DATEBOOK

BUSINESS CONSORTIUM Oakland County Business Consor tlum to hear Small Business Administration speaker Saturday, Sept. 12, in Southfield. Non-mem ber fee: \$5. Information: Annette, : \$5. Informaion: Annette,

LEGAL ASSISTANTS

■ LEGAL ASSISTANTS
The personal assessment inventory, required for entry into Oakland University Legal Assistant Program, will be conducted by Oakland University at 7 p.m. Tuesday, Sept. 16, at Adams High School in Rochester Hills. Pee: \$35. Call 370-2320.

HIRE THE BEST
"Hilding the Best" workshop preaented 8:30 a.m. to 4:30 p.m.
Wednesday, Sept. 16, at Walsh Colin Troy. Fee: \$195.

III INCREASE PRODUCTIVITY

"How to Increase Personal Produc-tivity" workshop presented 8:30 a.m. to 4:30 p.m. Thursday, Sept. 17, at Walsh College in Troy. Fee:

■ ENVIRONMENTAL INNOVATION

One-day environmental technology innovation conference on Monday, Sept. 21, at the Kellogg Center in Enst Lansing will assist technolo-gy-based businesses in Michigan to access federal and state research and development money to pursue technology development that im-pacts the environmental area.

■ LEGAL SECRETARIES

Oakland County Legal Secretaries
Association meets at 6 p.m. at the
Troy Marriott Hotel. Information:
Teresa Alexander, 356-8590.

ENTIREMENT PLANS

"The Fundamentals of Qualified

Benefit Plans and Other Arrango-ments" seminar 8:30 a.m. to 4:30 p.m. Wednesday, Sept. 23, at the Radisson Plaza Hotel In Southfield. Fee: \$125. Information: Gerald Wer-nette, 855-7770. Sponsor: Detroit Area Chapter of International Soci-ety of Certifed Employee Benefit Specialists.

BENEFIT SPECIALISTS

The International Society of Certified Employee Benefit Specialists, Detroit Area Chapter la aponsorina a one-day seminar son the Funda-mentals of Qualified Benefit Plans and Other Arrangements beginning at 8:30 a.m. at the Radisson Plaza Hotel in Southfield on Wednesday, Sept. 23. Call 855-7770 for informa-

DEAL WITH CONFLICT
"How to Deal with Conflict In the
Workplace" workshop presented
\$30 a.m. to 4:30 p.m. Thursdoy,
Sept. 24, at Walsh College on Livernois in Troy. Fee: \$370.

E RETTER WRITING

"Writing Effective Memos and Business Letters" half-day work-shop offered Thursday, Sept. 24, at Lawrence Technological University in Southfield. Fee: \$195.

■ COACHING AND COUNSELING

Training, Coaching and Counseling "Training, Coaching and Counseling "workshop presented 8:30 s.m. to 4:30 p.m. Wednesday, Sept. 23, and Friday, Sept. 25, at Walsh College on Livernois in Troy. Fee: \$370.

■ ENGINEERING REVIEW
Part II of Professional Engineer Licensing Review Courses offered runs for four Saturdays, beginning Sept. 26, in Troy. Information: 1-800-877-3926. Sponsor: Engineering Society of Detroit

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Saturn sales show industry failings



experimental car division.

Slow Saturn production leaves many dealers in such short supply the rumor mill has a few Saturn dealers reportedly considering repainting rental cars from the altport and passing them of as '30 modeis. Saturn, meanwhile, seems to have avoided any temptation to price gouge in these circumstances. Instead, customers who wamon report they get treated in a casual, low-pressure style that han't been seen since the heyday of the Beetle. Saturn supposedly la a no-deal car, sold with no haggling (I tend to doubt this, at least where pricing a trade-in comes into play). In any case, somehow the dealerships have taken on an ambience that makes the Japanese look like hone traders.

ing strategy leads to success even in The embarrassing part is that Saturn is also evidence that a lot of other car divisions are doing it all

wrong.
Actually, selling slightly more than 100,000 cars doesn't do much to pay off the mortgage on the \$3.5 billion investment GM made in its

that makes the appaired look like horse traders.

Saturn has been launched in a cloud of cynical press coverage, starting with the original announce-ment of a long-range manufacturing

research project, through the long-winded development stages, and concluding with lukewarm recop-tion to the car itself.

raise the question of Saturn profita-bility is Business Week, which in a recent cover story says Saturn needs another production plant to

concluding with lukewarm reception to the car itself.

In fact, all the points addressed by the program — a competitive small car, high-tech menuforturing, and an overhauled distribution system came in pretty much as advertised.

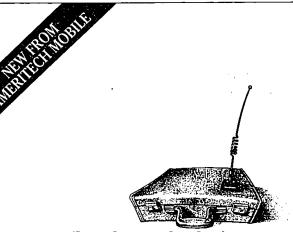
The strangest thing about Saturn is that nobody, even at GM, claims it is making money. This is particularly odd since all the basic planshave been fulfilled.

Are we to believe part of the original game plan was actually to fose money?

Even crude arithmetic, which puts the depreciated cost of the Saturn investment at about \$1,200 per car, would indicate that in fact the Saturn plant is profitable.

Or at least it would be if it was standing on its own.

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