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Jeffrey L. Johnston of Bloomfield Hills, partner in the Birmingham-based firm Conway Mackenzie & Dunlevy, was named a certified fraud examiner by the Association of CFEs. The designation goes to select professionals responsible for detecting, deterring and investigating fraud. The firm specializes in debt restructuring, reorganization and management of financially troubled companies, and in litigation support services.



Johnston

Thomas Scott, a former journalism teacher at Walled Lake Central High School, has joined the Lansing-based Michigan Retailers Association as vice president of public affairs and communications. The Okemos resident previously owned T. Scott Communications. He served as communications director and press secretary to former Michigan governor James Blanchard. MRA represents 3,900 retail companies that own and operate 5,600 stores in Michigan.



Scott

Stefany Lester Freeman of Keego Harbor, an attorney in the Detroit office of the law firm of Miller, Canfield, Paddock and Stone, was named to the board of directors of Volunteer Impact, a nonprofit agency comprised of 3,000 volunteers serving a range of community and social service groups in metro Detroit. She will serve as its president beginning this month.



Freeman

Michael S. Elledge of West Bloomfield has joined the Detroit office of Wells Rich Greene BDDP Advertising as research and planning specialist on the Ford Motor Corporate and Electronics accounts. He brings 12 years of marketing experience.

Bob Koval of Troy joins Jay Aliz & Associates, Southfield, as director of human resources/administration. He'll handle recruiting, training and counseling. Michael Hogan of Bloomfield Hills joins the firm as an associate specializing in business planning for troubled companies. He previously was general manager of a communications company.

Dr. Cesar A. Sturla, an internist, is now on staff at Catherine McAuley Health System, Ann Arbor. He's also affiliated with St. Mary's Hospital, Livonia, and William Beaumont Hospital, Royal Oak, where he's also on the teaching staff. Sturla's offices are at 20311 Farmington Road, Livonia, and 1915 E. 14 Mile, Birmingham.

Derek Todd Montgomery, an attorney from Royal Oak, has joined the Detroit office of Miller, Canfield, Paddock and Stone as an associate in the litigation department. He'll handle local and national product liability and medical malpractice.

Rick Boer of Farmington Hills has joined the East-pointe-based management and financial consulting firm of James V. McTevia & Associates as a senior associate. He's responsible for client consultation and strategic and financial planning. He previously headed Cambrin Capital Corp., a company he formed in 1984 to provide financing and operations-based management consulting and financial management services for companies in transition.



Boer

Leon Sowell of Troy was named American public relations director for Oakland County. He joined the company in 1966 as an account representative. He'll serve as the company's liaison with residence and business customers, community groups and civic leaders throughout Oakland County.



Sowell

James Pfisterer has been named vice president of finance for Foodland Distributors in Livonia. He is responsible for all accounting and finance activities for the wholesale food distributor.

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DATEBOOK

Datebook features upcoming events around the suburban business community. To list an event, write: Datebook, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150. Our fax number is 313-591-7273.

FRIDAY, JAN. 7

BANK FORECAST

The Builders Association of Southeast Michigan hosts David Sellers, chief economist of the National Association of Home Builders, for a noon luncheon at the Northfield Hilton Hotel, 5500 Crooks, Troy. This is the annual local and national forecast meeting. The program is free for BASH and Mortgage Banker Association members, \$25 for non-members. For information, call the BASH offices at 737-4477.

MONDAY, JAN. 10

FOREIGN INVESTMENT

Plante & Moran sponsors a free seminar "North American Investment in Europe" 1:30-4:30 p.m. at Embassy Suites Hotel, 26100 Franklin, Southfield. Contact Amy Dixon for information at 465-2200.

TUESDAY, JAN. 11

REAL ESTATE FORECAST

Direct Source, Morris & Berke and Dean Appraisal sponsor the third annual Detroit real estate forecast and breakfast 7-9:15 a.m. at Embassy Suites Hotel, 26100 Franklin, Southfield. Preregistration is \$25, on-site \$30. Topics include why buying, selling, leasing, financing, NAFTA opportunities in real estate, how will Dennis Archer impact real estate in Detroit? For information, call 256-9420.

FAMILY-OWNED BUSINESSES

The Family Business Council, a non-profit business assistance program solely for family-owned businesses, holds two discussion sessions on problems inherent in multigenerational businesses. Both sessions are at the Radisson Hotel in Southfield. The morning forum is "Effective Family Meetings," the afternoon, "Using an Outside Consultant." The forum is free to Family Business Council members. For membership, call Brooke Hicks at 810-952-5800.

