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seed was planted when he read about a similar operation in Oklahoma.

"I corresponded with him and added gifts and a computer (for horse blood stock reports, analysis of jockey and trainer performances)," Mike said.

"I've been a horse fan for a long time. You can't buy this stuff unless you go mall order. I found that a lot of people like me didn't want to mail money in and wait seven weeks," he said.

So Mike, a part-time sales representative, started shopping for a location.

"It had to be within a mile of the track, off the expressway with good parking," he said, eventually settling in a shopping center at Inkster and Schoolcraft.

The Corbetts figure they were carefully monitored for illegal gambling activities by undercover law enforcement officers when they first opened.

"People were in to place bets and I always sent them across the street," Mike said.

While Phyllis most enjoys the camaraderie of the people, Mike sees potential for future growth.

"One reason we opened this place is very shortly, maybe within five years, we'll be able to turn on the TV and be able to bet on that race on TV," he said. "I see participation of the public in horse racing growing at a dramatic rate as technology increases down the road."

And that's where information will become more valuable, he said. Mike's also looking into the possibility of franchising his business concept to cities near

other tracks.

## All bets are off

But don't look for the Corbetts to become an outlet for off-track betting if it becomes legal in Michigan.

"Those things require millions of dollars in capital for computers, windows," he said.

"Even if we had off-track betting, we probably wouldn't have it because we're too close to the track," she said.

Word-of-mouth endorsements and ads in the DRG program initially draw most customers to The 'Trot. The business also has been written up in regional racing publications, drawing a few people from hundreds of miles away to check it out, Mike said.

"When the racing fan walks in here, they leave everything else at the door," he said. "When they come in here, they talk about one thing horses."

"We want people to come in, sit down and talk," Phyllis said. "I enjoy myself. We're recreational players strictly. Handicapping is more fun than betting."

The business is at a break-even point now, she said. "What I would like for is when we retire, it will give us a nice income and keep us occupied."

But recent published reports about declining business at Ladbrokes DRG have Phyllis concerned. "It's been kind of shaky this year. We're basically worried how it's going to go," she said.

And what if the track were to close?

"I don't know if we could make it," Phyllis said.

To place your business in the marketplace calendar, mail the information, including the business telephone number and address, to Business Editor, 66251 Schoolcraft, Livonia 48150. Or drop the information off at your local Observer & Eccentric newspaper office.

Rupp, Ehrlich, Foley, Sorwer & Fish has announced the relocation of its office to 310 Wabek Building, 280 W. Maple Road, Birmingham, 48009. The new phone number is 540-0100.

Empire Electronics, the Troy-based manufacturer and distributor of wire harnesses for electronic and electro-mechanical applications, has reported a 600 percent increase in operating profits and a 70 percent sales gain for the fiscal year ending May 31, 1993. President Stephen C. Domain attributes the substantial increases to the successful execution of a business plan introduced more than a year ago as well as the acquisition of new customers and increased market penetration.

Reflecting a broadening of its market and communications services to automotive, marine and industrial clients, Farmington Hills-based Thompson Advertising Productions has changed its name to J.R. Thompson Company.

Worldwide Financial Services in Birmingham recently announced that their client portfolio has exceeded more than \$1 billion after only being in operation since November 1990.

Sarah Wolk Associates, a public relations and marketing firm in Birmingham, has received an award from the International Television Association for production of its office to 310 Wabek Building, 280 W. Maple Road, Birmingham, 48009. The new phone number is 540-0100.

BMW and Hydro Aluminum Automotive in Southfield have signed a multi-year agreement to develop automotive applications for extruded aluminum structures.

Metrobank in Farmington Hills has once again been awarded Bauer Financial Report's 5-star rating. This is the seventh consecutive quarter that Metrobank has earned this nationally recognized award ranking it superior for safety, strength and performance.

The Mole Hill of Birmingham has recently been named as the Moyda Tiffany Lighting Gallery in the area. Moyda Tiffany is America's premiere manufacturer of Tiffany lamps and decorative lighting.

Quest Capital Strategies, a full service brokerage company in West Bloomfield, is now offering a free "Investment Newsletter." The newsletter is made up of investment news, financial and tax planning tips, current research and a section on buy, hold or sell.

Stone August Baker Communications Companies in Troy has been selected to develop a TV advertising campaign by Faygo Beverages, Inc. Stone August Baker won the creative competition among five agencies, and as the winner, will produce its winning creative for Faygo's summer, 1993 campaign.

Chrysler Corporation has recognized the quality work of the Rochester Hills manufacturing facility of TRW Transportation Electronics Division.

Preferred Engineering, a full-service engineering and manufacturing company that specializes in electronic testing has relocated from Hazel Park to a new, larger facility in Rochester Hills.

Kinko's Copy Centers recently relocated its store in Southfield to 28844 Northwestern Highway. The new location is 5,600 square feet — more than double the size of Kinko's previous location at the Promenade Plaza.

Staffing Services of Michigan LTD, a temporary help services company in Clinton Township, recently expanded by opening an office in Troy.

A marketing campaign created by the Detroit office CMB-KHBB promoting energy conservation for the Jackson-based Consumers Power Company has been honored at the 25th annual EFFIE awards competition.

MVP Communications in Troy recently turned an auditorium at Chevrolet Central Office into a television studio for a 3-day launch of the 1993 Camaro. MVP provided full-production services for the 90 minute telecast received by dealers across the country.

MVP Communications also recently provided computer controlled optical laser disc speakers support for the presentations delivered by Volkswagen executives at their 1993 retailer business meetings.

Ross Mortgage, headquartered in Oak Park, recently opened its seventh metropolitan Detroit office in Birmingham.

Comerica Bank-Texas has recently awarded W.B. Doner & Co. its statewide advertising account. The bank, a subsidiary of Comerica Inc., operated 61 branches in Dallas/Ft. Worth, Houston and San Antonio.

## MARKETPLACE

### DATEBOOK

**BUILDING TEAMS**  
"Building Teams of Excellence sponsored by the American Society of Employers will be discussed on July 16 from 9 a.m. to 4 p.m. at 23815 Northwestern Highway in Southfield. Speaker: Gail Holtmeyer, director, Communications Workshops Inc. Call 353-4500 to register.

**COMPUTERS**  
"Introduction to Computers," sponsored by the American Society of Employers will be discussed on July 19 from 9 a.m. to 5 p.m. at 23815 Northwestern Highway in Southfield. Speaker: Robert Battaglia, We Teach. Call 353-4500 to register.

**CPR**  
"CPR and First Aid Training," sponsored by the American Society of Employers will be discussed on July 19 and 20 from 1-5 p.m. at 23815 Northwestern Highway in Southfield. Speaker: Superior Medical. Call 353-4500 to register.

**WORDPERFECT**  
"WordPerfect Level II," sponsored by the American Society of Employers will be discussed on July 21 from 9 a.m. to 5 p.m. at 23815 Northwestern Highway in Southfield. Speaker: Robert Battaglia, We Teach. Call 353-4500 to register.

**BUSINESS WRITING**  
"The Five Cs of Business Writing" is being offered on July 21 from 6-9 p.m. through the business technology center, Orchard Ridge Campus, Oakland Community College. Call 471-7737 for information and registration.

**DATA PROCESSING**  
The Detroit Chapter of the Data Process Management Association will hold its annual golf outing Wednesday, July 21 at the Brae-Burn Golf Club in Plymouth. Call 244-5015 for information and registration.

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**COMPUTER OUTLET**

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