

# Eye of the storm

## Business spending key in Blanchard, Engler battle

By Tim Richard  
staff writer

In the state budget, the Commerce Department is one of the smallest. But it figures to be in the center of the Blanchard vs. Engler gubernatorial battle of 1990.

"We're listening to you. Cooperation works," said Gov. James J. Blanchard, a Democrat preparing to seek a third term. In Nov. last week, he told several hundred small business owners at an awards luncheon: "Every item on our agenda came from the small business community."

"They're constantly announcing new programs, new initiatives," said Senate Majority Leader John Engler, R-Mount Pleasant, the probable GOP challenger. "So the staff constantly travels across Michigan sort of spreading the good news of the present administration rather than helping people to be more competitive. Costs speak louder than advertisements." Engler said in a recent interview at Schoolcraft College in Livonia.

The difference: Blanchard advocates literally five dozen programs to promote business; Engler sees



Gov. James Blanchard  
help small business

most as mere "public relations... an extension of the Democratic State Committee" and wants to hold down state spending.

LAST WEEK Blanchard used the Nov. forum to push his latest program for the "job-generating ma-

### analysis

chine," but already it had been rejected by Senate Republicans.

Blanchard said he's asking \$1 million so the state can contract with private business consultants to advise small firms during critical stages of their growth — firms too small to have their own research and development budgets.

"The small business owner could never get as good a price," said Jeff Padden, the former legislator who is the small business advocate in Blanchard's Commerce Department.

Perhaps 1,000 firms a year could benefit from this version of the agricultural Cooperative Extension Service, Padden said.

One phase would aid small firms with 10-100 employees. Another phase would advise firms owned by women, minorities and handicapped.

"CORPORATE WELFARE," a House Republican staff memo said of the Blanchard proposal.

Senate Republicans cut or eliminated that and several other Commerce Department budget items — minority advertising, the "highly politicized" Michigan promotion program and others.

Said Engler: "We've taken out 150 vacancies in the Department of Commerce that were funded but not filled. If the department functions well without the vacancies being filled, then to fill them now represents a program expansion.

"In the Yes Michigan program, we actually increased money for tourism, but we're targeting that money out of state to bring people to Michigan — not to tell ourselves and pat ourselves on the back.

"We would like to see more substantial promotion of Michigan as a summer golf mecca. That worked for the Myrtle Beach area in the Carolinas, and it worked in Florida," Engler said.

AN AUDIT report on "Selected Economic Development Programs, Department of Commerce," is providing Engler aid and comfort.

Auditor General Franklin C. Pinkelman said the Commerce Department "does not have adequate procedures for evaluating the efficiency and effectiveness of its economic programs." The department describes "only the number of activities performed, without consideration of cost," the audit report said.

The Commerce Department counted "the number of new jobs projected to be created by expansion of companies which had been contacted by the department," a "questionable indicator because the pro-



Sen. John Engler  
hold down costs

unemployment rate, aside from Texas, of any industrial state in America?"

BLANCHARD'S press secretary, Tom Scott, points to a national magazine, State Legislatures, which suggests it may be impossible to measure the effectiveness of governmental economic development programs.

"[E]valuators cannot measure some programs that assist businesses in exporting abroad because firms usually protect sales information and will not provide it," say writers Chris Evans and Linda D. Triplett, staff analysts for the Mississippi Legislature.

"High-tech initiatives usually take longer to develop than traditional programs because they hinge on the development and commercialization of new technologies," they wrote in the March issue.

Meanwhile, Blanchard cites the accomplishments of other help-business programs: consulting services to small firms on how to reduce workers' comp costs; encouragement of a new venture mechanism called BIDCOs (business and industrial development corporations), whose legislative sponsor was a Republican; and air access to the Traverse City area.

To which Engler replies: "Government shouldn't be in the business of trying to pick winners."

## Baby grand piano, golf carts, cars on county auction list

A baby grand piano, cars and electric golf carts will be on the selling block during Oakland County's annual spring auction of the Sheriff's Department stolen, recovered and confiscated property and the County's surplus property at 10 a.m. Saturday.

The event will be held behind the County's Central Garage on the service center site at 1200 N. Telegraph, Pontiac. Watch for the auction signs.

The sale will feature a number of name brand tools of various types, bicycles, stereo equipment and jewelry, along with other recovered stolen items.

"In the past the auction has been a big success. I'm sure it will be the same this year because it's a great opportunity for the bargain hunters," said Oakland County Executive Daniel T. Murphy.

Offered for auction will be more than 70 late model General Motors

vehicles including a 1986 GTO hardtop, a 1988 Pontiac Bonneville S.E., several Chevrolet patrol cars as well as other General Motors vehicles and several GMC trucks. Only the vehicles can be viewed and inspected by the public from 9 a.m. to 4 p.m. on Friday, May 12. All other items will be available for viewing the morning of the auction only. Gates will open at 8:30 a.m. for inspection of sale items.

Items of special interest will include a Brambach Baby Grand Piano, 20 electric golf carts, two 1979 18-foot Sea Ray boats, a Harley motorcycle, a Suzuki motorcycle and a Suzuki 185 ATV.