STOCK CERTIFICATES

The National Investor Relations Institute Detroit Chapter hosts a presentation on alternatives to critical investors holding

physical certificates when purchasing stock. The luncheon meeting begins at 1:45 a.m. in the Renaissance Club at the Renaissance Center. Speaker: James J. Voipe, vice president at First Chicago Trust Co. of New York. Cost is \$20 for members, \$25 for non-members. For information and reservations by Jan. 7 deadline, contact Lisa Hudy of Franklin Bank at 358-5170.

WEDNESDAY, JAN. 12

CABLE LEGISLATION

The Farmington Hills Chamber of Commerce presents a program "Legislative Changes in the Cablevision Industry" 7:30-8:30 a.m. at Wyndham Gardens Hotel, 42100 Crescent Blvd., Novi. Speaker: Bob McCann, general manager, Oakland County Metrovision. Cost of the breakfast meeting is \$10. For information, call 474-6800.

STRESS MANAGEMENT

The Institute of Real Estate Management presents Casey Wilhelm RN who speaks on stress management during an 8 a.m. breakfast meeting at the Plaza Hotel in Southfield. Cost is \$15. Reservations to Sandy at 981-3700 by Jan. 9.

MONEY MANAGEMENT

Deborah Conrad, director of education for the non-profit Credit Counseling Centers leads a free two-hour workshop on money management 7 p.m. at First Security Savings Bank, 2600 Telegraph, Bloomfield Hills. Topics include 10 indicators of financial trouble and the how-to's of budgeting. Call 553-5400 for information.

THURSDAY, JAN. 13

MANAGING CHANGE

National Association of Career Women Metro Detroit Chapter hosts a luncheon program "Managing Change in the Corporate World When You Are Not the Change Agent." The program takes place 11:30 a.m. to 1:30 p.m. at Metwether's restaurant, 25485 Telegraph, Southfield. Cost is \$12 for members, \$15 for non-members. For reservations, call 268-7770.

GROWING BUSINESSES

Human resources consultant and trainer John Stener leads off the 1994 Human Resources Publications seminar series with a daylong offering "Growing Your Business in the 90s." The seminar goes 9 a.m. to 4 p.m. at the Plaza Hotel in Southfield. Topics include management types, maximizing efficiency, corporate cultures, personal strategic planning and rebuilding tomorrow. Cost is \$95 in advance, \$105 at the door. Phone 581-2047 for reservations.

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Individual workers, industrial psychologists know its value. And investors, also, apparently. "We had a building here that was purchased about six months ago," Bearman said. "One reason the owner purchased the building was the landscaping. It was important to him."

"Our biggest goal is to pull people off the street and have them say, 'I'd like to be in that office center,'" said Frank Torre, owner of the landscape company. "Peo-

ple today when they go outside and sit by a pond want a nice atmosphere."

"The biggest thing I think at that particular property is we raised level of expectations from C to A plus," Torre said.

"We sit down and have meetings. We're not only aware, we're involved. The partnership theory is the way of the 90s. Quality and service is your whole theory and philosophy," he said.

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Can you get to them easily? Learn about air bags and anti-lock braking systems.

"You can look at styling and comfort features at the auto show by walking around, narrow it down to products you're interested in, then make appointments at dealerships," Meckigan said. "If they can narrow it down to one or two vehicles to suit their needs, they can eliminate running around to dealerships," Wasil concurred.

"Because they're all there, you don't forget things," Nabozny said. "You see one after another. Salespeople are there to explain the uniqueness of each particular model."

"Every display has salespeople to answer questions like how much car can I afford, what might I get in a trade in and what re-

hates and specials are going on now," Meade said.

Auto show week has its own dynamics here, Wasil maintains.

"Our business in the showroom during the auto show will be quiet," he said. "Everyone goes to the show. The next week or 10 days after, boom, here they come."

The North American International Auto Show opens Saturday for general public viewing. Hours are 2-10:30 p.m. Monday through Friday, 10 a.m. to 10:30 p.m. Saturday and Sunday except Sunday, Jan. 16, when the show closes at 7 p.m.

Admission is \$7 for adults, \$3 for senior citizens 65 and older. Children 12 and under are admitted free when accompanied by a parent.

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