

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. Writer: Marketplace, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is 313-591-7279.

TOP DEALER

Richard A. Mealey, president of Birmingham Chrysler-Plymouth, Birmingham, is among 17 dealers in the United States and Canada to receive the Dealer Education Award from Northwood University, Midland, in San Francisco this month.

Dr. David E. Fry, Northwood president, said Mealey's up-to-date employee training has produced sales and service achievement and frequent recognition from manufacturers. The dealer was also singled out for supporting programs at Michigan Technological University, Houghton, and Oakland University, Rochester Hills.

ENVIRONMENTAL MANAGER

Compliance Engineering, a firm specializing in hazardous and industrial waste management, regulatory report preparation, environmental plans for facilities and safety and environmental training for employees, has opened at 320 E. Maple, Suite 182, Birmingham.

Training includes Occupational Safety and Health Administration "Right to Know," Confined Space Procedures and Training, and Emergency Spill Response Training.

For information, call Steven Kurth, environmental engineer, at 810-642-6045.

DEDICATE LAB

SmithKline Beecham Clinical Laboratories, Farmington Hills, will dedicate its new 35,000-square-foot facility at 38700 Country Club on Jan. 28. The firm's staff of more than 100 moved to the new location in November.

SmithKline, based in Collegeville, Pa., does medical testing for physicians, hospital and employees throughout Michigan and northwest Ohio.

SELECT AGENCY

Autoworks, an automotive parts retailer based in Rochester, N.Y., has selected Stone, August, Baker Communications, Troy, to handle advertising and marketing activity. Autoworks' billing for 1994 is projected at \$5 million.

Autoworks has 68 locations in Michigan.

MEMBERSHIP ANNIVERSARY

Plante & Moran, based in Southfield, marks its 15th year of membership in the Private Companies Practice Section of the American Institute of CPAs. Plante & Moran was one of the founding members of this voluntary association, whose membership now exceeds more than 6,500 CPA firms.

MARKET RESORTS

Golf Marketing Services of Bloomfield Hills will handle marketing activity for Dunmaglas Golf Club and High Pointe Golf Club, both located in northern Michigan.

In 1992, Golf Digest selected Dunmaglas as one of the five best new resort courses. In 1990, Golf Digest picked High Pointe as one of the 75 best public courses in the U.S.

TILE ONI

Great Lakes Ceramic Tile Council, Farmington, will honor top professional tile setters and helpers from Local 32 at awards dinner Tuesday, April 19.

The council will award commercial and institutional work, residential installations and specialties, such as murals and sculpture. Judges are John J. Bruny, retired from Bruny Brothers; John Mason, Local 32 business manager; and Robert Hund, Great Lakes Ceramic Tile Council public relations consultant.

Only completed work, installed January 1990 or later, is eligible. Entrants must be employed by southeast Michigan contractors who belong to the council. The entry deadline is Friday, Feb. 25.

For information, call Great Lakes Ceramic Tile Council at 810-476-5559.

CHOOSE PLANET

Planet Productions, Northville, will handle public relations and promotions for ITX East Service, Farmington Hills, New York-based Lev-Ari Communications and Gilbert L. Wallace & Associates, Orlando, Fla., for the next 12 months.

Oakland architect on team for arena in Grand Rapids

Rossetti Associates of Birmingham will oversee architectural and engineering design plans for construction of a 12,000-seat arena in downtown Grand Rapids.

The Grand Action Committee, a group of 200 individuals from across the region representing health and human service agencies, business, education, labor and religious organizations, is an outgrowth of the Grand Vision Committee. That committee was charged with conducting an arena/convention center feasibility study for downtown Grand Rapids. In February 1993, it unveiled results showing a need.

The Grand Action Committee recommended as Phase I of its plan the construction of a 12,000-seat arena.

Rossetti Associates is recognized internationally as an arena design specialist, best known for the Palace of Auburn Hills.

