

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, FEB. 24

INCOME INVESTMENTS
Schoolcraft College's Business Development Center presents a seminar "Income Producing Investments" 8-10 p.m. on campus, 18600 Haggerty, Livonia. The fee is \$29. To register, call 462-4448.

SATURDAY, FEB. 26

MONEY SEMINAR
The Women's Economic Club sponsors a half-day seminar "Making It Happen: The Power of Money" 8 a.m. to noon at Standard Federal Bank headquarters, Big Beaver Road west of I-75. Topics include an economic overview, Tax Act of 1993, asset allocation for the individual portfolio, and financial planning. Cost is \$10 for members, \$20 for guests. For information, call 313-935-0588.

CD-ROM FUND-RAISER
The International Television Association presents a seminar on CD-ROM (Compact Disk-Read Only Memory) 11 a.m. to 3 p.m. at the Video Communications Division of Product Color or Service in Southfield. Cost is \$20 for ITVA members and students, \$30 for non-members. For information, call 810-458-7538.

ORE PREPARATION
The Division of Continuing Education at Oakland University in Rochester Hills presents a five-week workshop to prepare for the Graduate Record Exam for entry into graduate school 9 a.m. to 12:30 p.m. successive Saturdays on campus beginning this date. Cost is \$175. Separate individual refresher courses also available. To obtain a brochure or register, call 370-3120 8 a.m. to 5 p.m. weekdays.

MONDAY, FEB. 28

INFORMATION HIGHWAY
The Women's Advertising Club of Detroit hosts Grace Gilchrist, station manager of WXYZ-TV, who explores "The Information Superhighway: What Can We Expect?" 11:30 a.m. at the Sheraton Hotel, 28100 Franklin, Southfield. Cost for lunch and the program is \$18.50 for members and students, \$20 for non-members. For reservations, call Gina Bartoszewicz at 331-4300 by 5 p.m. Thursday, Feb. 24.

TUESDAY, MARCH 1

CAREER NIGHT
Prudential Great Lakes Realty hosts a free career seminar 7 p.m. at its Bloomfield Hills sales office, 1520 N. Woodward, just south of Long Lake. Topics include start-up costs, training and compensation. To register, call Kim at 646-6000.

WEDNESDAY, MARCH 2

EXPORTING SERIES
A consortium of government, academic and business institutions presents "The International Passport Series: Level One Certification of Your Passport to Export" at Walsh College in Troy. The initial phase focuses on international marketing, phase two on international finance, phase three on international logistics. Cost of the entire program is \$345. Individual phases are \$140 apiece. To register, call Walsh College Continuing Education at 810-689-6178.

CPR, FIRST AID
The American Society of Opticians presents a two-day class on CPR and First Aid 1-5 p.m. this date and March 3 at its offices, 23815 Northwestern Highway, Southfield. Cost of \$50 includes workbooks. Advance registration requested at 353-4500.

GETTING STARTED
NAWBO North, a networking and support group for women business owners and affiliates of the Greater Detroit National Association of Women Business Owners, meets 7:30 a.m. at the Holiday Inn at Auburn Hills, 175 St. University. The forum is roundtable discussion and presentation by member businesses. Cost of \$15 includes continental breakfast. Reservations aren't necessary. For information, call Pam at 253-3711.

THURSDAY, MARCH 3

ESTATE PLANNING
Morris, Shepley, Weinstein & Co., a CPA and consulting firm, hosts a free executive briefing on estate planning 8:30-9:30 a.m. at its Farmington Hills office, 20550 Orchard Lake Road. The seminar repeats March 9. To register, call Amanda Martin at 810-855-8200.

WORLD SEMINAR
Miles Homes presents a free seminar "How to Build Your Dream Home Now with No Money Down" 7:30 p.m. at Quality Inn, 1-275 and Six Mile in Livonia. Reservations required at 800-459-9400.

RETIREMENT PLANNING
Robert A. Hurdles, a certified financial planner, presents a free seminar on retirement, estate and tax planning 2 p.m. and 6:30 p.m. at the Livonia Comfort Inn. The program repeats at 10:30 a.m. and noon Saturday, March 5. For reservations, call 1-900-473-4012.

FRIDAY, MARCH 4

WELLNESS PROGRAMS
Crittendon Hospital presents a free

program "Why Wellness?" 7:30-8:30 a.m. at the hospital, 1101 W. University, Rochester. Carol Beckett, Crittendon's director of Weight Management and Community Health Education, will discuss how to start a wellness program that works for your company, what costs are involved and how they can be financed. A light breakfast will be served. For reservations, call 652-5345.

