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Harold A. Gilmour has been appointed general manager of the Webb Electric Co., a subsidiary of the Jervis B. Webb Co. in Farmington Hills. Gilmour has 36 years of experience in the electrical contracting business, including management positions with the Triangle Electrical Co. Motor City Electric Co. and Stauffer Chemical Co.

J. Michael Moore of Birmingham, chairman and chief executive officer of INVETECH Co. has been named to the 1993 Examining Committee of Policymakers of the Northwestern Mutual Life Insurance Co. in Milwaukee.

BBDO Detroit recently announced the election of Peter Swieclinski, senior vice president, chief financial officer to its board of directors. Also at BBDO, Ernest W. Baker, manager of general accounts was named execu-

tive vice president and elected to the board of directors. Kathryn King, general accounts management supervisor was elected senior vice president, and Matthew Duff, associated creative director, general accounts was elected vice president.

Michael D. Isabella was named national sales manager of 98.7 WLLZ, Farmington Hills.

Jeffrey K. Eckles, CPA, has been named partner in the tax department and Scott D. Carano, CPA, has been promoted to associate at the Southfield-based accounting and consulting firm Plante & Moran.

Barbara Campbell Potter has joined the law firm of Foster Swift Collins & Smith as an associate. She will be stationed in the Farmington Hills office.

Coupon from next page

Campbell said. "For people using coupons, the only service I supply is bringing groceries to the door. If you don't use coupons and just go to one store, I estimate I can save 30 percent on a food bill."

"By putting some numbers together, I personally feel we can do 60 customers at a time," he said. "If I can get 25 clients by the end of the year, or within that range, it will be well worth it."

"I'm not expecting a whole horde of clients at the beginning," Campbell said. "I'm not looking to be a millionaire. I'm looking to provide a good income. My goal is to build this up so eventually my wife can stop her work."

Nancy Campbell works as an office manager for Kelly Services.

"He's always looked for something where he could be his own boss," she said. "On the flip side,

I'm able to offer stability with income and health insurance so we're able to do something."

Nancy credits herself with planting the seed for the business.

"Grocery shopping, I hate doing," she said. "I like to get in and get out. I don't search for deals."

From groceries, pet supplies and dry cleaning, Campbell wants to expand into supplying personal appreciation gifts for business customers and employees and orchestrating special catered lunches and theme parties.

He believes in the power of word-of-mouth advertising and referrals. "As I build a relationship with customers, they'll know more and more what I do."

Campbell, who has a business degree from Central Michigan University, also serves as a con-

sultant on a contractual basis for an employee leasing company. He has worked as an independent insurance agent.

For now, Campbell intends to concentrate his Metro Grocery & Gift efforts in Livonia, Farmington, Plymouth and Northville.

"When I shop, I see mothers with two or three kids and it doesn't look like much fun," Campbell said. "Then you have two people working and probably the last thing they want to do is go shopping at prime time."

Campbell said he doesn't see other independent grocers or drug stores offering free delivery as threatening to his plan.

"It's a sign of the times," he said. "I don't know if people want more service, but I think it's encouraging."

"Whoever thought there'd be a detail business, cleaning cars, for

a business? Hand wash? It's being done today," Campbell said.

Betty Theisen, who ran a similar shopping operation for six years in Livonia, Redford, Westland, Dearborn and Dearborn Heights, wishes the Campbells success.

"It went well in all respects except being profitable," Theisen recalled of her experience. "It's a good service, one that's needed. Mostly it was senior citizens who couldn't get out."

A lack of customers coupled with a lot of running around to serve those she had eventually proved to be her undoing, Theisen said.

"I would stock wholesale and send out a brochure I made up," she said. "I advertised in the Observer, church bulletins."

DATEBOOK

DATEBOOK features upcoming events taking place around the suburban business community. To list an event, write: Datebook, Business Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is 313-591-7279.

JOB SEEKERS
Career opportunities in the financial services industry. 7 p.m. Thursday, Oct. 7 at Oakland Hills Country Club, 3981 W. Maple (between Telegraph and Lahar), Bloomfield Township, by the Hobbie agency of The Equitable. 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 Lahar), Southfield. Non-member fee: \$23.50. Information: Nita Murray-Grier, 961-4046.

RETIRE ON ANNUITIES
"Retirement Planning with Annuities" free seminar begins at 7:30 p.m. Thursday, Oct. 7 at the Townsend Hotel, 100 Towne 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 Lahar), Southfield. Fee: \$75. Information: Chinyere Neale, 398-9576. Sponsor: Non-profit Excell program.

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 Steuer & Canvasser Inc., 20600 Northwestern Highway, Suite 200, Farmington Hills, 48334. Sponsor: Real Estate Roundtable.

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.

GOING PUBLIC
Business owners and senior executives interested in taking their company public are invited to attend a free, half-day seminar Oct. 22. "Going Public - Before and After" will focus on all aspects of the initial public offering (IPO) process. Topics will include new SEC rules, how to protect against litigation, setting up a pro-active investor relations program, and stock exchange listing requirements. The session will be 8 a.m. to noon at the Radisson Plaza Hotel, 1500 Town Center, Southfield. Reservations can be made by calling 313-352-5200 or 800-697-9712 by Oct. 19. Speakers include: Robert W. Sharff, KPMG; Peat Marwick, Justin Klimko; Butzel Long; Dean Gullie and John Donnelly, Roney & Co.; John L. Jacobs and Kevin Virostek, The NASDAQ Stock Market; and Mary Ann Robb, Somanetics Corporation.

