

# Automotive Aussie sneaks into town — in a 'roo suit



**AUTO TALK**  
DAN MCCOSH

The guy in the kangaroo suit passing out press kits makes for the kind of introduction that is supposed to get through to the heart of a jaded automotive journalist, and it works. I was attending the announcement that the Australian Trade Commission is opening a

new automotive liaison office in Southfield, an event of some significance to the local automotive community, although the Australians themselves were just making a stop en route to Sao Paulo, Brazil, then on to Chill — two other cities where they are setting up similar offices. In the backwaters of international trade, Australia is sometimes difficult to take seriously. Partly, of course, because they have a tendency not to take themselves seriously, hence the guy in the kangaroo suit.

Still, Australia was where Edsel Ford II first launched himself into obscurity at Ford Motor Co. Australia is also where they make the Capri, Lincoln-Mercury's roadster, and where the Ford Falcon is still a big deal. Australia is also one of those countries where they drive on the wrong side of the road, making it a potentially hot market for vehicles originally built for the United States. The latter is one of the legacies of belonging to the British Commonwealth, although it's worth noting that Japan also

drives on the wrong side, a fact that hasn't allowed them to up much. Needless to say, Australia isn't a big player in any other country, although until recently, a reasonably viable local auto industry produced cars for the locals. For the past decade or so, the borders have been open a bit, which means that Japanese cars do not dominate. The U.S. still exports more to Australia than it imports, but not anywhere near the trade imbalance Australia has with the Japanese. Putting the new trade office

in the Town Center in Southfield, home office to about a half dozen Japanese trading companies, kills two birds with one stone. Does this mean we will soon be overrun with Australian cars? Unlikely, since a few auto components are the bulk of Australia's current exports. It's a nice, safe country, that Americans identify with. Sort of like Canada. Canada, of course, has the worst auto imbalance of any country, but somehow that doesn't seem as threatening as the Japanese or Mexicans, both of

which seem to have a public relations problem lately. Maybe they should try a kangaroo suit. Dan McCosh is automotive editor of Popular Science magazine. If you have a comment, question or suggestion concerning Auto Talk, write to Dan McCosh, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150, or you can call him directly by dialing 953-2047, mail box number 1870, on a touch-tone phone.

## DATEBOOK

**WOMEN'S AD CLUB**  
Women's Advertising Club of Detroit meets at 11:30 a.m. Thursday, Sept. 30, at the Troy Marriott on Big Beaver (just east of I-75). Non-member fee: \$20. Information: Kathy Carter, 474-3900.

**DIFFICULT WORKERS**  
"Working with Difficult People" presented 9 a.m. to 4:30 p.m. Thursday, Sept. 30, at the American Society of Employers, 2915 Northwestern Highway, Southfield. Non-member fee: \$225. Information: Pat Murphy, 353-4500.

**INVESTORS RELATIONS**  
National Investor Relations Institute to hear "Strategic Targeting of Your Retail Investor Audience" on noon Tuesday, Oct. 5, in the Charlevoix Room of the Skyline Club in Southfield. Information: Lisa Hudy, 358-5170.

**CONDO AS YOUR HOME**  
"Understanding Condominium Ownership" presented 7-8:30 p.m. Wednesday, Oct. 6, at The Village Club in Bloomfield Hills. Speaker: Robert M. Meisner. Fee: \$10. Information: 644-3450. Sponsor: The Village Club.

**RETIREMENT PLANNING**  
Retirement planning seminar for those less than five years from retirement. Wednesday, Oct. 6, at

the Troy Marriott. Information: Rick Kolb, 963-8900. Sponsor: Dean Walter Reynolds.

**SMALL BUSINESS STRATEGIC PLANNING**  
Small business owner's strategic business planning seminar 6-9 p.m. Wednesday, Oct. 6 through Dec. 8, at the Somerset Inn, south side of Big Beaver east of Coolidge. Troy. Fee: \$185. Information: Cheryle Neale, 1-800-972-7471. Sponsor: Western Reserve Collaborative.

**CHAMBER LUNCH**  
Oakland County Chamber division of Greater Detroit Chamber of Commerce to hear William Hognund of GM noon to 2 p.m. Wednesday, Oct. 6, at the Northfield Hilton Inn, east side of Crooks south of Square Lake Road in Troy. Non-member fee: \$30. Information: 458-8000.

**JOB SEEKERS**  
Career opportunities in the financial services industry presented at 7 p.m. Oct. 7 at Oakland Hills Country Club, 3951 W. Maple (between Telegraph and Laker) by the Hobby agency of The Exchange. Information, 641-2753 or 641-1000.

