

MARKETPLACE

To place your business in the marketplace calendar, mail the information, including the business telephone number and address, to Business Editor, 36251 Schoolcraft, Livonia 48160. Or drop the information off at your local Observer & Eccentric newspaper office.

Fenner, Melstrom & Dooling, CPA, in Auburn Hills has announced it is one of a select group of consulting firms recently certified to represent Great Plains Dynamics, graphical accounting and business management software. This authorization, among the first awarded in the Detroit metropolitan area, expands products and services available to organizations that are automating their business management systems.

Fenner, Melstrom & Dooling, CPA earned Dynamics certification in order to respond to increasing client demands for customized solutions of their accounting, inventory, order processing and other management systems.

Fenner, Melstrom & Dooling, CPA is expanding resources dedicated to conducting needs assessment, installing and supporting microcomputer accounting systems. In addition, Fenner, Melstrom & Dooling, CPA forms alliances with several local computer stores and custom software programmers to provide complete accounting and business management systems to area companies.

Real Estate One, based locally in Farmington Hills and the GENESIS Affiliate in Metropolitan Detroit, announced today that GENESIS Relocation Services is the new title for the GENESIS Realty Network.

Each affiliate firm of the GENESIS organization offers its buyers and sellers local contacts with national connections. GENESIS links buyers from other markets moving to Metropolitan Detroit with Real Estate One properties in this area. It also makes properties around the country accessible to Real Estate One house hunters who are relocating.

GENESIS is also entering into cooperative marketing programs with other leading relocation suppliers. These alliances will help Real Estate One offer options for selling properties more quickly and at higher values. Special alliances will also help the Real Estate One relocation department assist transferees in finding new homes in other metropolitan areas.

Northwestern Mutual Life was honored twice in January. It was voted "most admired" of the 10 largest life insurance companies by FORTUNE Magazine and was cited as a great place to work in the new book "The 100 Best Companies to Work For in America."

Al Hawkins, president of Southeastern Greenhouses, 29827 W. Thirteen Mile Road,

Farmington Hills has just returned from a three-day sales convention in Orlando, Fla., sponsored by Sunshine Rooms Inc. Southeastern Greenhouses is an authorized dealer for Sunshine Rooms — one of the country's premier solarium manufacturers.

Attendees had the opportunity to share ideas for better sunroom customers. Attendees also heard about up-to-the-minute technology in the industry, and learned new ways to help people understand more about sunroom living.

Attendees also received information about some exciting new Sunshine Rooms products that Southeastern Greenhouses began offering this month.

Harmon Glass Company of Minneapolis, a division of Avantage Enterprises, Incorporated, has acquired Anchor Glass of Detroit. Anchor will be merged with Harmon's Farmington location at 22855 Orchard Lake Road. Harmon was founded in 1949 and has grown to become the largest full service glass company in the nation with 236 retail glass shops. The Dreher Family founded Anchor Glass in 1974 and has been active in the community for over 40 years. They are members of the Detroit Glass and the largest American Association of Michigan, and the Stained Glass Guild. Anchor's multi-state customer base includes general contractors, insurance companies, and churches.

Pan American Languages & Services, Inc. (PALS), a Troy company specializing in language instruction, international relocation, cross cultural programs and interpretation/translation services, has relocated from 6933 John R to Wilshire Drive, Suite 105, 900 Wilshire Drive, Suite 105. The new phone number is (313) 362-2060.

Since 1983, PALS has teamed up with hundreds of companies to open doors of opportunity around the world. PALS offers a full range of services that can help companies work successfully across international and cultural borders. PALS' client base includes major corporations such as Chrysler, Ford, Volkswagen, Siemens, Kmart, Acstar, Allied Signal, Michelin, Comtec, NBD, ALPS Automotive, United Technologies Automotive, Uniroval and Walbridge Aldinger, to name a few.

PALS has grown from a one person, home-based operation to a successful corporation dealing in 16 different languages, employing over 70 full and part-time employees. The company fills a unique niche for corporations who view the world as their marketplace. A recent corporate ID package was completed applying a new logo, new corporate folders, brochures, business cards, and a new location to enhance the corporate identity.

