

business people

Teresa Emerick was promoted to vice president at Michigan National Corp. Previously, Emerick was second vice president at Michigan National.

Glyn Culver of Bloomfield Township was named senior vice president of development for American Speedy Printing Centers Inc. Prior to joining American Speedy, Culver was vice president of Business Card Express, a subsidiary of American Speedy.

Bill Law and Jim Stevens are the new co-owners of Century 21 Hartford, Farmington.

Keith Ulrich of Birmingham was promoted to account supervisor responsible for Cadillac national advertising and merchandising programs at D'Arcy Masius Benton & Bowles/Bloomfield Hills. Ulrich joined the advertising agency in 1982 as a traffic coordinator.

Dr. Heller, Dr. Barwell and Cynthia Waldman have begun an inter-



Emerick Culver Law Stevens Ulrich

16-week training program for dental assistants administrative dental assistants in their Southfield office.

Ann Simons of Shearson Lehman Hutton in Southfield has achieved the designation of Certified Investment Management Analyst by the Investment Management Consultants Association.

Amy R. Greenhoe has joined the accounting firm of Robert C. Juhn & Associates. Previously, Greenhoe was employed with Ernst & Young.

Maurice A. Betman was appointed director of pensions for USA Financial Group Inc., a Securities Broker/Dealer. Previously Betman was pension actuary and president of Comprehensive Financial Planning Corp.

Michael E. Buntzl of Farmington Hills joined the Lincoln-Mercury division of Ford Motor Co. in Memphis, Tenn., as a marketing analyst. Buntzl is a 1990 graduate of Michigan State University.

Please submit black-and-white photographs, if possible, for inclusion in this column. While we value the receipt of photographs, we are unable to use every photograph submitted. If you want your photograph returned, please enclose a self-addressed, stamped envelope. Indicate in a margin on the front of the photograph that you want it returned. We will do our best to comply with your request. Send information to: Business Editor, 36251 Schoolcraft, Livonia 48150. Please include city of residence and a daytime telephone number where information can be verified.

Some workers question commitments to quality

Continued from Page 1

Such an approach, Knappenberger said should enhance a new perception of quality as "things gone right," rather than just what meets expectations or specifications.

"We all want something more. We can all get more together if we all work together, going for win-win situations rather than win-lose situations. The win-win mentality adds value to employees, companies and society," Knappenberger said.

SOMETHING ELSE that employees want more of is job skills training, mentioned by 21 percent of surveyed employees as the most important way companies can make it easier for them to do high quality work.

Knappenberger agrees but again stresses the importance of mindset,

adding that training is different from education. He said that while industry can train workers in specific job skills, they must have the educational skills to learn and think for themselves.

"In the past, we had a throwaway society. The work force is getting smaller and smaller at the same time as the jobs are getting more and more demanding. The year 2000 work force is in the field; the year 2010 work force is in school."

Addressing education problems in the United States, Knappenberger said that "everyone, it appears, wants to pass the buck. It will take concerned people to get involved toward a common goal."

Knappenberger sees the problem much like his analogy of the first lieutenant and the bill.

marketplace

ParaData Computer Networks Inc. announced today new MCA members of its PACS Family of Asynchronous Communications Servers.

Powerhouse Gym will open their newest facility in Northridge Plaza, Livernois and Kirtz, Troy in January 1991.

The Berlase Group has received a Creative Excellence Award from the American Economic Development Council.

Mobiltronics/Drive Inc. in Cellar was named 1990 Quality Dealer by the cellular industry's trade association.

AE Piton Products Inc., a T&N Group company, has selected French & Rogers to handle its advertising, marketing and public relations activities.

Macauley's Office Products Inc. has been awarded the 1990 OPD Award of Merit in the category of

operations/materials handling from Office Products Dealer magazine.

Pro Golf Discount of Southeast Michigan has chosen Michael Flora & Associates as its advertising agency of record.

United Satellite/America Inc. has acquired Great Plains Cable TV.

Kathleen Sheridan and Associates has acquired Caryn Shayne Boutique, Pierson & Pierson and Margot's European Spa.

The Arrington Group has opened at 29402 Northwestern Highway in Southfield.

Ross Roy Communications has won a Gold POPAI award for a holiday point-of-purchase display for Ballantine's Scotch.

Murphy Software Co. has retained Stone, August, Baker Communications Companies to provide marketing communications support including strategic planning, advertising,

public relations and telemarketing.

Coldwell Banker Schweltzer Real Estate offices in Northville have moved to 41860 Six Mile Road, between Haggerty and Northville Roads.

Plunkel, Wiltterfeld & Selik P.C. has relocated its offices to 32300 Northwestern Highway, Suite 200, Farmington Hills, Michigan 48334-1867. The telephone number is 855-6500 and the facsimile number is 855-6501.

Operating Engineers Local 324 Health Care Plan has chosen Southfield- and Grand Rapids-based PPOM to provide health care services for its statewide membership.

Ross Roy Group has acquired the Colligan Group.

Eric S. Canvasser has opened a new practice in public accounting at 6960 Orchard Lake Road, Suite 204, West Bloomfield.

Alpha Communications Co. Inc. of Troy has announced a special free marketing analysis program. The program offers any company a meeting with ACC to discuss their marketing direction and sales goals.

Simpson Moran will move its Southfield operations to consolidate all its attorneys and clerical personnel at its Birmingham offices.

Key Psychological Services have moved to 17117 West Nine Mile Road, Suite 1021, Southfield. The phone number is 557-7100.

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First Night '91

It's a First for Southeast Michigan. Join us on December 31, from 4:00 p.m. to midnight, when the streets and many public buildings, churches and office lobbies in downtown Birmingham come alive with music and song, comedy and drama, magic and mime. It's "First Night/Birmingham '91," a non-stop festival of the performing and visual arts, with events occurring simultaneously in over 20 locations in a 10 block area. A surprise celebration in Shain Park rings in the New Year. You and everyone in your family can enjoy this unique, alcohol-free "Celebration of the Senses" for just \$5 each. Children 5 and under admitted free.

Here are just some of the artists who will be performing in The Community House, Baldwin Library, St. James Episcopal Church and other locations in downtown Birmingham:

<p>Urusla Walker & Buddy Budson Contemporary combo</p> <p>Detroit Woodwind Quintet Classical instrumentist</p> <p>Jerry Jacoby Children's storytelling & song</p> <p>Ray Kamalay & His Red Hot Peppers Hot Jazz</p> <p>Crazy Richard, the Madd Juggler Juggling comedy</p>	<p>Prism Quartet 20th Century Classical</p> <p>Russell Taylor Saturn Circus Performance Art</p> <p>Motor City Samba Carnesian Brazilian Rhythms</p> <p>Peter "Madcat" Ruth Harmonica synthesizers</p> <p>The Village Players Special children's shows & 1940's Radio Hour</p>	<p>Vladimir Karmazin Russian Folk Pianist</p> <p>St. Dunstan's Theater Guild Musical Revue</p> <p>Special Art Exhibitions PLUS</p> <p>A creative array of hands on activities for children from 6 months to 16!</p>
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\$5.00 ADMISSION BUTTONS available in Birmingham at Select Kroger Stores Michigan National Bank The Community House and Crowley's

First Night/Birmingham major sponsors include:
• City of Birmingham • The Community House
• The Ford Motor Company Fund • The Junior League of Birmingham • The Kroger Co.
• Michigan Bell Telephone Company
• The Observer & Eccentric Newspapers

The Junior League of Birmingham is the sponsor of all First Night children's activities and performances.