

Chrysler, Palace team up in professional soccer

The Palace in Auburn Hills has teamed with Chrysler Corp. in naming the new indoor soccer team the Detroit Neon, after Chrysler's award-winning new car.

The franchise will compete in the Continental Indoor Soccer League, a summer league with home games played at The Palace from June to September.

"This is the first time a major

league professional sports team has adopted the name of a major corporation or its product in the United States to our knowledge," said Tom Wilson, president of The Palace/Pine Knob Music Theatre/Detroit Pistons/Detroit Neon. "An agreement of this magnitude has unique marketing potential."

The team is owned by William Davidson, owner of The Palace and Pine Knob Music Theatre

and managing partner of the Detroit Pistons.

The Chrysler Neon was unveiled during the first week in January.

"Obviously, Chrysler is very excited in this sports marketing partnership," said Jim Julow, Chrysler's marketing director. "One of the most attractive aspects of our partnership was the commitment of the team to promote Detroit through youth programs

and clinics, expanding the broad base of soccer fans in the area. Our working relationship with the Detroit Pistons and The Palace over the years only cemented the agreement in our eyes."

"I can't stress enough the importance of this marketing partnership to opening the doors for all the exposure it can bring the sport," added Wilson. "Because of this agreement, youth programs and clinics will send the stars of

soccer into the community. Television and radio coverage will bring Neon games to millions. Every home game will be broadcast on either WKBD Fox TV-60 or PASS. This partnership will allow ticket prices to be kept low, making a Neon game an attractive choice for a family outing."

This sports marketing partnership provides Chrysler with radio and TV rights, signage, merchandising opportunities and

dealer involvement. The franchise will reap the benefits of the exposure and success of its namesake automobile.

The Palace and Pine Knob are owned and operated by Arena Associates Inc. Since opening in 1988, The Palace has been voted "Arena of the Year" by Performance magazine five consecutive years and by Pollstar magazine twice.

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 313-591-7279.

THURSDAY, JAN. 20

BLOOM MONEY TALK

Rick Bloom, host of Money Talk on WXYT Radio, presents "Money Talk for College and Retirement" 7:30 p.m. at the Livonia Civic Center Library Auditorium, 37177 Five Mile. The program is free and reservations aren't required.

SUNDAY, JAN. 23

HANDWRITING MATTERS

The Great Lakes Association of Handwriting Examiners and The Community House present an exhibition and series of talks on "Handwriting Matters" 1:30-5 p.m. at the Community House, 380 S. Bates, Birmingham. Admission is \$8 for adults, \$2 for children 12 and under. A personal handwriting analysis will be provided for each \$8 ticket holder. For information, call 810-540-7026.

MONDAY, JAN. 24

CPR CLASSES

The American Society of Employers hosts a seminar on cardiopulmonary resuscitation

8:30 a.m. to 12:30 p.m. at its offices, 23815 Northwestern Highway, Southfield. Cost is \$25. Advance registration requested at 353-4500.

TUESDAY, JAN. 25

ECONOMIC FORECAST

The Birmingham-Bloomfield Chamber of Commerce and Parker, Witte & Co., CPAs, present their fourth annual economic forecast luncheon 11:30 a.m. at the Townsend Hotel, 100 Townsend, Birmingham. Speakers: David Sowerby, chief economist, Saxon Investment Co., and Drew Winter, senior editor, Ward's Automotive Magazine. Cost is \$25 for chamber members, \$30 for non-members. For reservations, call 644-1700.

REAL ESTATE CAREER

Prudential Great Lakes Realty hosts a free sales career night 7 p.m. at its Bloomfield Hills sales office, 1520 N. Woodward just south of Long Lake Road. The presentation will cover start-up costs, training and potential compensation. For reservations, contact Kim at 648-6000.

WEDNESDAY, JAN. 26

BUSINESS BASICS

Michigan's Initiative for Entrepreneurial Excellence offers "Business Basics" for women entrepreneurs on three consecutive Wednesdays beginning this date at Detroit & Touche, 101 N. Main at Huron in Ann Arbor. Topics in the three-part series include assessing the viability of the business, building the entrepreneurial team and writing the business plan. Cost is \$75

and partial scholarships are available. For information, call 396-3576.

