE SALE? NOT ON YOUR LIFE! ANNOUNCING THE BROSE JANUARY COLOR SALE! CASABLANCA FANS IN AN ARRAY OF DAZZLINGLY DIFFERENT DESIGNER HUES (ALONG WITH THE TRADITIONAL FAVORITES) — FANS SURE TO TAKE THE "DRAB" OUT OF WINTER. DELTA II-A 3-SPEED, 4-BLADE FAN WITH 50" SPAN AND LADY DELTA, THE PETITE 3-SPEED FAN WITH 5-BLADES, 42" SPAN. BOTH FANS ARE SLUMBER SILENT AND WARRANTED FOR 10 YEARS!

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Dr. Letzer is delighted to announce he's a finalist in the Miss Michigan U.S.A. Beauty Pageant.

Dr. Letzer thinks it's pretty wonderful that Vicki Bojalad made it all the way to the finals in braces she received from his Orthodontic Treatment Centers. It makes us look good. And it certainly didn't harm Vicki. The point we're trying to prove is that you're probably never too old for braces. So all you gals and guys out there that somehow missed braces as a child, rejoice. Because Dr. Letzer promises you'll look just as good with braces and there's no way braces can hinder your social or business life.

And by the way, as Vicki discovered, the cost of braces doesn't necessarily have to be a handicap either. At the Orthodontic Treatment Centers, you can save \$1000, for the same professional, skillful and reliable care, other, far more expensive Orthodontists offer. But, that's the Orthodontic Treatment Center for you. We give children and adults something to smile about. A winning smile.

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Offices in Southfield, Ann Arbor, Dearborn, Lincoln Park, Livonia, Detroit, Madison Heights, Rochester, Taylor, Troy, Westland and Roseville. In Flint Call 732-6511. Evening and Saturday Appointments Available. Gerald M. Letzer, D.D.S., M.D.S., Director

Colorless Braces Available Upon Request.