**SOUTHFIELD BAR**  
Southfield Bar Association meets at 6 p.m. Thursday, Oct. 7, at the

Southfield Marriott, 27033 Northwestern (south service drive between Telegraph and Laker), Southfield. Non-member fee: \$23.50. Information: Nita Murray-Grier, 951-4046.

**RETIRE ON ANNUITIES**  
"Retirement Planning with Annuities" free seminar begins at 7:30 p.m. Oct. 7 at the Townsend Hotel, 100 Townsend St., Birmingham. Information: Fidelity Investments, Birmingham. Information: 1-800-682-4746.

**MARKETING AND WOMEN**  
"Marketing Basics for Non-Marketing Professionals" for women who own or are starting their own business. 9 a.m. to 3 p.m. Friday, Oct. 8, at the Southfield Marriott Hotel, 27033 Northwestern (south service drive between Telegraph and Laker), Southfield. Fee: \$75. Information: Cheryle Neale, 396-3576. Sponsor: Non-profit Excel program.

**TAX DEFERRED INVESTMENTS**  
A seminar entitled "How To Have 10 Premier Investment Advisors Manage Your Hard Earned Dollars Tax Deferred" is scheduled for Wednesday, Oct. 6 at 7 p.m. at The Community House, 380 S. Bates, Birmingham. Speaker: Duncan McGuffie of LifeVest Personal Security Annuity. Host: Jerry Firemen Inc., Rochester.

Lawrence. Seating is limited, call 644-5980 for reservation and information.

**REAL ESTATE CE CREDITS**  
Six-hour Continuing Education seminar (approved by the Michigan Department of Licensing and Registration) presented 8:30 a.m. to 3 p.m. Tuesday, Oct. 12, at the Embassy Suites Hotel, 28100 Franklin Road (between 11 and 12 Mile), Southfield. Fee: \$55. Information: Real Estate Foundable, c/o Stever & Canavasser Inc, 30600 Northwestern Highway, Suite 200, Farmington Hills, 48334. Sponsor: Real Estate Roundtable.

**THERMAL PROBLEMS**  
"Prediction of Thermal Problems Inside Electronic Equipment" presented 9 a.m. to noon at the Northfield Hilton, 5500 Crooks (east side of Crooks between Long Lake and Square Lake roads), Troy. Information: Debbie Mori, 1-800-370-9522. Sponsor: Jerry Firemen Inc., Rochester.

**VACATION CONDO**  
"Understanding Condominium Ownership" presented 7-8:30 p.m. Wednesday, Oct. 13, at The Village Club in Bloomfield Hills. Speaker: Robert M. Meisner. Fee: \$10. Information: 644-3450. Sponsor: The Village Club.

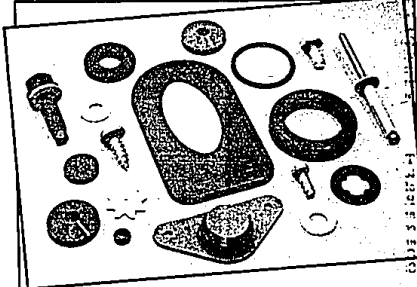
## SUBURBAN BUSINESS LEADERS

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.

In this new position, he is responsible for corporate legal affairs. Margo Williams of Southfield has been elected for a three-year term to the board of directors of Family Service Detroit and Wayne County. The American Bankruptcy Board of Certification has announced that Sheldon S. Toll, a partner with the Detroit law firm of Honigman Miller Schwartz and Cohn has successfully completed the requirement for national certification in business bankruptcy law. Thomas J. Welbourn has joined The ABOW Companies, one of the largest insurance broker-consultants in Michigan and a division of Arthur J. Gallagher & Co., as area vice president-branch manager. Also at ABOW, W. Bryan Hirn has been named as senior benefits consultant.

Dennis R. Dawson has been appointed general counsel, Nipponendo America in Southfield.

## You're in great shape with ND PLASTISOL



It seals, cushions, insulates, dampens noise and vibration looks great and costs less!

ND Industries can mold virtually any part from plastisol, often at a mere fraction of the cost of competitive solutions such as injection molding, die cutting, rubber molding and hand fabrication.

Our open-molded plastisol parts are "quicker to market"...from lower tooling costs and faster prototypes through economical production runs. Start-up and piece-part costs are unbelievably low.

Plastisol can be factory applied to washers and the underside of fastener heads for sealing. We can make it as hard or as soft as you want...in any color, including clear. You can have weatherability, dielectric strength, fire, chemical or abrasion resistance.

Check out THE ND ADVANTAGE!  
We've been solving locking and sealing problems since 1955. We're experienced, we're responsive, we're here to help.

