

Coupon partner

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"There's just not a great deal of fund-raising done in Europe, as it is here in the United States."

EUROPE WAS perhaps 10 years behind America in acceptance of promotions and discounting, Potlaker said. "Even credit cards are just now creeping in. Where we'll probably find success, and we're doing it now in the Scandinavian countries, is developing relationships with small clubs and encourage them to give us a try."

The company is targeting demographic segments to expand its U.S. line of publications and enhance cross-selling opportunities. One such target is Baby Bonanza, a book of discount offers for merchandise and services to new and expectant parents.

THE COMPANY also is testing Bed & Breakfast Plus, a directory of country inns, small hotels and lodgings for vacationers. Another book, published jointly with Troy-based K mart, offers up to 50 percent off on services and accessories at K mart's auto centers in addition to savings on dining travel and vacations.

The company is looking at a computer version of its discount savings book, Potlaker said.

Entertainment Publications might expand into the Pacific Rim countries, the most promising of which is Japan.

"There's a lot of exciting directions on the drawing board for us, and we're taking them one at a time. But our most pressing goal at the moment is to develop the European market."

"That's where the challenge is."

Walsh College expanding to match rising enrollment

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This will be the sixth building addition, Platiz said, adding that architecturally, the college has virtually exhausted future alternatives for expansion. New additions, if any are added in the future, will probably have to be separate facilities.

was made with 1992 student population projections.

"They have two or three classrooms that won't be used for a while."

Platiz said students will be only minimally affected by the project, but they will have to walk around the construction area. The work will not interfere with any of the classrooms.

Business index declines

In September, the Michigan Business Activity Index slipped four points to a level of 138 from 142 in August.

The August Activity Index was revised upward by one point as a result of better-than-originally-reported motor vehicle production in Michigan. At a level of 138, Michigan's real economy is within one point of the year-to-date average of 137.

"Although Michigan is now operating at business activity levels 5 percent below a year ago, I am very encouraged by the remarkable stability of the economy over the first three quarters of this year," said David L. Littmann, first vice president and senior economist of Manufacturers National Bank of Detroit.

"Considering October's results from the purchasing managers' survey, I believe that the fourth quarter will bring a subsidence in state economic performance."

During September, steel output was the major component of the index to show an increase, but this gain was more than offset by declines in motor vehicle output and car sales.

In addition, a decline in the volume of financial transactions took one and a half points from the index. The index represents 10 measures of Michigan economic activity compiled monthly by the Economics Department of Manufacturers Bank.

business people

Dan J. Cumrie Jr. of Troy has been appointed to the Michigan Health Care Corp. board of trustees. Cumrie serves as executive vice president and chief financial officer of Michigan Health Care Corp.

Patrick Doyle, George Petkoski and Robert Szantner have been promoted to associates of Minoru Yamasaki Associates.

The following people were named to new positions at D'Arcy Masius Benton & Bowles/Bloomfield Hills. They are: Gretchen Snow has been elected vice president; Angela Turco of Rochester Hills has been promoted to account supervisor at Inter-group Marketing & Promotions; Bob Raahid has joined DMB&B/BH as producer; Claire Perneck of West Bloomfield has joined DMB&B/BH as senior producer; and Kathryn Dawson has rejoined DMB&B/BH as production group supervisor.

James D. Wedell, special agent for Prudential in Bingham Farms, has been granted the LUTC Fellow professional designation.

Kathy Wolosky has joined Associates Creative Inc. of Southfield, as senior graphics creative director. Wolosky has been freelance graphic designer for ACI since 1981.

Raymond Barth has been named facility planning specialist at Smith + Schurrman Associates Inc., Bloomfield Hills. Formerly, Barth was design director at Silver's Inc.

William Gray has been appointed director of sales, commercial division at University Moving and Storage Co. in Birmingham. He was previously with Dobson Moving and Storage.

Marya McNorton, Carolyn Ireland and George Monticelli have been promoted to account executive at Ross Roy Communications in Bloomfield Hills. Misha Helvey of Southfield has been promoted to assistant account executive. Elmer Parrish has been appointed to program coordinator, consumer incentives and Kathy Taylor of Birmingham has been promoted to program coordinator, accounting.