SATURDAY, MARCH 5

PHONE TAX HELP
The Michigan Association of Certified Public Accountants will answer federal and state income tax questions via the telephone 313-565-2285 9 a.m. to 4 p.m. this date and noon to 4 p.m. March 6. Taxpayers may call as often as they wish, but are limited to two questions per call to accommodate as many as possible.

MONDAY, MARCH 7

EXECUTIVE LEADERSHIP
The American Society of Employees sponsors a two-day seminar "Executive Leadership" 9 a.m. to 4:30 p.m. this date and March 8 at its offices, 23815 Northwestern Highway, Southfield. Speaker: David Conrad, Leadership Systems, Cost, including materials and lunch, is \$295 for members, \$350 for non-members. Advance registration requested at 353-4500.

TUESDAY, MARCH 8

PORTFOLIO PERSPECTIVE
The National Investor Relations Institute Detroit Chapter hosts a program "Portfolio Manager Perspective" 11:30 a.m. at the Renaissance Club in the Renaissance Center, Detroit. Speaker: Walter J. Karchberger, vice president, Prudential Securities. Cost, including lunch, is \$20 for members, \$25 for non-members. For reservations, contact Lisa Hudy at 358-6170 by March 4.

TAX STRATEGIES
Financial Stewardship presents a free personal tax strategies workshop 7-8:30 p.m. at its offices, 5435 Corporate Drive, Suite 100, Troy. For reservations, call 681-2681.

BUSINESS PITFALLS
The Southeastern Michigan Venture Group hosts a breakfast program "Pitfalls to Avoid When Starting a Business: Wisdom from Successful Entrepreneurs" 8 a.m. at the MSU Management Education Center, 811 Square Lake Road, Troy. Cost is \$25. Reservations required by March 4 at 596-0402.

THURSDAY, MARCH 10

MEDIA SAVVY
The National Association of Career Women Metro Detroit Chapter hosts a luncheon meeting on "Media Savvy" 11:30 a.m. to 1:30 p.m. at MetLife's, 25485 Telegraph, Southfield. Speaker: Vickie Elmer, assistant business editor, Detroit Free Press. Cost is \$12 for members, \$15 for non-members. For reservations, call 268-7770.

TRADE STRATEGIES
Women in International Trade, Detroit chapter, hosts a program "Strategies That Make Trade a Real Winner" at the Detroit Athletic Club. Networking starts at 5:30 p.m., dinner at 6:30 p.m. Speaker: Norma Wallis, president of Livemore Engineering. Cost is \$20 for members, \$25 for guests. For reservations, contact JoAnne Dobry at 810-540-8476.

FRIDAY, MARCH 11

RELATIONSHIP SELLING
John E. Mitchell will delve into such topics as understanding behavior, problem solving and managing your time during a seminar "Relationship Selling" 9 a.m. to 4 p.m. at the Somerset Inn, Troy. Cost is \$189 for advance registration, \$249 at the door. To register, call 313-652-7606.

EMPLOYMENT LAW
The Council of Chambers of Commerce of Oakland County and Dickinson, Wright, Moon, VanDusen & Freeman present their "Fifth Annual Employment Law Update" 7:30 a.m. to 4:30 p.m. at Walsh College in Troy. Cost is \$90 for chamber members, \$120 for non-members. For information or reservations, call 810-473-3440.

TUESDAY, MARCH 15

HOME BUSINESS
Madonna University in Livonia presents a seminar "Smart Systems For Profit in the Home Office" 7-9 p.m. on campus. Topics include invoicing, ordering and filing. Cost is \$20. For information or reservations, call the continuing education department at 313-591-5189.

WEDNESDAY, MARCH 16

HUMAN RESOURCES
The National Association of Women Business Owners presents a four-part series on human resource issues to meet the special needs of small business owners who have too few employees to support an on-staff position. Sessions meet this date, April 20, May 18 and June 15 in Farmdale. Cost for NAWBO members is \$45 per session, \$125 for the series; non-members, \$55 per session, \$205 for the series. For information or reservations, call 390-3376.

MATERIAL MANAGEMENT
Oakland University Division of Continuing Education presents a seminar "Real-Time Material Management (Barcode)" 9 a.m. to 4:30 p.m. at Meadow Brook Hall on campus in Rochester Hills. Speaker: Edward S. Cole. Cost is \$205, \$175 for members of the American Production and Inventory Control Society. For information, call 810-370-3120.

Builders show tickets on sale

The second annual Spring Home and Garden Show proved to be the perfect warmup for the upcoming 76th annual International Builders Home, Flower and Furniture Show, March 19-27 at Detroit's Cobo Conference-Exhibition Center.

The huge crowds at the spring show indicate the popularity of this type of event," said Robert Jones, president of the non-profit Builders Association of Southeastern Michigan and Robert Jones Associates in West Bloomfield.