In addition to the vehicles, the county will be auctioning more than 30 IBM typewriters, 16 assorted copiers, microfilm equipment, landscaping equipment, and office furniture.

For more information contact the county auctioneer at 659-5551.

## 4 top nurses given 'Nightingale' award

Four "outstanding registered nurses" including three from Rochester and Birmingham received \$1,000 awards at the first annual "Nightingale Awards for Nursing" reception recently at Oakland University.

The awards are sponsored by the Board of Visitors of the OU School of Nursing and named for Florence Nightingale, the founder of modern nursing.

Cited at a reception and dinner were Pamela Wells, for nursing administration; Mary Louise Dovaras, for nursing practice; Elizabeth "Buff" Cummings, for nursing education; and Ann Flanagan Whall, for nursing research.

Andrea Lindell, dean of the OU School of Nursing, noted that registered nurses can and do make a positive, dramatic difference in critical periods in the lives of their individual patients. "It is most appropriate that our Board of Visitors has chosen to recognize outstanding registered nurses in this fashion," Lindell said.

Wells is a nursing manager at William Beaumont Hospital. Her award was given in mem-

ory of Donald J. Bortz Sr., by Valeria and Donald J. Bortz Jr. of Birmingham who also chaired the awards.

Dovaras of Birmingham is a staff nurse at St. Joseph Mercy Hospital. Her award was given in memory of Anna M. Hoehner, a registered nurse, by Dr. and Mrs. James Huebner of Rochester.

Cummings of Birmingham is program chairwoman of the League of Educational Advancement of Registered Nurses, a training company. Her award was sponsored by Beaumont Hospital.

Whall of Ann Arbor is director of the Center for the Development of Gerontological Nursing and professor of nursing at the University of Michigan.

Interested persons were invited to nominate a registered nurse who had touched their lives or those of family members and friends in some significant way.

Fifty-five nurses were nominated for the awards in nursing administration, education, practice or research. In addition to \$1,000 awards, each winner received a commemorative figurine, "Nurse."

## Chef students sought

Appointments are now being set for those interested in interviewing for participation in a special chef apprenticeship program to be offered next fall by Oakland Community College's Orchard Ridge Campus, 27055 Orchard Lake Road, Farmington Hills.

Appointments for applicant screening begins 4 p.m. Monday, July 17, and can be made by calling 471-7779 or 471-7785.

The program, jointly sponsored by the U.S. Department of Labor, the American Culinary Federation and the Michigan Chefs de Cuisine Asso-

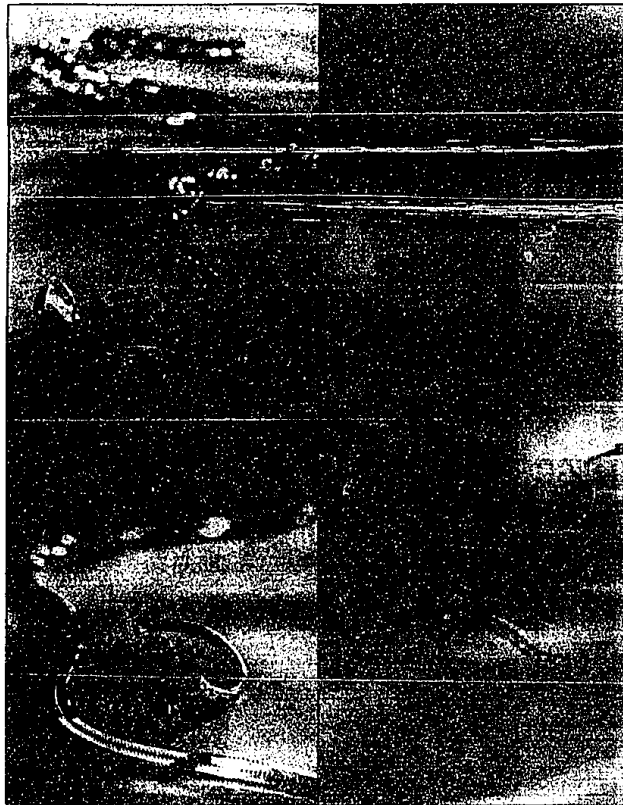
ciation, provides 6,000 hours of on-the-job training. Those who successfully complete the program are eligible for certification as an apprentice chef.

Interested applicants must submit a handwritten essay of 150 words entitled "Why I Deserve a Career in Culinary Arts," a resume of documented work experience, references and high school transcripts.

Cost to apply is \$75 to the Michigan Chefs de Cuisine Association. The fee is fully refundable to applicants who are not accepted into the program.

With Mother's Day just around the corner, you'll want to come to shop this selection.

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Here's your chance to save on a beautiful collection of 14KT gold and diamond jewelry... such a treasure trove (at such outstanding sale prices) we're proud to be offering it, just in time for Mother's Day. You see here only a small selection of the many choices we have in store. Chains, bracelets and rings that range from slender diamond circlets to impressive men's styles. Diamonds, of course, plus all the rubies, emeralds and sapphires you expect in any outstanding array of fine jewelry. Remember, this is just a sampling, so be sure to come soon and see for yourself. Reg. \$250 to \$3000, sale \$200 to \$2400. In Fine Jewelry. Sale ends May 14. 20,000 total units at all Hudson's stores.

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