

# Print from NEXT PAGE

The school fundraising season was just a couple of weeks away. What could they do?

"We decided to do a test run and overprint the existing name in metallic silver to see if it would work," Shelby said. "They loved the product and it came out better than anticipated."

Graphic Enterprises of Detroit, a large-run commercial printer in their network, did the job.

"The printer who originally did the brochure wanted no part of it," Shelby said. "He said, 'God bless them.'"

The two salespeople probably saved \$25,000 by making over the old brochures rather than starting from scratch, Larry said.

A firm needed some transparencies prepared and colorized for the next day. EPN got the call only a few hours before the rep's plane was scheduled to depart.

A courier was placed on standby. When the prototypes were finished, the product was quickly dispatched to Alpha 21 of Southfield, a network company, which handled the technical duties, then returned 20 minutes before the flight departed.

"They could have had 10 people looking at an art board with 95 pages, but it would have been ridiculous," Larry said.

A business needed a flier prepared to be distributed with payroll checks later that afternoon. It had the art work, but its regular printer was loaded that day and just couldn't get to the job.

EPN got a call from a PR/marketing firm that was aware of its service. EPN lined up Kipco Services of Wixom, a printer in the network to handle the project.

The deadline was met and the customer was happy. "They ordered a reprint the day it was de-

**'This is no different than if your car breaks down on the freeway. You have your own mechanic, but you're going to call road service. You want that comfort zone.'**

Larry Fox  
Emergency Printing Network

livered, more of the same pictures," Larry said.

Human nature being what it is and the unerring propensity for things to go wrong if they possibly can sometimes override good intentions.

"From my experience, one person thinks another handled it, another person may have been overlooked and it just slipped through the cracks," Shelby said.

"To tell people how to solve problems most efficiently and meet deadlines, that's my first choice," he said. "I just don't want to sell."

The network participants, which are paid only when they're used on a job, benefit from the association, too, Shelby said.

"We're selling for them," he said. "They don't have to pay us. They're getting business they otherwise wouldn't get in many cases. It's unique."

EPN is a logical extension of Fox Printing, which subcontracted all of the special forms work it gets.

"We're marriage makers," Larry said. "After seeing what's going on, telemarketing accomplishments, projects we have... I'm proposing that in two or three years, we'll double our total business."

## SUBURBAN BUSINESS LEADERS

To submit materials to this column, please send a brief biographical summary along with a black-and-white photo, if possible, to: Business Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150.

Southfield-based telephone message provider Answering Service Inc. has promoted Mary Eileen Smith to assistant manager of Lincoln Park office and Sandy Singelya to assistant manager of their Grosse Pointe office.

Frederick Thomas has been named vice president of management information systems at Ross Roy Inc., in Bloomfield Hills. He will be responsible for directing the activities of the information systems department.

Ross Roy Retail, a division of Ross Roy, has hired Cynthia Herra as senior Copywriter. Herra is responsible for writing copy on various retail accounts.

Ross Roy Advertising, another division of Ross Roy Inc., has hired Nancy Forchard as a senior buyer, Heidi Spiegel as media buyer, and Steven Kraft and Leslie Sam as assistant media buyers.

William Patterson, a 14-year veteran of the Oakland Wayne and Macomb county real estate scene, has joined the real estate office of RE/MAX Rite Way, Inc. as a Realtor-assite.

Elton Kruger has been hired as vice president, media group and publisher at the Young & Rubicam Detroit. Also in the media group department, Y&R has hired Jull-

ann Johnson as a media buyer for the Lincoln Mercury Dealer Association account, and Gayle Scholl as a media purchase service assistant for the Lincoln Mercury Division account.

Michael Davis of Bloomfield has been appointed sales representative in the north Detroit District of Janssen Pharmaceuti-

cal. Robin Chrumka and Mike Stocker have been promoted in the creative department at CME/KHBB Advertising in Southfield (formerly Campbell-Mithun-Easy).

Chrumka becomes vice president, senior art director, and Stocker, vice president, associate creative director. They were previously senior art director and vice president, senior writer respectively.

Chrumka and Stocker work as a team creating advertisements for Chrysler Corp.'s Jeep and Eagle Division, Consumers Power Co. and Century 21.

Scott J. Szczesny has been named buyer for Inalfa Hollandia Inc., a leading supplier of North American OEM electric sliding sunroofs in Farmington Hills. In his new position, Szczesny will coordinate procurement, delivery and inventory of all production materials for Inalfa Hollandia.