Call Andy Lewis at 1-800-471-5000  
**ND ND INDUSTRIES**  
Formed Products Division  
1893 Barrett Road, Troy, Michigan 48064  
Phone: 313/362-2665 • Fax: 313/362-1879  
Los Angeles • Dallas • Chicago • Detroit • Cleveland • New Jersey

## Wordhouse from page 10B

She also is a financial motivational speaker, has produced a series of audio cassettes and serves as a supervisor for other Mariner representatives in addition to tending to her own clients. Wordhouse offers several levels of services. Two meetings including a complete family financial overview for \$600 plus 1 percent of annual income over \$60,000. Beyond that, clients can pay an annual fee of \$250 for unlimited consultations, \$150 per hour, or fee for commission services. Upwards of 70 percent of her clients are women, Wordhouse said. "Women are drawn to me because many have been taken advantage of by men.

"Women come into my class at Schoolcraft College and will say, 'I have taken one or two classes and everything said went right over my head,'" Wordhouse said. "So I made a presentation. I said, 'If I say any word you don't understand, raise your hand, stand up, stomp your feet and I will rephrase.' It's happened only once. "One of my clients refers to me as a financial older sister," Wordhouse said. "I become very emotionally involved with clients. We do a lot of hugging here. There's a lot of tissues around. "My typical client has total family income of \$40,000-\$80,000," Wordhouse said. "They're middle America. They're

looking for retirement, looking to put children through college. They're between 40-65. They want to reduce taxes." Her clients are drawn from her classes and from daily radio ads on WUZZ-FM, a Christian-oriented station, Wordhouse said. "Everyone works a little different," she said. "People come to me because I've gone through a lot of pain. My husband and I had been taken advantage of. We were sold an insurance policy inappropriate to our income and needs. "I walk my talk. I do what I say they should do. "Our goal here is to help other consumers around pitfalls," Wordhouse said. "I think it's an

ethical responsibility to help each other. If you don't share, you allow other people to be as vulnerable as you." Wordhouse said she shares her success with her husband, Jerry, owner of Edwards Glass in Livonia. "My job is very time-consuming. Without his support, I wouldn't be where I am," she said. "He lets me be my own person. He doesn't run my business, and I don't touch his." Her children, Heidi Dykema, Erik, Ross and Maria, also have played roles in her professional development. "They helped me learn to qualify for college financial aid," Wordhouse said with a chuckle.

**PROFESSIONAL BATHROOM CLEANING TOP QUALITY BATHTUB REFINISHING CO.**

**TUB & TILE CLEANING** Standard Bathroom \$69.95  
With This Coupon  
427-3838

**TUB-REGLAZING SPECIAL** Standard Tub \$159.00  
Save Over 80% Replacement With This Coupon - Expires 10/30/93

Real World Problems...World Class Solutions  
SMALL BUSINESS OWNERS  
You can be operating with a Strategic Business Plan by the end of this year.  
STRATEGIC BUSINESS PLANNING COURSE  
Processes for Business Breakthrough  
10-week session

- Setting Goals
- Marketing: What Works
- Pricing your products & services
- Personal selling
- Cash flow analysis
- Personal wealth creation
- Getting new customers
- New product, service, & market development
- Developing your mission statement
- Creativity & innovation
- FINANCIAL

Wednesday evenings beginning October 5th from 6-9pm  
Somerset Inn, Troy, Free parking. Light snack-soft drinks-coffee. Sponsored by Western Reserve Collaborative, Inc.  
Call Jane Graham 1-800-972-7471 for reservations. MCV introductory offer  
\$195.00

We have presented this course to over 1000 small business owners over the past 7 years, so we guarantee if you are not satisfied, your money will be returned.

Chelsea Community Hospital presents:  
**MIGRAINE & OTHER HEADACHES**

Featuring: **JOEL R. SAPER, M.D., F.A.C.P.**  
Author, Educator & Head Pain Expert  
National Chairman of the American Council for Headache Education  
Director of the Michigan Head-Pain & Neurological Institute in Ann Arbor

Topics:

- Current Treatment & New Research
- Headaches & Head Trauma
- Impact of Chronic Pain on Families
- Headaches & Children
- Hormones & Headaches
- Use of Over the Counter Medications
- The Head Pain Association of Michigan

Tuesday, October 12, 1993  
6:45 p.m. - 9:00 p.m.  
Northfield Hilton  
(On Crooks Rd. - exit 72 off I-75)  
CALL (800) 612-5733  
To Register or for Additional Information

Chelsea Community Hospital  
775 South Main Street  
Chelsea, Michigan 48118  
Free admission thanks to educational grants from several pharmaceutical companies.