

business people

Densie Illich Lites of Bloomfield Hills has been named to the newly created post of senior executive vice president for Little Caesars Pizza. Lites began her career with Little Caesars as a teen-ager baking pizzas and working as a waitress.

David Deal of Birmingham has been named to the newly created post of senior executive vice president for Little Caesars Pizza. Deal began his career with Little Caesars corporate staff as director of finance in 1979.

Patrick Tinetti has been named director of marketing for Interstate Hotels Corp.'s Detroit Marriott. Troy, Tinetti is a graduate of Michigan State University.

Vimal K. Chowdhry of Bloomfield Hills has joined MCG Televisia Inc. as chief financial officer. Chowdhry was previously director of finance at St. John Hospital. He is a graduate of Wayne State University.



Lites Deal

David S. Brown of Farmington has been named general manager of Bobo's. Brown has been with Bobo's for six years and has served as director of marketing since 1986. He attended Western Michigan University.

Joren Peterson of Bloomfield Hills has been named by Coldwell Banker Commercial Group as the winner of the new "Top Producer for Eastern Divisional Retail Specialists" award. Peterson is a graduate of Oakland University and has been with Coldwell Banker since 1985.



Tinotti Chowdhry

Janet J. Selvidge has joined Dean Appraisal Co. of Birmingham as an appraiser/consultant. She was formerly with the appraisal division of Byron W. Terrier Co. of Southfield.

Kathy Walsh and Tranette Ledford, both of Birmingham, have joined the WJBR-TV 2 Eyewitness News team as general assignment reporters. Also joining the news team as producer of the 11 p.m. newscast is Beth Moore of West Bloomfield.

The following people have been named to new positions at the Parliament Co., Birmingham. They are: Mark A. Dorey to executive, Charles F. Miller, to project manager for the Oakland Mall renovation in Troy. Pamela F. Bats has joined the company as project manager for the Days and Ramada Inns. Ann Arbor, and Michael Kella has joined the company as estimator.



Brown Peterson

Kenneth King of West Bloomfield has rejoined Allied Film & Video as a sales representative in Allied's Detroit facility. King will work out of the Detroit facility and will be responsible for sales there and throughout Ohio.

Charles Jones of Orchard Lake has been named to the newly created post of vice chairman for Little Caesars Pizza. Jones began his career with Little Caesars 20 years ago as vice president of franchise sales.

The following people have been named to new positions at Lintas: Ceco Communications. They are: Anthony Hossain of Rochester Hills, to vice president, senior copywriter - marketing communications, and Earl A. Houseman of Bloomfield Hills, to vice president, electronics creative-production director.

Lewis D. Draln has joined the law firm of Kaufman and Payton. He has practiced law in Grand Rapids and



Selvidge Walsh

Raymond E. Howard of Bloomfield Hills has been named treasurer of the Michigan Association of Certified Public Accountants.

Also elected were MACPA officers: vice president, Charles E. Hoke, and secretary, Leslie J. Patterson, both of Bloomfield Hills.

John Hertzberg of Southfield has joined Comeric Inc. as corporate legal officer. Hertzberg received a bachelor's degree and juris doctorate degree from the University of Michigan.

Susan M. Wright of West Bloomfield has been named corporate banking officer, dealer commercial services at Comerica Bank-Detroit. Wright joined the company in 1987 as a credit analyst. She is a graduate of the University of Michigan.

Bartering, not buying

Continued from Page 1

"I never worked with an exchange network before. But I was badly burned the last time I traded services with another business," an Oakland County business consultant said.

"The exchange was fairly straightforward; they were going to provide custom-designed clothing for a television special I was hosting, and I was to provide them with the equivalent value of consulting services."

"It didn't take long to realize that their work was inferior, yet I felt obligated to continue our arrangement in hopes that things would improve. Of course, they didn't, and now we're involved in a lawsuit so I can recover the damages I sustained."

Detweiler says there are no guarantees when entering into a swap agreement with other businesses. "Any customer runs the risk of selecting a bad apple, although our exchange attempts to screen potential members beforehand."

He suggests persons investigate prospective trade partners beforehand. "All it takes is a few phone calls to others that have had past trading experience with the firm."

Mike Ceresnie, owner of Ceresnie & Offen Furs in Birmingham, has been a member of the Michigan Trade Exchange since 1979 and prides its efforts as the trade link between local businesses.

clarification

Glamor and Gifts to Go, which was featured in a story in the July 20th edition, is an independent business. Avon Corp. does not own or operate the store, nor has it given approval to use the Avon name in the store name or in advertising.

written cover letter clearly states the applicant's interest and purpose for writing, highlights important information that may be included in the resume and requests an interview. Indicating the candidate will call for an appointment.

Some cover letter musts

By Mary DiPaolo, special writer

Business owners and managers would be wise to make good use of resumes as valuable employee screening tools.

I was recently asked to review several cover letters and resumes to help select interview candidates for a senior sales position.

Of the four dozen packages that had been submitted, only a handful were given serious consideration. Here are some do's and don'ts of successfully evaluating submitted applicant information as part of the employment screening process.

Screen cover letters and resumes from a purely appearance standpoint. Regardless of the desired position, a sloppy-looking package of documents should never be acceptable.

One package we received contained 12 corrected errors on the cover letter alone. Even though the applicant was highly qualified for the position, her resume and cover letter were filed in the wastebasket.

Other "file 13" documents included those that were copied (and badly, I might add), handwritten or "decorated" with water marks, coffee stains and makeup.

Read cover letters that have passed the appearance test. A well-

IT SOUNDS easy enough, but a majority of applicants tend to use cover letters as a means to say everything else. If the cover letter is unclear, too long, or worse yet, reads like a form letter applicable to any position in any organization, it signals a communication problem.

Cover letters must be addressed to a specific person within the organization, must be one page in length and must use appropriate language. "I would very much like to be hired

by your company as soon as possible" not only sounds desperate but could be stated more professionally.

In the book, "High Impact Resumes & Letters," the authors point out that resumes are "one of the most imitated, plagiarized and misunderstood documents individuals produce and use." For a list of evaluation techniques for small business owners and others involved in the employment screening process, call MarkeTrends at 474-1149.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Chamber Perspectives."

datebook


ACCOUNTANTS Thursday, Aug. 3 - Oakland County Chapter of the National Association of Accountants will hold its board of directors meeting at 6:30 p.m. at the Ramada Inn in Southfield. Information: 643-3218.

MARKET STRATEGY Friday, Aug. 18 - "Planning Your Market Strategy" offered 8:30 a.m. to noon at Wayne State University, 6001 Cass, Detroit. Fee: \$45. Information: Jim Conio, College of Life-long Learning, 577-4665.

QUALITY CONTROL Mondays, Aug. 28 to Oct. 23 - Statistical quality control workshops offered 9-3 p.m. near Rochester. Fee: \$125. Information: 370-3120. Sponsor: Oakland University.

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