

SUBURBAN
BUSINESS
LEADERS

Reid Ashton, president and owner of the Golden Mushroom restaurant in Southfield was recently elected to a three year term to the board of directors of the National Restaurant Association.



Ashton

Joseph F. McCarthy of Farmington Hills has been named vice president - legal at Kelsey Hayes, a major supplier of conventional brakes, anti-lock brakes systems and electrical control devices to the automotive industry worldwide.



McCarthy

Anna M. Maluri of Troy has joined Bloomfield Hills office of the law firm Miller Canfield Paddock and Stone where she will be an associate in the business law department and will be involved in local and national environmental law matters.



Maluri

John R. Ferry of Rochester Hills has been appointed to the newly created position of Manager of Corporate Communications at Chrysler Financial Corp. where he will be responsible for counseling senior management on all public relations matters.



Ferry

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.

Staying sharp in print game

■ Troy-based Northwestern Printing is the first in Michigan to offer the \$2 million, six-color Heidelberg Speedmaster printing press, which experts hail as the brightest, cleanest printer on the market.

By R.J. KING
STAFF WRITER



The next generation printing press has arrived in metro Detroit, and at a cost of \$2 million.

Gary Driscoll, owner and president of Northwestern Printing in Troy, hopes the technology rolls off run after run.

"In this industry, you can't sleep. Everyone is pushing quality and driving to be on the edge," he said. "No sooner do you put your neck on the line with a new piece of equipment than another comes along and you do it all over again."

Earlier this year Northwestern Printing became the first printer in Michigan to purchase a six-color Heidelberg Speedmaster press, which offers between 20 and 40 percent higher clarity than a conventional press by means of a new process called waterless printing.

"Waterless printing creates a much brighter, cleaner image and that's exactly what we need," said Jack Irwin, production manager for the Florist Transworld Delivery Association (FTD) in Southfield. "We recently produced a selection catalog for our members using the waterless method. It was a four-page piece with a double spread of a floral arrangement.



Picture perfect: Gary Driscoll (left, at right), president of Northwestern Printing, and plant manager Dennis Jackson examine a proof from the industry-shaking six-color Heidelberg printing press.

Our business demands high detail and waterless certainly fits the bill. The detail is the best I've seen and we've received excellent feedback. It's going to be a real asset for us."

One benefit of the waterless printing process is that it eliminates conventional photographic plates, the most labor-intensive step in operating multiple color presses. The system

transfers images on a special plate to paper without the need for water and chemical additives, hence the name waterless.

The machine completes the process in 15 minutes and does away with waste water. Discharge from conventional presses contain a wide variety of chemical compounds such as ink pigments and alcohol. The mixtures

are typically collected and carted to hazardous material sites.

"By doing away with alcohol we eliminate freight charges, which is a big expense," said Driscoll. "We're targeting waterless to the high-end buyer such as the automotive, floral and retail industry, especially food."

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Gold expert throws up a warning flag at exploitive telemarketing schemes

By MARY RODRIGUE
STAFF WRITER

Michael Saum held \$17,000 in the palm of his hand — five rare coins encapsulated in clear casings.

"Most people don't know anything about coins," said Saum, president of Integrity Numismatics Corp. of Southfield. Minuscule differences unnoticed by a novice can make all the difference in value.

Offering rare coins as investment to clients, Saum tries to educate new investors before taking their money. Over the past decade, the coin market has evolved from a cottage industry consisting primarily of collectors to a major investment marketplace attracting millions of dollars from individuals, pension funds and Wall Street firms like Kidder Peabody and Merrill Lynch.

"I tell potential clients to leave their checkbook home. Get an education first," said Saum, who launched his solo career in April. He was formerly with the Richard Charles Rare Coin Gallery in Plymouth.

A gold market stagnant since January 1991 has been on the rise since mid March, when it hit a low of \$327 per ounce. The first week of August, gold was selling at \$404.

"When gold closes three times over \$400, that signals the next stopping point might be around \$425," Saum said. "Given, in anticipation of great wealth, is the wrong way to invest. More telemarketing scams will pop up as the price rises. The market can be confusing and the uninformed can be taken advantage of by unscrupulous telemarketers and boilerroom operators."

Saum's caveat is let the buyer beware. Falling for coin deal ads stuffed in your mailbox or solicited by phone "is the wrong way to go."

Editor's Note: The family finances advice column prepared by Dan Boyce and Alan Ferrara, which normally runs the third Thursday of every month, will be published in this space next Thursday.



JIM JAPPEL/STAFF PHOTOGRAPHER

Inherited a stash of coins from a dear departed relative? Don't take them to the neighborhood coin shop for evaluation. That could cost one of Saum's clients thousands of dollars. He was offered a pittance for two extremely rare Buffalo nickels.

"Learn first. Don't fall for anyone's hype," he said.

Saum, who lives with his family in Farmington Hills, is an expert on 18th and 19th Century rare gold coins. Recently he sold a 1795 \$5 gold piece for \$9,200. Coin collecting has been a fascination since he was a 14 year old with a newspaper route.

He recently published a column in the national Coin World newspaper. He is also a contributor to "A Guide Book of U.S. Coins" — a kind of bible for collectors — published and regularly updated by Western Publishing Co.

"There's a fascination about owning gold. Kings own gold, countries own gold. Gold and silver have been treasured since the dawn of civilization."

In a comprehensive 16 page guide developed for his investors, Saum covers territory ranging

Saum says: "Greed, in anticipation of great wealth, is the wrong way to invest," said the Southfield-based gold and coin expert. His advice: "Learn first and don't fall for anyone's hype."

from the history of American money to rules for investing. He includes a crash course in third party grading — a relatively new phenomenon.

In 1988, the California based Professional Coin Grading Service was established, followed in 1987 by Numismatic Guarantee Corp. in New Jersey. Both are nationally recognized in standardizing a coin's worth.

"It eliminates the possibility of a consumer buying overgraded and subsequently overpriced coins," Saum said.

"Rare coins when purchased properly are not chaos dependent, not inflation dependent. Gold and silver are much more speculative," Saum said.

"Coins should be thought of as a long term investment, held for a minimum of three to five years."

"As with any investment, there can be no assurance of profits. It follows supply and demand," Saum said. "Approach the rare coin market as you would any investment — with common sense. Be prudent and take the time to learn before you write out that first check."

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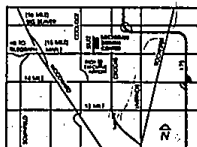
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