MARKETPLACE features news and views from the suburban business community. Write: Marketplace, Business Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is 313-591-7279.

DURR LANDS CONTRACT
Plymouth-based Durr Industries, Inc. was awarded a \$100 million-plus contract from BMW Manufacturing Corp. for installation of the painting system at the automaker's new Greenville, S.C., plant.

The contract calls for installation of the paint shop, environmental controls and materials handling equipment. Work began in August 1993 and should be finished by August 1994.

EXEC TEMP SERVICE
Sales Consultants of Plymouth has launched a new division called InterExec, a temporary placement service for professionals, including attorneys, accountants, consultants and physicians.

The agency fills openings caused by hiring freezes, transfers, promotions, terminations, maternity leave and vacations and places executives on special assignments. "As the country begins to move toward a leaner corporate staff, the use of temporary executives continues to grow. InterExec will provide the workforce on an interim basis without the high cost of a permanent hire," said Patricia Redmond, InterExec director.

NEW ARBOR DRUGSTORE
Arbor Drugs will open four new metro-Detroit stores by year's end, including one in Southfield. Target opening for the stores at

26020 W. 12 Mile (at Northwestern Highway) is early November.

NEW IMAGE
Body By You in Farmington Hills has changed its name to The Firm, announced Don Frazier, president and founder of the seven-year-old fitness center.

Frazier, who started cardiovascular training at age 15 to control his asthma, said the new name sharpens the center's image. "Many people interpreted Body By You as strictly a body building gym. The Firm emphasizes the body-building aspects of physical training and a program of good health and well being."

Frazier's client roster includes many pro athletes, including Isaiah Thomas, James Toney and Earl Cureton.

Besides body building and weight training, the center offers aerobics, weight reduction programs and nutrition counseling, group or corporate wellness programs and cardiovascular evaluation.

WLLZ-FM deejay Sheri Donovan will host The Firm's grand opening, noon to 3 p.m. Saturday, Oct. 16, at 50506 W. 12 Mile, between Oakland Lake Road and Middlebelt.

NEW LABEL
Express Services Temporary & Permanent Personnel has changed its name to Express Personnel Services, announced John P. Bower, franchisee of the Troy and Farmington Hills locations.

"The company is broadening its scope to include new staffing options. With that in mind, the name was chosen for clarity (and because it is) all-inclusive," Bower said. Second-quarter sales in metro-

Detroit are up 27 percent compared to a year earlier, Bower said. He predicts 1993 will be the agency's "best year ever."

Express is an international company offering temporary help, permanent job placement, executive recruiting and employee leasing.

JOINT EFFORT
Livonia-based Productivity Action Associates and Performance Development Corp. will jointly provide education and training seminars and management consulting to manufacturing clients. PDC, headquartered in Princeton, N.J., recently opened a regional office in Livonia.

PAA also announced affiliation with Camcon Ltd., a Lathrup Village firm specializing in computer and engineering consulting, and Len Ricard & Associates, a Waterford company specializing in manufacturing and logistics consulting.

Ross Roy evolves

Ross Roy Group, a Bloomfield Hills-based advertising and marketing company, filled two key posts and merged several subsidiaries into one company called Ross Roy Communications Inc.

Peter Mills, chairman, said the company's new structure "is expected to be more cost effective in what is an increasingly competitive business."

Mills foresees no layoffs. Richard Ward, president of the communications unit, becomes vice chairman of Ross Roy Communications.

Ward, a 15-year employee who lives in Rochester Hills, will recruit clients and remain on the Chrysler account.

Timothy Copacela, formerly senior vice president at BBDO-Detroit, was named executive vice president and director of account services for Chrysler.

6 MONTH CD 4.04% Annual Percentage Yield <small>effective as of 10/1/93 As of through October 31st Penalty for early withdrawal</small>		MONEY MARKET 3.56% Annual Percentage Yield <small>effective as of 10/1/93 \$2500 Min. Balance Required</small>	
bank & trust Birmingham 646-8787 Clawson 435-2840 Grosse Pointe 882-2880 Dearborn 274-3030		Sterling Heights 268-5200 Livonia 462-4106 Lincoln Park 355-9831 West Bloomfield 4281	
Waterford 674-4901 Warren 558-4600			

* Rates may change. Statement fees may reduce earnings if balance is not maintained.

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You'll find a lot of Open Houses listed right in our Classified Real Estate Section. There are also dozens of Open Houses listed on our electronic HomeLine directory. Be sure to check both. When using HomeLine, call 953-2020. You can listen to all sorts of recorded listings for houses that are open to view.

All you need is a touch tone telephone, a little time, and the following directions for using our voice telephone directory:

1. Call 953-2020
2. Press the number of the city you are interested in (see directory at right).
3. Choose your price range and listen to the listings for the city you've chosen.
4. Additional information:
 - To back up, press 1
 - To pause, press 2
 - To jump ahead, press 3
 - To exit at any time, press *

For Oakland County Listings, Press 1

Birmingham	4280
Bloomfield	4280
Farmington	4282
Farmington Hills	4282
Millard	4288
Novi	4286
Rochester	4285
Royal Oak	4287
Southfield	4283
South Lyon	4288
Troy	4284
Walled Lake	4286
West Bloomfield	4281

For Wayne county Listings, Press 2

Canton	4281
Garden City	4264
Livonia	4260
Northville	4263
Plymouth	4262
Redford	4265
Westland	4264

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