

THURSDAY, MAY 6, 1993

BUSINESS

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SUBURBAN
BUSINESS
LEADERS

J. Lee Juett, President of J. Lee Hackett Co. in Farmington has been elected to a three-year term as a senior director on the American Machine Tool Distributors Association (AMTDA) Board of Directors.



J. Lee Juett

Juett has previously served AMTDA on its Board of Directors and has been Chairman of the Public Relations, Management, and Education Committees. He has also participated on the Audit/Government Relations and Member Relations Committees.



Kristine D. Jurin

Kristine D. Jurin has joined Schmaltz & Co. P.C. in Southfield as a staff accountant. Jurin holds a Bachelor of Accountancy degree from Walsh College of Accountancy and Business Administration.



Wesley C. Howe

Wesley C. Howe has joined Somanetics Corporation in Troy as buyer. In his position, Howe will report to Somanetics' purchasing director Bob Maloney, and will assist with the Company's purchasing requirements. He also will participate in Somanetics' inventory planning and control efforts.



Kay I. Johnson

NBD Bank, N.A. recently promoted Kay I. Johnson of Birmingham to vice president and senior personal trust administrator.

In addition to administering personal trust accounts, Johnson manages the bank's trust training program.

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. There is no charge.

Computer adviser
to make splash
on cable network

■ Lights, action, camera! A computer consulting company makes its television debut in a documentary on cable channel CNBC.

BY GERALD FRAWLEY
STAFF WRITER

Consultants, by nature, are a reserved lot.

They come in to fix problems or offer a better way of doing things and quietly leave.

No glory, no accolades — just the simple satisfaction that comes with knowing a difference was needed and made.

Well, that was before. Computer Methods Corp., a Livonia-based computer consulting and processing firm, is getting a little taste of the limelight.

The 16-year-old firm, a pioneer in the computer consulting and software field, is regularly ranked among the fastest growing firms in America, and is the subject of a documentary scheduled for airing on CNBC, the NBC Cable Network.

Cindy Blake, Computer Methods Corp. controller, said the role of the consultant is a demanding one.

Downsizing's effects

As large corporations downsize, they turn to outside companies like computer consultants — to handle those jobs they once did in-house.

"A lot of companies couldn't survive without consultants," she said.

The majority of Computer Methods Corp.'s clients are Fortune 500 companies in diverse fields, Blake said.

Computer Methods fits the bill. It employs 370 employees and did \$24 million in business last year; company officials project revenues of roughly \$29 million this year, Blake said.

Those numbers are bound to attract attention.

Profiles of America, an Emmy-award winning show produced by Telecast Production Group of 111, is a continuing documentary series that focuses on the challenges facing businesses and companies that are working to improve efficiency, quality and provide new products.

According to Van King, executive producer of Profiles of America at Telecast Production Group, the show is an issue-driven, third-party examination of progressive change and success in business.

The producers travel the country in search of companies with outstanding qualities, capabilities, new technologies and corporate philosophies, according to Van King.

"Our goal is to represent what we believe to be the best in American enterprise."

Diversity the key

Blake said Computer Methods hasn't succeeded by resting on its laurels. "We're a very diverse company."

The diversity of the company is a natural outgrowth of the way Computer Methods is structured.

"We're organized internally like a lot of little companies," she said.

Computer Methods Corp. does much of the marketing and administrative work while employees act more or less independently.

"It's almost like people come in and start a business, develop a product or service and essentially pay us for the marketing and administration. They use the profits from their efforts



Quiet on the set: Program manager Vyto Polteraitis (right) of Computer Methods waits for the camera to roll under the direction of Will Turbow for CNBC.

to pay their employees or reinvest in other products.

"It's kind of a unique structure — or lack of structure," Blake said.

The flexibility has enabled Computer Methods Corp. to respond quickly to changing needs — the upper corporate structure doesn't have to be involved in every detail and the rank and file can move to address a changing business climate.

CMC's loose configuration resulted from the firm's quick growth.

"(President Anthony Stewart) originally envisioned us as a small company with a group of computer spe-

cialists — when we got to about 100 employees, it became difficult to run."