Countrywide Funding Corporation, the nation's largest mortgage lender, has opened a satellite office in Birmingham for the con-

venience of real estate agents, buyers and homeowners. The new office is located at 600 S. Adams Road, Suite 210. The telephone number is 313-647-3701.

A coalition of Michigan government, industry and academic leaders have teamed up to form **Made In America** For The World, Inc., a non-profit corporation dedicated to the promotion of products and services made in America for sale and distribution to the world.

The corporation's aim is to foster close cooperation among state, local and national exporting initiatives with the overall objective of consolidating like efforts and to celebrate an awareness of the importance of manufacturing and exporting.

Alpha communications Co., Inc. of Troy, has been selected to provide promotional materials for Mix-Spenser of Rochester Hills, MI. Mix-Spenser is a manufacturer of a full line of coolant mixing and dispensing systems for the metal cutting and metal forming industries.

Hollywood has the Oscars; Broadway has the Tony Awards; and the music industry has the Grammys. Possessing any one of these signifies excellence in your professional endeavors. It is a testimony by one's peers that you are the best at what you do. The National Funeral Directors Association (NFDA) has its own version of the Oscars, and they bestow it upon the "Best of the Best" Professional Funeral Directors in the U.S. It is called the "PURSUIT OF EXCELLENCE AWARD."

In recognition of their 1992 programming, The Serock Funeral Home of Farmington has been selected as a PURSUIT OF EXCELLENCE award recipient, the third time since 1989 to be so honored.

The Pursuit of Excellence is awarded to Funeral Service Professionals who excel in compassionate Service, Library & media resources, in house staff training and individual Funeral Home Service and Public Relations Programs.

Drury Inns, Inc. has announced that its hotel at I-76 & Big Beaver Road in Troy, Michigan was rated #1 in the chain's Guest Service Index for 1992.

The GSI is an independent rating made by the hotel guest. It is based on the proper handling of reservations, hospitality of hotel staff, attention to room detail and breakfast quality. Drury Inn-Troy, Michigan achieved a rating of 94.59% as the leader in guest service among the chain's 60 plus hotels.

Allison, Hull & Malnati, Inc. in Farmington Hills has announced it has formed a strategic affiliation with The European Marketing Group B.V. (EMG), one of Europe's leading industrial and business-to-business marketing communications agencies. The affiliation will further expand the level of communications

services AH&M currently provides to its U.S. and foreign-based clients in Europe and "tremendously strengthens our competitive advantage throughout one of the world's most important areas of global economic influence," said Peggy Malnati, Allison, Hull & Malnati vice president.

Commercials created by the Detroit office of CME-KHBB Advertising in Southfield for Chrysler Corporation's Jeep and Eagle Division and Consumers Power Company were recently honored at the 35th annual New York Festivals, an international advertising awards competition.

"Director," a 45 second commercial for the Jeep vehicle, was awarded a bronze trophy in the television automotive category. The Consumers Power Company spots, a campaign with three commercials, including "Pasta," "Lucky," and "For Your Children," won a bronze award in the television utilities category.

The New York Festivals recognizes outstanding creative achievements and honors those advertisements that leave a lasting impression on its intended audiences. Thousands of entries in a number of categories were considered from around the world.

"Director," illustrates the Jeep vehicle's superiority. The spot relies on dialogue, instead of the typical driving sequences or beauty shots of most automotive commercials, to subtly pit the Jeep Cherokee and Jeep Wrangler against the competition.

The Consumers Power campaign is targeted to residential and commercial electrical cus-

tomers. The spots encourage energy conservation and the environmentally safe disposal of unused refrigerators.

Also, a direct mail campaign, created by the Detroit office of CME-KHBB Advertising, used to help launch Chrysler Corporation's Jeep Grand Cherokee last year, was awarded a first place trophy in the 22nd annual Mobius Advertising Awards competition, an international forum showcasing outstanding creativity in the advertising industry.