Prior to joining Inalfa Hollandia, Szczesny was an inventory controller/buyer for Federal-Mogul Corporation, where he was responsible for the acquisition and management of inventory for engine components.

Earl Roberts of Century 21

Town & Country in Troy was recently recognized as being among the top producing sales associates in the Century 21 Metro Brokers Council during the month of October.

John R. Oatey has joined Southfield based Lucas Management Systems' software project management team. Oatey joins Lucas Management Systems as a Business Consultant. Formerly with Project Advisors Consortium International, Ltd., Oatey will assist with Professional Consulting Services.

Lucas Management Systems is the world's leading supplier of project management software and consulting services with more than 2,000 customers worldwide including aerospace, defense, construction and engineering, telecommunications, finance, pharmaceutical, manufacturing, government, and software development sectors.

Richard Russell, an agent with American United Life Insurance Company's A.L. Fine and Associates in Southfield, has qualified for membership in the prestigious Million Dollar Round Table (MDRT). Only three percent of the world's life insurance agents qualify for the MDRT each year through high-level client service, production and strict ethics standards.

Gary Hubbard has been promoted to general manager of the Bob Evans Restaurant in Southfield. Hubbard, originally from Battle Creek, Mich., is promoted to general manager from assistant

manager at the Bob Evans Restaurant in Livonia.

Brian Fannon, president of Quality Homes in Farmington Hills has been appointed by Governor John Engler to the Michigan Manufactured Housing Commission.

The Manufactured Housing Commission regulates the state's manufactured housing industry which includes the sale of homes by retailers and the placement of homes in manufactured home communities and on private property.

Doug Stranahan has been named a divisional president and general manager for the Century 21 system for an area covering Michigan, Indiana, Ohio, Western Pennsylvania, West Virginia and Kentucky. In his new role, Stranahan will be responsible for seven regions, and his division will provide administrative support services to these regions.

Sam Georges, Mark Warren and Jolite Levine of Century 21 Today in Farmington were recently recognized as being among the top producing sales associates in the Century 21 Metro Brokers Council during the month of October.

Victor Kurzeja has been selected Quality Achiever of the month by the Jervis B. Webb Company in Farmington Hills. Kurzeja was recently named leader of the Trolley Department at Webb's New Hudson facility. His 'Zero Defects' attitude and commitment to the Quality Improvement Process are a part of his daily work routine.

## Puppets from NEXT PAGE

without interruption. The remaining work is live. The cost to create a customized puppet of a president or sales manager is \$1,250 for the first minute, said North.

"The prices go down after that, and most presentations average between three and five minutes," she said. The Great Imposters even spoof well-known television shows, such as "60 Minutes" and "This is Your Life." In the puppet version of "60 Minutes," the Great Imposters send their ace reporter, Mike Malice, to investigate the working style of a select-

ed employee. For custom videos, a profile of the individual along with a photograph or video tape is required. Lead time is 30 to 60 days, and the puppets can mimic gestures, looks, movements and anecdotes. Voices are produced using regional accents.

"We do all the taping and creating in Fort Wayne, and then ship out the shows or tapes as needed," said Miller. "We've even had some people who have asked to keep the puppets after seeing a likeness of themselves live or on screen."

extant memory retention. While such results are difficult to measure, Jim Flaherty, vice president of Hiram Walker & Sons, a Windsor-based liquor importer and distributor, said he was pleased after using the Great Imposters to spice up several sales meetings.

"Every year we have a national sales meeting, and the puppets were brought in to add some humor to the event. They've worked out very well, and the people who saw and were impersonated by them, remark about the puppets frequently," said Flaherty.

North said the Great Imposters

was on the verge of signing a contract with a company based in Oakland County. Clients of the Fort Wayne headquarters include General Motors, Shell Oil, IBM, Isuzu, Kraft Cheese and Texaco.

The Great Imposters offer a series of products and services which range from a rental library of generic puppets on video to customized productions written and produced for a specific client.

North said 95 percent of the puppets appear on video, with either a live speaker engaging an on-screen personality or an impostor delivering the message

without interruption. The remaining work is live. The cost to create a customized puppet of a president or sales manager is \$1,250 for the first minute, said North.

"The prices go down after that, and most presentations average between three and five minutes," she said. The Great Imposters even spoof well-known television shows, such as "60 Minutes" and "This is Your Life." In the puppet version of "60 Minutes," the Great Imposters send their ace reporter, Mike Malice, to investigate the working style of a select-

ed employee. For custom videos, a profile of the individual along with a photograph or video tape is required. Lead time is 30 to 60 days, and the puppets can mimic gestures, looks, movements and anecdotes. Voices are produced using regional accents.

