

MARKETPLACE

Marketplace features a glimpse of suburban business news and notes, including corporate name changes, new products, new store or office openings, new affiliations, new positions, mergers, acquisitions and new ways of doing business. Write: Marketplace, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is 313-591-1279.

■ THEY'RE GEMS

Two local salespeople were honored by Lady Remington Fashion Jewelry for outstanding sales.

Carol Kuhn of Westland, a Lady Remington regional manager, received the Top Personal Seller award for ranking second highest in the nation for personal sales and the Top Region Seller award for ranking fourth in region sales nationwide. She also received a \$3,250 bonus and was appointed to the company's advisory board.

Sandy Hartlieb of Redford Township, a unit manager, received the Top Unit Seller award and a \$1,000 bonus. Both women were honored at the company's annual conference in Chicago.

Lady Remington specializes in fashion jewelry sold through home shows.

■ PASSES INSPECTION

The Redford Township MAACO center, 25454 Five Mile, was reconfirmed as a certified collision center by the operations department. The auto painting and body repair shop owned by Paul Ross opened in 1987.

Field personnel from MAACO have been inspecting all phases of quality and repair at the company's certified centers since 1989.

■ TEAMING UP

Poster Management Co. has acquired PVH Veterinary Hospitals of America, a chain of 15 veterinary hospitals in the Detroit area.

Poster Management is an investment company with more than 20 years of experience developing leading national service companies, including NovaCare Inc., the nation's largest provider of contract rehabilitation services. PVH was founded in 1982.

During the last 11 years, the company expanded from one location and 10 employees to 15 locations and 200 employees by setting new standards for clinical excellence and operating efficiency in veterinary medicine.

Poster Management intends to expand PVH nationally through the development of modern veterinary hospitals and the acquisition of select independent practices.

■ NEW POSTAL FACILITY

The U.S. postal service has leased 80,500 square feet in the

Prudential Real Estate Investor Building, 1600 W. Big Beaver, Troy. It will be the processing and distribution center for ZIP codes 480 and 483. The facility employs 300 people who were transferred from other locations.

The leasing brokers were Dave Courtney and Steve Gamacho of Terence Testa, Bingham Farms.

■ AWARD WINNER

Dialogue Marketing, Southfield, won the Henry Hoke Award for a traffic-building campaign developed for Stop & Shop Co., Inc. The same campaign also earned the bronze award in the store retailing-telephone/consumer category. The awards were given at the 1993 Direct Marketing Association's International Echo Awards.

■ NEW RESEARCH DIVISION

Southfield-based Goldfarb & Co., Inc., a full-service advertising agency, has formed Directions for Decisions, a new division offering clients qualitative and quantitative strategic research services. Services include focus groups, in-depth interviews, survey research, attitude, awareness and product usage studies, concept and copy testing, correlation analysis and statistical analysis.

Marvin Hirsch, senior vice president, is director of the new division.

■ SCHOLARSHIP FUND

Schmaltz & Co., a Southfield-based accounting and consulting firm, has established the Walsh College Donald E. Schmaltz Scholarship Fund. The fund will award scholarships to undergraduates majoring in accounting.

The fund was set up to honor the company's 40th anniversary.

Walsh College is in Troy.

■ HIRE PUBLICIST

KGP Photography, Highland, has hired Planet Productions, Inc., Northville, to handle public relations and promotions and to establish corporate and sponsor programs. KGP's free-lance photojournalists shoot prototype vehicles in the U.S. and in Europe for worldwide publication.

■ GUARDIAN MERGES

American Protective, Detroit, has merged with Guardian Alarm Co., Southfield. The merger adds 2,000 accounts to Guardian's current customer base of more than 50,000. All accounts will be serviced from Guardian's Southfield headquarters.

■ ANOTHER BEST BUY

Best Buy Co. Inc., the nation's second-largest electronic and appliance retailer, hosted the grand opening of its seventh Detroit-area store Nov. 19 at Fairlane Meadows, 16221 Ford Road, Dearborn. Mike Keskey, regional manager, and John Dow, district manager, were on hand for the

ribbon-cutting with the store's management team and local officials. The store has 38,000 square feet of retail space.