TELEPHONE COURTESY

The American Society of Employers presents a seminar "Telephone Courtesy and Customer Service" 9-4:30 p.m. at its offices at 23815 Northwestern Highway, Southfield. Speaker: Susan Barenholtz, office management consultant. Cost is \$195 for members, \$225 for non-members. Advance registration requested. Phone 353-4500.

HEALTH ISSUES

The Women's Advertising Club of Detroit hosts medical writer Pat Anstett during a breakfast meeting 7:30 a.m. at Hotel St. Regis, 3071 W. Grand Blvd., Detroit. Anstett's topic is "Women's Health in the '90s." Cost is \$12 for members and students, \$14 for guests. Reservations by Jan. 24 to Kathy Carter at 810-474-3900.

THURSDAY, JAN. 27

LITTMANN FORECAST

David L. Littmann, senior economist for Comerica Bank speaks on "What's Ahead in the Economy" 7:30 a.m. at the Community House, 380 S. Bates, Birmingham. There's no charge for the continental breakfast, sponsored by Procter & Associates of Bloomfield Hills, but advance reservations are required at 644-5832.

TOM SEMINARS

The Greater Detroit Chamber of Commerce offers a five-part series on Total Quality Management that combines customer satisfaction, operations management, trust, continuous improvement and

teamwork. Sessions will be held at several locations around the metro area. The initial meeting, Quality Strategic Planning, goes 9-9:30 p.m. at Birmingham Community House. Subsequent dates are Feb. 17, March 22, April 21 and May 19. Cost of the complete program is \$50. For information and reservations, contact Gert Stank at 596-0345.

STRIVE MEETING

Strive, a local chapter of the National Association for Female Executives, a networking and support group, hosts a talk by Inna Elzer, owner of Troy Ford and Jaguar-Saab in Troy, 6 p.m. at the Troy Public Library, Big Beaver Road at I-75. First-time guests free, visitors \$5. No reservations required. For information, call 252-6800.

FRIDAY, JAN. 28

RELATIONSHIP SELLING

John E. Mitchell, a training consultant, offers a seminar "Relationship Selling" 9 a.m. to 4 p.m. at the Sheraton Inn in Troy. Topics include understanding behavior, strategic linkages, managing your time, and tools of the trade. Cost is \$199 in advance, \$249 at the door. To register, call 652-7605.

SATURDAY, JAN. 29

BUSINESS STARTS

SCORE, Service Corps of Retired Executives, and the Berkey Community Schools Advisory Council World of Work Committee, present a free seminar for those interested in starting their own business 9 a.m. to noon at the Tyndall Center, 14501 Talbot, Oak Park. For information, contact Gwen Ahearn at 414-2262.

TUESDAY, FEB. 1

RETIREMENT STRATEGIES

Livonia Public Schools Community Education presents a four-part seminar "Financial Strategies for Successful Retirement" 7-9:30 p.m. on successive Tuesdays at Riley Middle School, 15555 Henry Road, Livonia. The \$49 fee covers two participants. A \$25 materials fee is payable to the instructor at the start of the course. Instructors are financial planners from the Focus Financial Group. No products or services will be offered or promoted. The course also runs successive Thursdays beginning Feb. 3. To register or obtain information, call 523-5291.

ACCOUNTING CONFERENCE

The Michigan Association of Certified Public

Accounts presents a "Winter Accounting and Auditing Conference" 7:50 a.m. to 4:50 p.m. at the Plaza Hotel in Southfield. Richard E. Czarnicki, keynote speaker, will address current issues in the profession. Participants may choose from among 13 breakout sessions. Cost is \$115. For information, contact the MACPA conference department at 810-855-2288.

WEDNESDAY, FEB. 2

BUSINESS CRIME

The Greater Detroit Chamber of Commerce presents a seminar "Crime Affecting Business" 7:30 a.m. to 12:45 p.m. at the Northfield Hotel, 5500 Crooks, Troy. Topics include how to identify employee theft, robbery prevention techniques and fraud awareness. Speakers: Rod Hayes, a security consultant, and Jerome Cost, supervisory special agent with the FBI. Cost is \$50 for chamber members in advance, \$55 for non-members in advance and \$65 at the door. For information, phone Sebastian Wade at 596-0399.

FINANCIAL PLANNING

Rick Bloom, lawyer, CPA and radio personality, presents a free financial planning seminar 7-8:30 p.m. at the Redford Library, one block west of Beech, two blocks south of Five Mile. To register, phone 538-4257.

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