An outdoor billboard called "What To Drive When Its 45' Outside," won a first place Mobius statuette in the outdoor advertising category. Six second place certificates were also awarded in this year's Mobius competition to CME-KHBB, Detroit for other work created for Chrysler Corporation's Jeep and Eagle Division.

The Mobius Advertising Awards is one of the world's premiere events recognizing excellence in the production of television and radio commercials, print advertising and package designs. This year's competition, the second largest in Mobius history, attracted thousands of entries from 30 different countries.

A total of 188 Mobius statues were presented in various categories at the awards ceremony held last Thursday in Chicago.

Century 21 East, Inc., in Rochester Hills, was honored recently as a top producing office at the CENTURY 21 International convention in Las Vegas in February. Gloria J. Biermann, Manager, accepted the CENTURION award on behalf of her dedicated staff. CENTURION status is the high-

est level of recognition given top producing offices and sales associates in the CENTURY 21 system.

Offices achieve CENTURION status by providing exceptional service, resulting in award-winning production levels. Only a small percentage of all offices in the entire CENTURY 21 system reach this level of achievement.

S&R Cheese Corporation of Plymouth, Wis. has awarded its third annual Broker Excellence Award to McMahon and McDonald, Inc., based in Farmington.

McMahon and McDonald, Inc. was recognized for achieving two years of double digit sales volume increases, its service and attention to S&R accounts, good accounts receivable management, and for its promotion of S&R products in the broker's market. McMahon and McDonald, Inc. has shown a 60 percent volume increase this past year and has produced a two year growth of over 100 percent.

Compuware Corporation, a leading worldwide supplier of IBM system software tools and professional services in Farmington Hills, has announced File-AID for DB2, Release 2.2. New features in File-AID for DB2 2.2 include new SQL and Plan analysis capabilities, an audit trail capability, and CA-Fanvalet and CA-Librarian support. These new features extend File-AID for DB2's ability to help programmers quickly and comprehensively test their DB2 applications before putting them into production.

DINE OUT TONIGHT.



homecrest

THE PERFECT CHOICE
4 swivel rockers with cushioned comfort and oval dining table.
Buy a matching umbrella and chaise, receive an end table - free!

\$1,099.99
sugg. retail \$1,850

Palm Beach
Patio Furniture


Novi Town Center (313) 347-6610
Grand River and Novi Road
Waterford (313) 666-2850
M-59 near Oakland Airport

Mon & Thurs 10 am - 9 pm
Tues, Wed, Fri, Sat 10 am - 6 pm
Closed Sun

MORE SEASONS THAN THE MASH AND CHEERS RERUNS

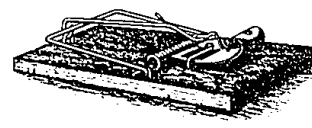
Come celebrate our 60th Anniversary and you could enjoy dinner on the House!

Since it's our 60th Anniversary, every dinner party from March 22 to April 25 will receive a secret gift certificate worth between FIVE DOLLARS and SIXTY DOLLARS off their next visit to a participating Machus Restaurant.




Machus Red Fox 6676 Telegraph 626-4200	Machus Sly Fox 725 S. Hunter 642-6900	Foxy's of Troy 3270 Big Beaver 649-1840	Foxy's at Great Oaks 1254 Walton Blvd. 652-1177	160 West Maple 160 West Maple Rd. 644-1015
--	---	---	---	--

LOOK WHAT THE GOVERNMENT INCLUDED IN THE NEW TAX LAW.



If you're about to leave your job, the trap was set for you. Under the new tax law, all lump sum retirement-plan distributions paid directly to participants are now subject to a 20% Federal Income Tax withholding. So if you're planning either to retire or to change jobs, you risk losing a portion of your retirement fund. But Comerica can help you find options to avoid this trap. Call us at 222-5295 and we'll work with you and your tax advisors to design special roll-over IRAs that protect your retirement funds from the withholding. Because like all traps, this new tax can't hurt you if it doesn't catch you.



A BETTER BANK FOR YOU