Best Buy sells name brand electronics, personal computers and office products, major appliances, entertainment software and photographic equipment.

■ QUALITY ACHIEVER

Julie Gorecki of Northville was named quality achiever of the month by Farmington Hills-based Jervis B. Webb Co. A supervisor of operations in the unit/build/merchandise sales department, she organized and implemented the department's order entry process. The 12-year employee worked with manufacturing, engineering, accounting, billing, material control and Webb customers to conceive the new system.

Jervis B. Webb designs, manufactures and installs materials handling systems.

■ HONOR SUPPLIER

Eaton Air Filters, Birmingham, was among 12 outstanding suppliers that received AutoAlliance International's most valued supplier award. The award is given annually for performance, quality control, delivery and service.

Eaton supplies replacement air filter elements to AutoAlliance, which is a joint venture between Mazda and Ford Motor Co.

■ EDUCATION VENTURE

The Project Technologies Group, a Southfield-based management training and consulting firm, will jointly offer education seminars with MCC Group Consult, an international management consulting firm in Madrid, Spain.

PTG has granted MCC exclusive license to translate its total quality management and quality technology training materials to Spanish and to use them in Spain and in parts of South America.

PTG also helps companies develop quality standards and to prepare for state, federal and international quality awards.

■ HIGH ACHIEVER

Farmington Hills-based ProAct Solutions received the Great Plains Software President's Club award from Great Plains Software, a Fargo, N.D., accounting software developer. The award for sales achievement ranks ProAct among the top 7 percent of Great Plains value-added resellers.

Howard Rabotnick, ProAct president, accepted the award at Great Plains' eighth annual "Stampede to Fargo," an international conference.

ProAct provides software, hardware, training, implementation and consulting to businesses in southeast Michigan and Ontario, also develops software or existing accounting systems.

■ INSURANCE REP RETIRES

Paul A. Kashawick of Redford Township retired as a representative for American General Life and Accident Insurance Co., Garden City, ending a 29-year career.

He joined the company's Detroit office in 1964, where he was an agent and later sales manager. He transferred to Garden City in 1969 and in 1971 was promoted to sales manager of the Redford district. He became field training supervisor in 1978, the year he became district manager of the Philadelphia office. He returned to Detroit a year later. He became sales manager of the Redford office in 1987 and transferred to Garden City in 1990.

Kashawick has attended 10 of the firm's annual national leaders conferences, twice as a member of the President's Council of top producers. He also has received the National Sales Achievement Award from the National Association of Life Underwriters, Washington, D.C.

■ NEW MEDICAL SOFTWARE

SyMed Marketing, Inc., Livonia, is licensed to sell and service the Physician's Decision 2000 (PD2000), the first medical software using a Microsoft Windows-based application. It has multi-task capabilities that speed up electronic billing, payments, scheduling and insurance filing. SyMed is at 19500 Middlebelt, Suite 370-West. The phone number is 473-8550.

■ NEW NAME, LOCALE

Southfield-based Sheldon J. Scott, Inc. has changed its name to SJScott Communications and will move the home office to Mesa, Ariz., effective Dec. 30. The new address is 1331 W. Baseline, Suite 224. The phone number is 602-413-1824.

The company will service its Michigan clients from offices in Royal Oak and Ann Arbor, Mich.

■ CHOOSE HOWIE'S

Livonia-based Hungry Howie's was named the official pizza of the Palace of Auburn Hills. The franchise's fare can be delivered to suites or purchased from concession stands and arena vendors. Menu items include medium and small pizzas, soft drinks and beer.

"We are thrilled to be associated with the Detroit Pistons. The Palace is second to none. Hungry Howie's is committed to being an integral element in the Palace's success," said Steven E. Jackson, president.

The two-for-one pizza franchise is the 12th largest in the U.S. Howie's was named the official pizza of the Prince of Wales Theatre, Clarkston, in May.

■ HEADS WORKSHOPS

Michael Whitty of Birmingham, a business administration professor at University of Detroit Mercy, conducted four workshops

at the Decision Science Institute's 24th annual meeting in Washington, D.C.

