

MARKETPLACE

To place your business in the marketplace calendar, mail the information, including the business telephone number and address, to Business Editor, 48251 Schoolcraft, Livonia 48150. Or drop the information off at your local Observer & Eccentric newspaper office.

Workbench Furniture will open Oct. 1 across from Jacobson at University and Livernois in the Great Oaks Mall in Rochester Hills.

Herald Wholesale, a decorative plumbing, lighting and hardware wholesaler in Oak Park will be honoring Children's Hospital of Michigan in its newly remodeled state-of-the-art showroom, which will serve as the backdrop for an exciting event featuring champagne, hors d'oeuvres and prize drawing including trips to Las Vegas and New York City. Owner and president Gerald Katz will be unveiling one of his newest products, a Kallista solid copper bathtub set with hand shower, priced at \$35,550.

Auntie Anno's Hand-Rolled Soft Pretzels opened a specialty store in the Waterford Township Summit Mall. In addition to the regular salted pretzel, Auntie Anno's offers seven varieties of soft pretzels.

Papa Joe's Rochester Inc., a gourmet market, hired FRMI, the Southfield-based marketing and public relations firm.

Executive Concierge Services Inc. now offers concierge services at Drury Inn in Troy. Services will be on call, rather than on site.

HDS Services, the Farmington Hills-based food service and hospitality management firm, received food service management contracts at four major Jewish facilities.

Global Excess Re, a health care reinsurance marketing firm, will market life and excess-risk insurance products through Northwestern National Life Insurance Co.

Micahael's Stores Inc., the nation's leading retailer of arts and crafts, hired W.B. Doner & Co. in Southfield as its ad agency.

The Berlino Group in Southfield received the Scarab Award, the Sixth District ADDY Award, and the Tri-state Regional ADDY Citizen of Excellence for a series of ads it developed for the Detroit Free Press during the 1992 presidential campaign.

Ross Roy Advertising of Bloomfield Hills received a certificate of excellence award for its NBD Bank print series "Telephone Banking Center Campaign" in the Bank of Marketing Association's advertising awards competition.

The Coffee Beanery Ltd., a gourmet coffee specialty retailer, hired Ross Roy Group of Bloomfield Hills.

American Dental Technologies of Troy received five patents for the use of lasers in dentistry, three in the United States and one each in Europe and Canada. The company has 10 patents in the United States.

Inacom Information Systems in Troy received parent company Inacom's Learning Center Award at the national computer reseller's annual meeting. Inacom Information Systems/Troy was chosen as a top performer among 400 Inacom-affiliated locations that offer computer training to corporate customers.

Plan Tech Inc., a project management training and consulting firm, has moved its headquarters to 22000 Springbrook, Suite 201, Farmington Hills 48336. The new telephone number is 616-0833.

The Money Store Investment Corp. opened an office in Southfield at 2000 Town Center, Suite 1900. The new telephone number is 902-9000.

Coopers & Lybrand was hired by the Yellow Pages Publishers Association as its accounting, auditing and counseling firm.

Source Business Forms of Troy acquired Accustat Print & Design of Roseville.

William Beaumont Hospital in Royal Oak and Troy signed a contract with PPOM of Southfield, a preferred provider organization serving Ohio, Indiana and Michigan.

Denham & Co. of Troy was hired by Hoskins Manufacturing Co., an international producer of electrical-resistance, thermocouple and other specialty alloys.

Republic Bancorp Mortgage Inc. moved to 31155 Northwestem Highway.

Fisher/Unitech Inc. of Troy was formed by the merger of two growing engineering firms, Fisher Engineering System Inc. and Unitech Solutions Inc. The telephone number is 280-1060.

Hunting Banks of Michigan of Troy earned an outstanding Community Reinvestment Act rating by the FDIC. This is the second consecutive year the bank earned an outstanding rating.

Robert Solomon & Associates won four categories of creative radio advertising in the annual ACE Awards for Creative

Excellence sponsored by the Michigan Association of Broadcasters. The first were for best local commercial, best local campaign, best regional commercial and best regional campaign.

The Genevys Group Ltd. of Troy has moved to Suite 2000 of the Top of Troy Building, 765 W. Big Beaver, Troy. The telephone number is 382-6640.

Testing Engineers & Consultants Inc. of Troy was honored at the National Engineering Excellence Awards competition.