Scott D. Peckard of Farmington

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Cumrie has been named treasurer of Cloverdale Equipment Co. Formerly Peckard was employed as controller at Barton-Malow Rigging.



Doyle has been elected a divisional banking officer in the Michigan Division of Empire of America Federal Savings Bank in Southfield. Stachurski joined Empire of America in 1976.



Petkoski has been elected a divisional banking officer in the Michigan Division of Empire of America Federal Savings Bank in Southfield. Stachurski joined Empire of America in 1976.



Szantner has been elected a divisional banking officer in the Michigan Division of Empire of America Federal Savings Bank in Southfield. Stachurski joined Empire of America in 1976.

Robert L. Crumley has been named vice president, North American sales and engineering of Siemens Automotive in Troy. Previously he was director of business development in the U.S. for Siemens-Bendix Automotive Electronics.

Karee Frey has joined WXYZ-TV in Southfield as senior producer of creative services. Frey was previously with WSVN-TV in Miami, Fla. as creative services producer.

Terry Reblitz with Coldwell Banker or West Bloomfield was recognized as the company's top buyer controlled sales leader for the third quarter.

Lori S. Brewer of Rochester has been promoted to manager of Heartland Advantage's metropolitan Nashville office. Brewer joined Heartland Advantage in 1988 as a job search adviser assigned to the Saturn project.

Charles Youkam has been promoted to public relations director at Americtech Publishing Inc. in Troy. Youkam joined Americtech Publishing in 1987.

Mildred-Jeanne Stulberg of Birmingham has been appointed vice president for development and pub-

lic relations at Cranbrook Educational Community. Stulberg comes to Cranbrook from Barnard College at Columbia University.

Art Willis and Vera Schanz have been recognized as Coldwell Banker's top listing leader for the third quarter at their branch offices. Willis is employed by the Farmington Hills office and Schanz by the Birmingham office.

Phillip J. Emerman has been named vice president and director for the Connecticut, Michigan, Indiana, Ohio, Minnesota, Missouri, Nebraska, Wisconsin, Buffalo and Albany, New York areas of AnnTaylor, Inc. His office is in Bloomfield Hills. Emerman was divisional vice president with Lord & Taylor.

C. Robert Garly of Rochester Hills has been named manager and Bruce Harris of Bloomfield Hills to promotions manager at Audi of America, Inc.

Elizabeth A. Lepper has joined Florists' Transworld Delivery Association in Southfield as public relations coordinator. Previously, Lepper held the position of public information coordinator at Vista Marina.

David R. Hols has been appointed financial controller and Deborah A. Monterosso has been named manager, human resources and training at Time Engineering Inc., Troy.

Bruce A. Kaye of West Bloomfield has been named as a tax manager. Donna England and Marsha Okamoto, both of Farmington Hills, have been appointed audit managers at Coopers & Lybrand.

Kristine Carter of Farmington Hills was promoted to technician training supervisor for Arbor Drugs Inc. of Troy. Carter joined Arbor Drugs in 1987 as a pharmacy clerk at the Farmington Hills store.

Jill Griffin has been promoted to technician training supervisor for Arbor Drugs Inc. of Troy. Griffin joined Arbor Drugs in 1982 as a cashier at the Redford store.

Donna Schupp, with Coldwell Banker West Bloomfield, has been recognized as the company's top listing and transaction leader for the third quarter.

Charles Page, with Coldwell Banker or West Bloomfield, has been recognized as the company's top listing and transaction leader for the third quarter.

Richard D. Hergert, of Farmington, has been appointed vice president, management information systems, at Providence Hospital, Southfield. He previously was employed by the Daughters of Charity Health Information Systems, Inc.

Gerald A. Breuer has been named vice president, corporate banking marketing for Comerica Bank-Detroit. Breuer joined the company in 1987 as assistant vice president.

Christine Salley, of Birmingham, has been elected vice president, group research director at D'Arcy Masius Benton & Bowles/Bloomfield Hills. Salley joined the agency in 1980 as a legal assistant.

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