Topics ranged from hi-tech's future in higher education to quality control and performance in the workplace. Whitty also reviewed engineering and management at Mazda, Saturn, Chrysler, Ford and Volkswagen.

■ LAND CLEAN-UP

Livonia-based Millard Environmental Corp. (MEC) was awarded a contract to clean up about 135,000 cubic yards of contaminated soil at the former Liquid Disposal Co., Utica. The site was added to the national priority list in September.

MEC will install a groundwater extraction system and treat the soil with an EPA-approved flyash/cement grout mix that solidifies the contaminated area.

The company's patented Mec-Tool system, a high-volume boring and mixing tool, will inject grout into the soil at pressures up to 200 psi.

■ COMPUTER RENTALS BOOM

Plymouth-based PCR Personal Computer Rentals, which operated from a basement office in 1988, celebrates its fifth anniversary. Today, PCR and its training facility are headquartered in a new office at 44191 Plymouth Oaks, Suite 900. The company expanded its customer service last summer with an on-site computer service center.

"The computer rental industry is a strong segment of the computer industry. There is always a short-term need for computers and computer peripherals and we will continue to expand as the need continues," said John Croteno, owner.

The computer rental business is a \$500 million industry, growing at an annual rate of 35 percent, according to PCR.

■ FORD SUPPORTS SME

For the eighth consecutive year, the Ford Motor Co. Fund has pledged \$50,000 to the Society of Manufacturing Engineers (SME) Manufacturing Engineering Education Foundation. The foundation helps fund university-level programs to attract engineering students to manufacturing careers.

Ford's 1993 grant helped bolster engineering programs at Miami University, Rochester Institute of Technology and Worcester Polytechnic Institute.

"Our ability to compete in a worldwide market, with products that are manufactured to the highest quality standards, and to provide good customer value will rely heavily on our engineering skills," said Eugene M. Nelson, Ford manufacturing and plant engineering manager, transmission and chassis division, Livonia, and a SME foundation board member. Since 1981, Ford has pledged

\$413,000 to SME's education fund, said Frank J. Riley, foundation president.

■ BUYS DRILL BUSINESS

Sunflower Manufacturing, a farm equipment subsidiary of Bloomfield Hills-based Core Industries, has purchased the grain drill business of Best Manufacturing, Jonesboro, Ark.

Kansas-based Sunflower will manufacture Best's line of conventional and no-till grain drills to be marketed through farm equipment dealers. The no-till drills, combined with Sunflower's residue management cultivator, broadens the company's line of products that are designed for different approaches to soil conservation, said Gerald Meier, Sunflower president.

■ HOST FOOD FEST

Lansing-based Centrum Management Corp. hosted Fall Food Fare on Nov. 20 to introduce the community and new clients to The Meadows of Livonia, a new apartment community for seniors. More than 300 visitors got a look at the 160-unit complex and tasted the fare of 27 Livonia area restaurants, grocers, bakeries and delis.

"Livonia is a civic-minded community. We had tremendous response from the restaurants and businesses that donated their food and services. This event was a real success," said Carol Hechler, Meadows of Livonia manager.

The community for independent seniors opened at 2881 1/2 Junction, south of Five Mile, east of Middlebelt, last July. About half of the complex is leased, said Hechler. For information, call 622-6008.

■ GIFFELS HONORED

Southfield-based Giffels Associates, one of Michigan's largest architectural-engineering firms, won an Outstanding Workmanship plaque at the 1993 Michigan Asphalt Paving Association-Michigan Department of Transportation awards banquet Nov. 30 in Lansing.

Giffels was honored for its work on a Chrysler Corp. Chelsea Proving Grounds test track project. Special congratulations went to Victor Pilon, Giffels' civil engineering department head and project manager, Al Hargis, civil group leader, John Picha, civil engineer, and Bob McLendon, designer.

A key achievement in the design of Chrysler's Vehicle Dynamics Facility is a skid pad for testing cars traveling at substantial speeds while accommodating the maneuvers of the test vehicle. Paving techniques incorporated super-elevated embankments and spiral curves for safe, controlled maneuvering of test vehicles.

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