Rossetti Associates was part of the team that performed the Grand Vision Arena and Convention Center Feasibility Study. "We believe they are exceptionally well qualified to continue with Grand Action," said David Frey, chairman of the selection committee.

Rossetti Associates will proceed immediately with its planning design. Grand action will assume funding for the design process in Phase I.

Proposed target groundbreaking for the \$36-\$38 million arena project is fall 1994, with opening scheduled for fall 1996.

Any company, division or unit of a company or not-for-profit organization in Oakland, Wayne, Livingston, Macomb or Washtenaw counties is eligible. A \$25 registration fee must accompany all nominations.

For nomination forms, call the Women's Economic Club at 313-963-5088.

NEW OFFICE

Predhomme & Co., an accounting firm, has moved to 255 E. Brown, Suite 420, Birmingham.

LAND CONTRACT

Barton Malow, a Southfield construction services firm, has received a contract from the Fort Wayne Community School Board, Fort Wayne, Ind., to audit 62 facilities and develop a master facilities plan.

MEXICAN EXPO

Pan American Network, a full-service consulting firm in Southfield, will participate in "Mexico Business Opportunities," an exposition in Guadalajara, Mexico, Feb. 8-11.

Attendees will include representatives of firms interested in trade with Mexico, potential partnerships, distributorships, joint ventures, alliances and technological exchanges with American companies, says Armando Ramirez, Pan American Network partner.

Pan American has affiliated offices in Mexico City and Guadalajara and will offer services in Monterey soon.

ANIMATE SERVICE

MVP Communications, Troy, designed a 3-D wavefront animation with a video to introduce Ser-

pany combined its administrative and manufacturing operation under one roof.

Trijicon's clients include military and law enforcement agencies.

LEADERSHIP AWARD

Women's Economic Club members may submit nominations through Tuesday, Feb. 8, for Today's Workplace of Tomorrow Award, a first-time award to recognize companies and groups whose policies demonstrate business leadership for the 21st century.

AWARD WINNER

Rose Roy Communications, Bloomfield Hills, picked up eight awards for international advertising at the 23rd annual Mobius Advertising Awards competition sponsored by the United States Festivals Association.

The company won Awards for Excellence in the following areas: First place for Builders Square television campaigns featuring Tim Allen (two of the 30-second spots also earned second-place certificates for outstanding creativity); two first-place awards for a 1994 Chrysler New Yorker and 1994 Chrysler LHS catalogs; a second-place certificate for outstanding creativity for the U.S. National Guard and Reserve campaign; a second-place certificate for outstanding creativity for the Kmart Amerikind Pharmacy Network.

NEW FACILITY

Trijicon, a manufacturer and worldwide distributor of illuminated gun scopes and sights, has moved from two buildings in Farmington Hills to a new 20,000-square-foot facility at 49397 Schafer, Wixom. The com-

pany's new service department operating system, to 40,000 Chevrolet dealers at the National Dealer Convention in Las Vegas.

The seven-minute animation, accompanied by an original music score, features a flow chart to illustrate the steps in a typical service transaction. Vignettes of customers describing their service experience is blended with the animation, which is also used in a 12-minute marketing tape for dealers.

NEW HEAT TREATER

Michigan Induction, Canton, has launched a state-of-the-art induction heat treating system.

The new design results in improved and more consistent metallurgical and mechanical properties. The design also allows lower carbon steel to be used in the transmission drive, which cuts cost by reducing the amount of scrap product.

MEDICAL CENTER EXPANDS

A 123,000-square-foot addition to Henry Ford Health System Medical Clinic in West Bloomfield will provide 10 additional services to the facility, including a bone and joint center, eye center, outpatient oncology, heart and vascular institute, surgical services, primary care, ambulatory surgery, emergency medicine, dentistry, psychiatry and audiology.

Troy-based Giffels Hoyem Basso is the architect/engineering firm responsible for the project's design, which includes the renovation of outpatient services.

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