# IBM® Blow Out!

**IBM PS/2® Model 70-386**  
2Mb/60Mb HD  
With VGA Color Monitor  
**\$749**

**IBM PS/2® Model 50Z-286**  
30Mb HD  
With VGA Color Monitor  
**\$499**

24380 West Ten Mile Road  
Southfield, MI 48034  
Just west of Telegraph,  
in the Ten Mile Shopping Center  
(313) 356-7393  
FAX (313) 356-7392

**USED COMPUTER OUTLET**  
Open Mon-Fri, 10:00am-7:00pm  
Sat, 9:00am-3:00pm

## BECOME A FINANCIAL PLANNER.

OR, LEARN TO MANAGE YOUR MONEY LIKE ONE.

OAKLAND UNIVERSITY'S PERSONAL FINANCIAL PLANNING PROGRAM PREPARES YOU FOR EITHER.

TAKE ONE COURSE OR TAKE THE PROGRAM.

ATTEND A FREE INFORMATION SEMINAR JANUARY 11.

CALL THE CONTINUING EDUCATION OFFICE: (313) 370-3120

WINTER CLASSES START JANUARY 18.

## SAS Securities Arbitration Services Inc.

Helping Investors Recover Financial Losses

- ★ Losses From Limited Partnerships
- ★ Excessive Commissions
- ★ Unauthorized Trading
- ★ Misrepresentation
- ★ Unsuitability

CALL 1-800-645-0125

Free Consultation/Not A Law Firm

## Why isn't your home safe?

**\$195.00**

Call ADT for the answer. Half price sale ends soon!

**Unbelievable Value!**  
Professionally installed ADT security system by System 2 choice consists of:  
• Most entry cover through door or back door  
• Electronic motion detector  
• Hides alarm tones inside your home  
• Electronic control panel with keypad  
• Window stickers  
• Warm intrusion before they enter a break in  
• Central Station Monitoring  
• Only \$195 per month

Call ADT today at 1-800-ADT-INFO or 313-583-2415 and help protect your home for **\$200.00 Half Price \$200.00**

ADT Systems

## Slow Drains?

You'll never have a slow running, or clogged drain again with Pimab Clean®. Not the secret! Clean drains don't run slowly. The "slows", or periodic clogs, are signals that a thick layer of "fat" is choking your pipes. Just like the "ring" sticks to the walls of your bathtub, this gooek sticks to the inner side walls of your pipes. Old-fashioned drain openers cannot remove this build up. They run along the bottom of your pipes. Even a small tunnel in the gooek lets them flow out to the sewer, leaving the gooek behind!

Now you can make your pipes run like new with Pimab Clean®. Not a drain opener, it's an advanced plumbing cleaner. Its revolutionary one-of-a-kind formula attaches and penetrates into the waste. Then, in just one to three weeks, it liquifies years of build up that drain openers can't even reach. Cleans from sink to sewer, not just the trap. Pimab Clean® is so effective it is money-back guaranteed!

**SAVE MONEY.** Because drain openers can't reach the gooek on the sides of your pipes you have two choices. Call a plumber and spend \$60-\$120, or save money and use Pimab Clean®. Now don't be fooled by look-alikes. Their label has safety cautions instead of a guarantee. And since they aren't as strong, their directions have you use twice as much. So, if your drains have the "slows", get safe, guaranteed Pimab Clean® today!

All Spartan Stores  
Whitmore Lake & Hamburg: Ward's Home  
Highland & Howell: Gilroy's Go-It • South Lyon: South Lyon Lumber  
Millard: Iverson's Lumber & Linn: Wright's Home • Hunt's Ace  
Farmington Hills: Jack's Home • Howell: Middleton Mkt • Seras Mkt  
Erichson: Seras Mkt

## GREAT RATE

**5.25%** **5.35%**

Simple Interest Rate Annual Effective Yield  
**5 Year Certificate of Deposit**

- Personalized Service
- Minimum Deposit \$2500
- Interest Compounded Quarterly
- Substantial Penalty for Early Withdrawal

**REPUBLIC BANK**  
Member FDIC

1700 N. Woodward Ave. At Long Lakes • 258-5300  
18720 Mack Ave. At Kerby Rd. • 882-6400