Oakland Mortgage Corp. of Bloomfield Hills opened a division to provide an additional level of lending for house buyers and buyers. The phone number is 1-800-993-7374.

Rochester Counseling Associates, a division of Oakland Family Services, was formed to provide

physiological counseling services in the Rochester area. The group is in Suite 220 of the Rochester Hills Office Plaza, 1460 Walton, Rochester Hills. The telephone number is 656-3330.

Money Mailer of Michigan has opened in Suite 100, 31600 Telegraph, Bingham Farms. The telephone number is 640-0033.

Associated Shippers Supply moved to Unit E, 2285 N. Opdyke, Auburn Hills. The new telephone number is 373-8600.

Chubb LifeAmerica group's Great Lake regional office was moved to Suite 1460 of 2000 Town Center, Southfield 48076. The new telephone number is 351-0360.

UMC Mortgage division of Universal Mortgage Corp. opened an office at 3200 Northwestern Highway, Farmington Hills. The

new telephone number is 737-8300.

Great Lakes Regional Rehabilitation Hospital of Southfield received its three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities. Great Lakes is a private, not-for-profit organization that established standards of quality for services to people with disabilities.

Ross Roy Group, Kmart Corp.'s advertising agency in the United States and Canada, will now also provide marketing communication services for Kmart in the Czech Republic, Slovakia and Mexico. Ross Roy is in Bloomfield Hills, and the Kmart Corp. is headquartered at Big Beaver and Coolidge in Troy.

Yolles Investment Management Inc. opened an office in Suite 2420 of 3000 Town Center

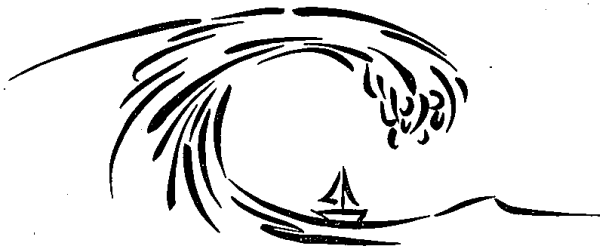
in Southfield. The telephone number is 356-3232.

Birmingham Office Supply was acquired by Miles Fox Office Products in Warren.

Branson Ultrasounds Corp. opened an automotive technical center at 2650 Commerce Drive, Rochester Hills. The facility is three times as large as the previous office, which was in Troy.

CME-KHBB advertising of Southfield received silver Clio finalist trophies at the annual Clio Awards competition in New York. The print advertisements were "Million Miles Away" and "Regular/Pine Scented."

Casey Communications Management Inc. of Southfield was named one of the "Six Hot (Regional) Public Affairs Agencies" in a recent issue of Inside PR magazine.



HEALTH CARE REFORM IS COMING. ARE YOU PREPARED?

A MESSAGE TO MICHIGAN'S SMALL BUSINESSES:

IF YOU'RE A BLUE CROSS BLUE SHIELD OF MICHIGAN CUSTOMER, YOU'RE PREPARED FOR REFORM.

We cover thousands of small businesses. And we're doing everything we can to make change easier for all of them. In fact, when you look at how we already do business, the proposed federal reforms may not seem so overwhelming.

Washington wants to stop insurance companies from cutting people off or refusing them coverage because they're sick. Our job has always been to extend benefits to more people.

There's a lot of talk about managed health care. We already cover Michigan

with the Blue Care HMO Network and a large and growing PPO. And our Traditional plans have so many managed care features, they're hardly traditional any more.

Washington wants to lower administrative costs by switching from paper claims, which are expensive to process, to electronic claims, which are cheaper. Sixty percent of our claims are already electronic, and we're encouraging more physicians to switch from paper claims every day.

Financially, we're strong. Our reserves are solid, and we're among the strongest Blues plans in the country.

IF YOU'RE NOT A BLUES CUSTOMER, THIS IS A GOOD TIME TO BECOME ONE.

All told, we cover 4.3 million people and expect to continue playing

a major role in health care under a reform system.

We saw change coming and we prepared for it. That's the kind of value you get only as a Blues customer.

For more information about options from Blue Cross Blue Shield and Blue Care Network of Michigan, call your local independent insurance agent or a Blue Cross Blue Shield sales representative.

"Think of the Blues
as a safe harbor
when change blows in."



Richard E. Whitmer
President and CEO

AMERICA'S HEALTH SECURITY CARD.



Blue Cross
Blue Shield
Blue Care Network
of Michigan