

SUBURBAN
BUSINESS
LEADERS

Marlene J. Myers has recently joined Premier's Real Estate Services, Inc. as manager of tenant relations. In her new role, she will supervise all marketing, advertising and public relations activities for Prudential Town Centers.



Marlene J. Myers

Gary Wasserman, of West Bloomfield, has been promoted to Associate Professor with tenure at Wayne State University, department of industrial and manufacturing engineering.



Gary Wasserman

Gordon & Company, P.C. is pleased to announce that Mary Kilne-Cueter CPA, M.S.T., has been elected treasurer of the Zonta Club of Southeastern Oakland, a local chapter of the worldwide service organization of women in business and professions.



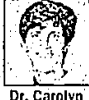
Mary Kilne-Cueter

Plante & Moran, the largest accounting and management consulting firm based in Michigan, has announced that Philip C. Gilbert, CPA, has been named head of the firm's Mergers and Acquisition Service Group.



Philip C. Gilbert

Dr. Carolyn Nelson is now in practice with Dr. Richard Knight and Dr. Max McKinney in their Farmington Hills location on 12 Mile. Nelson was a student at Mercy High School in Farmington Hills and graduated from Des Moines University of Osteopathic Medicine and Health Sciences. She received post-graduate training at Botsford General Hospital in Farmington Hills.



Dr. Carolyn Nelson

Please see inside for more suburban business leaders.

Corporate givers take long view

■ Aside from tax deductions, corporations are finding that charitable giving has other benefits like boosted employee morale.

By GERALD FRAWLEY
STAFF WRITER

Business lends a hand

Homeless people are \$20,000 better off today because someone "cared." It may surprise people to learn that it was corporate America.

On April 15, Robert J. Mylod, Michigan National Bank chief executive officer and chairman, distributed the first installment of \$20,000 to be divided among eight, tri-county, non-profit agencies that provide food and shelter.

In total, employees — including a 60 percent corporate contribution — will give \$70,000 to 24 shelters during 1992.

It isn't a one-year contribution either — plans call for an opportunity for employees to re-up next year. The bank is also hoping other financial institutions can become involved in a friendly competition, challenging each other to contribute more.

R. Sue Smith-Dodson, program director for Corporate Giving Initiative, Council of Michigan Foundations, said last year Americans gave away \$122 billion dollars. "Corporations gave a substantial portion of that."

The Corporate Giving Initiative works with companies to help them develop organized giving programs. In addition to speaking engagements and individual assistance, the Corporate Giving Initiative also sponsors a yearly seminar designed to introduce businesses to the idea of corporate giving.

"Business gives for several reasons, not the least of which is the tax benefit given to businesses that contribute to charitable causes. Our tax system is structured so as to reward charitable

See GIVING, NEXT PAGE.

Individual episodes make big difference

By GERALD FRAWLEY
STAFF WRITER

Concrete examples of corporate America making an effort to help the less fortunate are everywhere. And as is often the case, the efforts are the brainchild of one individual.

Walter C. Elliot, a senior community lending officer in Detroit was the catalyst for Michigan National Bank's recent efforts in helping the homeless.

Elliot, who grew up in Detroit and

has worked in Detroit much of his life, said he's used to seeing people struggling through hard times.

But last year, something changed. "Most of the time, it's just male adults, but that one day I was driving home and I saw a woman with a sign that read: 'Homeless, need help.' That really struck me."

See INDIVIDUALS, NEXT PAGE.



Opportunities for temporary employees leap significantly

By R.J. KING
STAFF WRITER

Looking for a strong economic indicator other than factory orders, housing starts and stock prices, all of which can be influenced by such hard-to-predict anomalies as politics, weather and international turmoil?

Consider the recent history of the temporary services industry. When the economy sputters, as it did during the 1981-82 recession, temporary workers were the first to be let go. When the economy stalled, layoffs noticed, were then issued to more permanent workers. By the same token, when work orders started to pick up in 1983, temporary workers were the first to be hired. Once the recovery was sustained, personnel departments began attacking those huge piles of resumes.

If the pattern is valid, good times may soon be here again. According to the 1,000-member National Association of Temporary Services, the industry began to pick up in the fourth quarter of 1991, with 13 percent more people employed than at the beginning of the year.

Steve Wolfe, vice president for ADIA Personnel Services, which has offices in Farmington, Livonia and Southfield, said the firm has seen a 54-percent increase in profits in the first quarter of 1992 over the same period a year ago.

"Since January, we've seen a 20-percent increase in terms of hours our (temporary) employees are working," Wolfe said. "The increase has forced us to focus our attention away from seeking out new business clients to recruiting. Most of the increase is in clerical, administrative support, light industrial and light technical."



With a temporary staff of 1,500 employees, Wolfe said the company has been running more newspaper ads to attract part-time employees. The list of likely candidates includes mothers with children age 2 or older, college students and people who lost their jobs in the last two years.

Carolyn Fryar, a senior vice president with Kelly Services in Troy, one of the nation's largest staffing support companies with 550,000 temporary employees, said 1992 first quarter revenues were up 14.2 percent from the same period a year ago.

History repeats itself

"It would appear as if the same thing that happened during the last recession is happening now," Fryar said. "Some companies are downsizing and going to managed services, and we're seeing some parts of the economy turning around."

From comments with area managers within the temporary-help industry, the Midwest and South have been leading the comeback.

In metro Detroit, where the biggest users of temporary help are automotive, banking and retailing companies, as well as law firms, between 10 and 30 percent more people were employed as temporaries in the first quarter of 1992 over the same period last year.

Bruce Steinberg, a spokesman for the National Association of Temporary Services, said traditionally the beginning of the year is marked by a decline in temporary help.

"The demand by firms like small-item manufacturers just mushroomed after the summer of 1991 — I mean in excess of 20 percent over the prior year," he said.

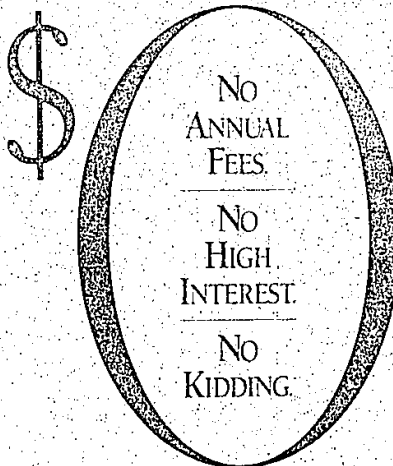
The temporary services industry supplies workers such as word processors, bookkeepers and machinists to companies on a short-term basis, often with only next-day notice, to handle employee absences, special orders and seasonal work overloads.

According to the National Association of Temporary Services, hourly wages for temporary workers range from \$5.15 for a standard laborer pulling staples from files to \$23.40 for a computer analyst, who comes with two or more years of formal training.

Outsourcing catches on

Mark Lancaster, director of sales and marketing for Employment Group Inc. in Troy, said in addition to solid growth for temporary employees, more and more Fortune 500 companies are outsourcing entire in-house departments, such as mail rooms, copying centers and word processing.

"For years, it was quite common for large companies to contract with security guard and janitorial firms. Now the trend is toward administrative services," Lancaster said.



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