

Firms work on film promoting U.S. garden

Seven Observer & Eccentric area businesses are among 12 Michigan companies donating time, expertise and resources to produce a film about the new National Garden at the U.S. Botanic Garden in Washington, D.C.

- They are:
- Clervi Production, Farmington Hills, Nancy Clervi, producer.
- Moon Kochis Productions, Farmington Hills, Ben Moon and Mark Kochis, cinematographers.
- Stratton Camera, Farmington Hills, Len Stratton, camera equipment.
- Lo Duca Music, Bloomfield Hills, Joseph Lo Duca, original music composition and soundtrack.
- Film Craft Video, Farmington Hills, Tom Stefani, film transfer and processing.

■ Detroit Power & Light, Livonia, R. Wil Laneaki, lighting equipment.

■ Ron Rose Productions, Southfield, Ron Rose, audio production.

The five-to-seven minute film will be used as a fund-raising tool to raise money to build and open the National Garden, a new outdoor garden that will feature an Environmental Learning Center, a Rose Garden and a Water Garden on a three-acre site next to the Botanic Garden Conservatory on the Mall near the U.S. Capitol.

The National Garden will commemorate 200 years of the U.S. Congress and will be dedicated in conjunction with the 175th anniversary of the U.S. Botanic Garden.

Total value of combined contributions are estimated to be \$275,000, said Paula Blanchard, communications vice president for the National Fund for the U.S. Botanic Garden.

"Without their in-kind contributions, this film would not have been possible," Blanchard said. "Virtually all the money we raised is dedicated to building the new garden, and this film will be a tremendous boost to our fund-raising efforts."

"I am very proud to be a part of the National Garden film and even more proud of Michigan's film and video production industry," Clervi said. "Within four days, using top professionals in our state, we secured the necessary elements for a production of

this size. And they are still coming on board — all pro bono. That's pretty amazing!"

"I am bursting with pride for my state and the quick call to action from Michigan's film industry," Kochis said. "This was a chance of a lifetime and I know this film will be a great source of pride to all who have donated their time and services."

The National Garden is envisioned as this country's showcase for unusual, useful and ornamental plants that grow well in the mid-Atlantic region as well as the rose, the national flower.

Money to build and open the garden is being raised through donations from individuals, organizations, foundations and corporations.

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Workshops cater to small-business operators

The Troy-based Business Enterprise Development Center is offering a variety of business workshops in November for small business owners and managers operating in southeast Michigan.

- Workshops include:
- "How to Start a Small Business." A must for anyone thinking about going into business. Participants test their entrepreneurial skills, learn how to achieve their business ideas and receive a list of pitfalls to avoid when starting a business. 9-11:30 a.m. Nov. 9, 11 a.m. to 1 p.m. Nov. 17. No charge. A \$10 fee for the "Entrepreneur's Doorway to Success" workbook.
 - "How to Write a Business Plan." Designed to assist small business owners in developing a business plan. Participants are guided through the steps of how to prepare a business plan and receive resources to help them

complete the plan. 11 a.m. to 1:30 p.m. Nov. 10. \$35 per person, including the "Business Planning" workbook.

■ "How to Write a Marketing & Communications Plan." Designed for small businesses who want to increase their awareness and interest in their products and services. Gives entrepreneurs a practical approach to writing a marketing plan and how to reach your target markets through effective marketing communications. 9:30 a.m. to noon Nov. 23. \$35 per person, includes the "Small Business Guide to Effective Marketing Communications" handbook.

BEDC also offers training on personal computer software packages for both the beginner and intermediate PC user: Microsoft Windows 3.1; Microsoft Word 7.0; Excel 4.0; Project 3.0; Access 1.1; Lotus Improv 2.0.

All workshops and PC software training sessions are conducted at

the BEDC office at 1301 W. Long Lake, Suite 150, Troy. Call 952-5800.

BEDC is a nonprofit group created to provide small businesses with the resources needed to help them grow and prosper.

Prudential buys apartments

Southfield-based Prudential Real Estate Investors has purchased and will upgrade a 204-unit Southfield apartment complex. The investment is being made for the firm's Strategic Performance Fund-1.

The seller was a local partnership. The property, "Village Park Apartments," is on 13 Mile, between Southfield and Evergreen roads. It consists of nine buildings built between 1981 and 1986 and currently 98½ percent leased. The purchase price was about

\$9 million. Another \$1 million will be spent to improve the property and add recreational amenities. Upgrades are scheduled to be completed by the end of 1994.

Prudential Real Estate Investors, a unit of The Prudential Asset Management Group, is one of the nation's largest managers of commercial real estate investments for pension funds and other institutions. The firm manages \$5 billion in commercial real estate investments for more than 200 clients. It is actively seeking properties for several accounts.

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Virtual from page 1F

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