Profiles of America featuring Computer Methods Corp. will air at 4 p.m. Sunday on the NBC Cable Network (Birmingham/Bloomfield Channel 41, Farmington/Farmington Hills Channel 63, Garden City Channel 22, Livonia/Redford Channel 63, Southfield/West Bloomfield Channel 66, Plymouth/Canton Channel 63, Rochester Troy Channel 29, Westland Channel 47.)

Just the fax, please, when
you consider lunch options

BY GERALD FRAWLEY
STAFF WRITER

Restaurateurs have discovered yet another way to get the consumer's attention:

Fax machines.

There are few businesses in which the competition is more fierce than restaurants. Naturally, businesses are always looking for a way to stand out from the crowd.

Enter MenuFax, a new business that makes restaurant take-out menus available via fax machine starting in June in Oakland and Wayne counties. MenuFax will be available in the Chicago area in July with plans to go national within the year.

The problem is fairly common. People want something to eat, but they don't know what a restaurant has to offer.

The answer is simple. Dial up a

service on the touch-tone phone, punch in a couple of numbers, and in a couple of minutes your fax machine will print out the menu of the restaurant of your choice, with current offerings and prices.

Tom Marouli, owner manager at Metro Deli Cafe in Troy, said the service is tailor-made for his business.

"This can be a tough area. We're in a real heavy business area, and there are a lot of people out there with fax machines," he said. Although he's open for business in the evenings, his bread and butter is the lunch crowd.

Having the deli's menu available by fax is another way of getting his company's name in the door.

Marouli said he has tried various forms of marketing, newspaper advertising, direct mailing

— and he's willing to try other things. "This seemed like a good idea."

When people begin planning lunch — and they are looking for takeout — the first thing they do is look for a menu. Menus, he said, seem to be one of the most important items in an office. Quick access to a current one may give him an edge over competitors.

Susan Reed, director of marketing with MenuFax, a subsidiary of DataFax in Troy, said the primary target audience is the lunch crowd, but subscribers to the service can expect a slight pickup in dinners as well.

"Someone with plans to go out for dinner that night could call up MenuFax during the day to help them make plans," she said.

See MENUFAX, 2C

Radio show to air profiles, ads

BY MARY RODRIGUE
STAFF WRITER

"You and Your Business" attempts a new spin on the job market by mixing business personality profiles with help-wanted ads on the radio.

"I want to help bring jobs to the Detroit area," said Mary DeWalt, who will host the half-hour weekly segment. Begun this week, the program will air from noon to 12:30 each Tuesday on WCAR, 1090-AM.

DeWalt, a Chicago native, moved last year to Farmington Hills with her husband, Robert, who is vice president of finance and administration for Lucas Assembly and Test Systems in Livonia. Her new office is in Troy.

DeWalt's radio format will blend interviews with business owners and managers with a jobs hot line. Because of her show business background — she was a casting director in Chicago — interviews with artists and authors also will be a mainstay of the program.

Mary DeWalt invites
employers with job
openings to call in.

As founder of Chicago's first film casting company, TSR Chicago, DeWalt says she helped cast 40 television and feature films, including "Risky Business," "Mack," "Hill Street Blues" and "The Dollmaker."

In the mid-1980s, DeWalt was featured on "Entertainment Tonight" for holding what was billed as the world's first satellite audition. Chicago producers and directors saw the faces of more than 100 Los Angeles area actors and actresses via satellite. She also used the format to showcase Chicago talent for Hollywood producers.

Her first guest on the radio was Valerie Gobos Stewart, a repre-

sentative for Oprah Winfrey's Harpo Productions in Chicago as well as Universal Studios in Florida. DeWalt was in Chicago last week setting up that interview.

"During the show she will be announcing a job she has available in Detroit," DeWalt said. "I really think this show is going to be hot."

DeWalt says the idea for the program came to her a month ago while she was in London being interviewed on a BBC program.

"We were doing a live interview when the announcer cut live to a car company plant manager who announced 350 job openings in Calais. This is big news in England, where three million people are without jobs," she said.

Flying home to Detroit, DeWalt says she could think of no radio show locally which mixes personality profiles with job opening announcements.

She invites employers with job openings to call in. And she hopes to attract local businesses to advertise their services on her show.

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