

Michael Moore never does get to see Roger Smith

Finally, Roger and me have something in common. Which is that neither of us has seen "Roger and Me," the film that Flint's Michael Moore recently produced that chronicles his unsuccessful efforts to talk to GM Chairman Roger Smith about how GM is unemploying people in Flint, Moore's home town.

Chairman Roger, I suppose, didn't see "Roger and Me" because he figures the premise of the movie insults him, and he'd rather be duck hunting.

I didn't see "Roger and Me" because I can't afford it. I can't afford it because it costs about \$750 a ticket to fly to Denver, the only place you can see the movie. In fact, I think the only person in Detroit who actually has seen the film is Michelle Krebs, a reporter for Auto-

tive News, who spent Automotive News Publisher Keith Crain's money.

I WANTED to ask producer Michael Moore why I can't see the film in Detroit, so I went down to the Grosse Pointe Yacht Club, where Moore often stands around taking pictures of himself.

(According to Michelle, a large part of the movie involves Moore taking pictures of himself, allegedly trying to get Smith to talk to him about Flint's unemployment. He stretches the gag out by going to places where Smith never goes and waits for him there. For this kind of thing, he is being considered for an academy award. Go figure.)

Although I waited for a couple of hours myself, Moore never showed



auto talk
Dan McCosh

up at the Grosse Pointe Yacht Club either. Obviously he is ducking me.

I wanted to corner Moore partly because I thought he should know it is tough to get an interview with a major auto company chairman even when you don't want to insult him. I know this personally, since I once chased Chairman Lee Iacocca around for about six months with a movie camera while I was trying to

make a documentary that made him look only slightly worse than the second coming, and he wouldn't talk to me either.

I ALSO wanted to meet a guy who lived in Flint for about 30 years and thought it was full of picket fences and roses until all the GM jobs went to Mexico. I remember Flint in the old days as the kind of place where

you could drop out of high school and work in an auto plant for more money than you go, fresh out of dental school.

These guys, a few of whom I grew up with, were not big on planning for the future. Come to think of it, they weren't so big on picket fences or roses either.

As for Moore's accusation that GM is sending all those jobs to Mexico, GM is offended, since they actually spent \$2 billion giving all those jobs to robots, who at least live in Flint. The jobs that GM didn't give to robots were lost because not enough people were buying GM cars. Part of this is Flint's fault, since practically none of the Flint robots were issued drivers licenses.

STILL MORE jobs that didn't go

to robots went to engineers and technicians, who get preferential treatment these days, having spent about five years in college (mainly at GM's expense) while other Flint guys dropped out to earn enough working at GM to buy their first Corvette and pay for paint for those picket fences.

Meanwhile, Michael Moore figures his film about waiting for Roger is going to make him rich. He's lined up Warner Bros. as a distributor and thinks people will pay about \$14 million to see his movie, on top of the plane tickets to Denver. This is about what Chairman Lee earned by turning around Chrysler instead of giving me my interview.

With that kind of money, the Grosse Pointe Yacht Club might even let Moore wait inside.

datebook

H & W Development Corp. has opened Westside Deli restaurant, located at 2845 W. Maple Road at Cooridge, in the Somerset Plaza, Troy.

N. David Scott, CPA has been merged with the firm of Jenkins, Magnus, Volk & Carroll, P.C., an accounting, auditing, tax and management consulting firm in Bloomfield Hills.

Northwest Graphic Services Inc. has expanded its photographic studio to 4,000 square feet. The expanded facility, located in Livonia, enables them to utilize multiple sets and accommodate products as large as automobiles.

Haden Environmental Corp. of Troy, has announced its parent company has finalized a joint venture with Meridian National Corp. of Toledo, Ohio, to build and operate a solvent-bearing waste recycling plant.

Mel Farr has added his first foreign car franchise to his group of businesses. The official Grand Opening of the all new Mel Farr Toyota was witnessed at a special reception on Oct. 11.

DMB&B Public Relations has moved its offices to 74 West Long Lake Road, Suite 4, P.O. Box 811, Bloomfield Hills 48303.

Stone, August, Baker Communications has been chosen to provide marketing communications for Entech.

Creative thinking will bolster any small business

The ability to come up with good ideas as a small business owner or manager is vital to the success of any organization. Businesses that move ahead and are able to take timely advantage of their opportunities in the marketplace, identify problem areas and come up with innovative solutions are usually managed by those who think creatively.

It is important to recognize that creative thinking is not the same as factual thinking or the ability to create something tangible. Rather, creative thinking represents an ability to think in ways that are not the usual or normal in coming up with new ideas.

It is important to realize that all of us are more comfortable thinking in one specific way. As a result, we often restrict ourselves from exploring all the possibilities in a given situation.

To think creatively, there must be an ideal climate for creative think-



focus: small business
Mary DiPaolo

ing within the organization. Four common roadblocks that can hinder this process are status quo thinking, inertia, lack of self-confidence, and a fear of idea acceptance.

Status quo thinking is common among those who always have a predetermined solution to almost any situation based on what has worked in the past. Although past experience should not be ignored, it cannot be relied on completely.

Just because a solution was satisfactory in the past does not mean it will be the best answer now.

Inertia occurs when individuals

are not willing to risk themselves mentally and think about better or newer ways of doing things. Taking the course of least resistance may appear a safer bet, but it also paralyzes creative thinking.

Lack of self-confidence and fear of acceptance compounds this problem because many people hesitate to endorse a new idea for fear of what others might think. Even more limiting, they are afraid of how others will react if the idea is accepted and implemented by the organization.

To create an environment that encourages creative thinking, there

must be the incentive to produce creative ideas. In most areas of management, this is evident in a desire to do things better, be more efficient and profitable, or resolve problem areas relating to present methods and performance.

The pressure to produce creative ideas because of problems or a forced change in the operation also serves to motivate management and staff to stretch their abilities to think creatively.

Last, the willingness to accept and try out new ideas is crucial. Creative

thinking produces little change or progress if management fails to support and implement new ideas.

Next week, we'll discuss how small business owners and managers can improve work methods that affect organizational success and growth.

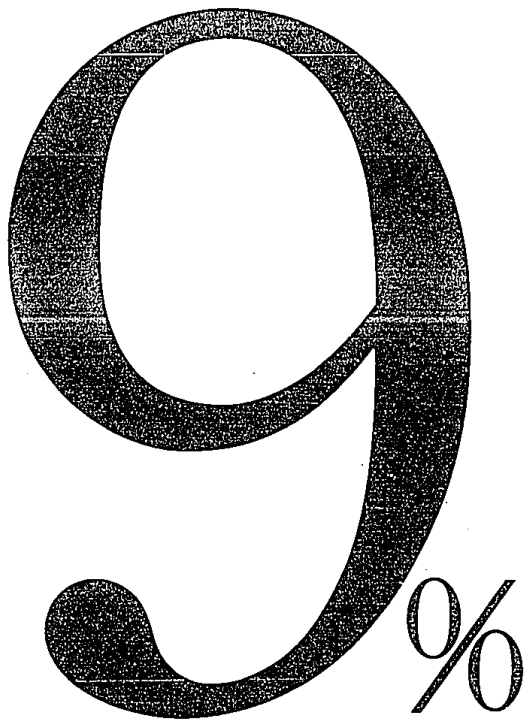
Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills based business consulting firm. She is also producer and host of the cable television series, "Chamber Perspectives."



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