"The spring show ran Feb. 3-6 at the Novi Expo Center, with a

reviewers from show-goers who are looking forward to the 'grand daddy' of all home and garden shows: the Cobo Builders show."

The Cobo show is the largest show of its kind in the Midwest. BASM is the event sponsor.

Builders show hours will be 2-10 p.m. Monday-Friday, noon to 6 p.m. Saturdays and noon to 6 p.m. Sundays. Admission is \$5.75 for adults, \$3.50 for children age 6-12 and seniors, and free for children under 6. Family tickets for two adults and accompanying children are available at Farmer Jack/A&P for \$8.

Discount admission coupons were mailed to homeowners in their Detroit Edison bills. Free admission coupons for Monday, March 21, are available at all Builders Square stores. For more information, call 810-737-4478.

More than 400 exhibitors will span 600,000 square feet of display space showing the latest technology, products and services for kitchens, baths, doors, windows, yards and gardens, remodeling, arts and crafts, decorative accessories, appliances, heating and cooling.

Special highlights at the show will include the Riverwalk Gar-

dens created by the Metropolitan Detroit Landscape Association, PBS-TV's "Victory Garden" guest host Gary Koller March 19-20, Discovery Channel's Mr. Fix-It Beverly DeJulio March 24-27, Parade of Homes featuring new homes and a free plan book, expert demonstrations on gardening, decorating and remodeling, entertainment such as dancers, musical groups and singers, House of Nails and Treasure Chest contests and a Chevy truck giveaway.

BASM is also sponsor of the second annual Fall Remodeling Show at the Novi Expo Center.

Funding helps inspire smoke-free work setting

There's good news for employers who want to institute smoke-free work environments. The Michigan Department of Public Health is offering employers up to \$5,000 each in free funding for smoking cessation programs.

The trend toward smoke-free work environments has escalated with recent medical data. A 1993 Environmental Protection Agency study shows that at least 3,000 deaths per year can be attributed to secondhand smoke. Also, pack-a-day smokers have 18-percent higher medical costs than non-smokers and cost employers

about \$620 annually in extra expenses, reports the Southeastern Michigan Health Association.

Employers often offer employee smoking cessation programs before going smoke-free to ensure a smooth transition to the new environment.

MDPH's Worksite & Community Health Promotion Program helps employers adopt non-smoking policies by footing the bill for about half of the employee's smoking cessation program costs. Employers select a service provider from a list of vendors offering multi-component programs. The

purpose is to help employees understand why they smoke and learn techniques for quitting permanently.

The funding process is simple, requiring an application form that takes about 15 minutes to complete.

Joan Sheridan, program coordinator for the Worksite & Community Health Promotion Program in metropolitan Detroit, says it's time well spent since over 90 percent of participants receive funding. Any public or private workplace in the seven-county southeastern Michigan area can apply. Funding

favors sites with high risk workers, fewer than 500 employees and little wellness experience.

In addition to smoking cessation, the Worksite & Community Health Promotion Program offers funding for other employee health promotion services such as blood pressure and cholesterol tests and control, fitness tests, health risk surveys, weight loss and healthy eating. If they qualify, employers can apply for funding more than once and for more than one program up to a \$15,000 total.

For an application, call 313-873-6502.

Contest educates kids about construction industry

Barton Malow, a Southfield-based construction firm, is a program co-sponsor for the second annual Block Kids Contest sponsored by the National Association

of Women in Construction (NAWIC).

The event will be 9 a.m. to 1 p.m. Saturday, March 5 at Northland Mall, Southfield.

Videoconferencing offered

The Kinko's stores in Southfield and Ann Arbor now offer videoconferencing services.

The system offers customers high-quality, face-to-face communications technology. Business people can use it to open a video link with other Kinko's stores or with videoconferencing facilities worldwide.

The system will make it possible for executives to communicate with colleagues on the road or at home and for families to reunite for the holidays.

Kinko's and Sprint announced an agreement in September to offer the largest public retail videoconferencing network ever in the U.S.

It plans to have the network, featuring PicturTel videoconferencing equipment, installed in 100 stores by April. Many of the company's 650 stores eventually will be linked. Sprint will provide the phone lines for the videoconferencing and data network.

Videoconferencing rates, including use of conference rooms and other amenities, are \$150 per hour at each end. But once the system becomes operational, Kinko's will feature a special introductory price of \$20 per hour at all 100 locations for the first 30

days.

In addition to videoconferencing links between participating Kinko's stores, Sprint's video network will allow Kinko's customers to communicate with 3,000 other public and private rooms in 38 countries through Sprint's Reservations Manager 800-number reservations system.

The new electronic capabilities will complement Kinko's desktop publishing, photocopying, finishing and computer retail services.

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