

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 313-591-7279.

■ PR MERGER

Three Detroit-based public relations firms, Duracher & Co., Dixon Communications and Gabriel Werba & Associates, have merged forming Duracher Dixon Werba, Inc.



One of the principals is Gabriel Werba, a longtime Farmington Hills resident who founded his firm in 1988, after stepping down as president and chief operating officer of Anthony M. Franco, a Detroit public relations firm. Duracher Dixon Werba is at 400 Renaissance Center, Suite 2250. The phone number is 313-259-6803.

■ PR MERGER

A version of WinPoint software designed by LifeSoft, Bingham Farms, will be installed at several Chicago-area Wendy's restaurants.

The program gives management tighter control of cooked food and perishable goods from the cash register, according to LifeSoft. A high-tech multi-media presentation also allows customers suggestions for other menu items to complement their order.

■ COLLEGE SCHOLARSHIPS

The Detroit Pistons and Builders Square have teamed up to award 12 \$1,000 college scholarships to local high school seniors. Builders Square/Detroit Pistons Scholarship Program is open to students who live in the areas Builders Square stores are located, including Oakland County. Applications are available at Builders Square stores, from guidance counselors or through the mail by writing to Builders Square/Detroit Pistons Scholarship, Community Relations, Two Championship Dr., Auburn Hills, MI 48326. For information, call

Robyn Jones or LaShawn Boyce at 810-377-8245. The application deadline is Thursday, March 31.

■ FUND McDONALD HOUSE

MetroVision cable systems of Livonia, Redford and Oakland County have donated \$4,500 to local chapters of Ronald McDonald House, a national organization that provides temporary housing to families of critically ill children.

To raise money for the annual donation, MetroVision offered new customers free cable installation during December in exchange for \$5 donation to Ronald McDonald House.

This year, MetroVision and other local cable providers conducted programs that raised \$80,000 for Ronald McDonald House.

The fund will run a 30-second "thank-you" commercial to customers on its cable systems through mid-March.

■ DEVELOPMENT GRANT

Farmington Hills-based Michigan National Bank will donate \$30,000 over the next three years to the Michigan Leadership Fund of Institute for Black Family Development.

The fund's four-year curriculum is for students who otherwise might not attend college or succeed in the workplace for academic or economic reasons. The program teaches leadership skills, focusing on independent living, job training, college preparation and business ownership. Monthly training sessions are conducted on Saturdays by business and industry leaders around the community.

For enrollment information, or to learn about volunteer opportunities, call 313-545-7776.

■ SAFETY HOOD

The threat of toxic smoke from fires at home, at work, on an airplane or in the laboratory can be minimized with an emergency smoke hood that filters dangerous gases for up to 20 minutes. The EVAC-US filtration system comes packed in an 11-ounce container the size of a pop can and can be mounted on the wall. The one-piece unit protects the face, eyes, head, neck, nose, mouth and respiratory system. EVAC-US removes particles and many toxic gases, including benzene, cyanides and ammonia.

and is the only unit of its kind that filters carbon monoxide, a major toxin in fires. The hood is made from a Dupont product that resists heat up to 1,500 degrees. EVAC-US is available for \$59.95 from United International, Troy. Units used to escape fire or toxic fumes are replaced free by the manufacturer, Brookside International System. For information, call 810-649-9760.

■ NEW NAME

Tucker & Rolf, a Southfield law firm, has changed its name to Kuppelan Orndorf & May. The founding shareholders are Peter B. Kuppelan of Bloomfield Hills, Stephen P. Orndorf of Farmington Hills and Paul S. May of Birmingham. A. William Rolf remains as counsel to the firm.

The office is in Macacubes Center, 25890 Northwestern, Suite 950. The phone number is 810-357-0000.

■ CAR PHONE DEMAND

Visitors to this year's North American International Auto Show at Cobo Convention Exhibition Center, Detroit, had more in their minds than cars and trucks, according to an Ameritech Cellular survey.

A whopping 79 percent of the 5,400 surveyed said they would consider a cellular phone as an option for their car — up from just 10 percent a year ago. More than half said they would buy a car phone for convenience; 31 percent said the security provided by a cellular phone and 10 percent said accessibility. More than 21 percent said they already own a car phone.

Ameritech has initiated partnerships with Chrysler, Ford, General Motors, Honda and Toyota to make cellular phones available as a dealer-installed option. Ameritech Cellular's Michigan office is in Farmington Hills.

■ RESTORATION HONOR

Hobbs & Black Associates, an Ann Arbor-based architectural firm, received an award of merit from the Kalamazoo Commission for Historical Preservation for work at Walwood Hall on the Western Michigan University campus in Kalamazoo. Walwood, originally a woman's dorm and union hall, is now the McKee Alumni Center. The firm has a regional office in Birmingham.

■ NOMINEES WANTED

There's still time to nominate Oakland County residents for the annual Athens Award sponsored by the Oakland County Chamber Division of the Greater Detroit Chamber of Commerce, Driesbach Buick and Quality Pontiac.

The award, created by the Lansing Regional Chamber of Commerce, honors people who support the goals of professional women, demonstrate excellence in their business and community and exhibit initiative and creativity. Since 1982, chambers of commerce throughout the U.S. have given the award to more than 1,400 people.

The nomination deadline is April 1. For nomination forms, call the Oakland County Chamber Division in Bloomfield Hills, 810-455-8550.

■ GRAND OPENING

The Electrolysis Studio, a hair removal facility for men and women, has opened a new office in the Maple Clinic Building at 850 E. Maple, Suite L-10, Birmingham. The phone number is 810-642-2154.

Licensed electrolytists do electrolysis, thermolysis and blend procedures. Through March, new clients at this facility will receive 15 minutes of free service with the first scheduled appointment.

■ NEW STUDIO

Corporate Video Services, Southfield, has opened a digital audio recording studio called Sound Bytes to be used for voice over recording and editing, sweetening video sound track, radio commercials, audio programs, demos, sound effects, original music, scoring music to picture, noise removal and jingles.

The studio includes state-of-the-art equipment, including a sound booth and hardware/software. Corporate Video's goal is to produce quality programs at sensible prices, the company said.

■ NEED EXECUTIVE WOMEN

Zonta Club of Northwest Wayne County, a new branch of Zonta International, is looking for professional businesswomen who want to improve the status of women at home and around the world.

This global service organization needs members who live or work in the Farmington/Farmington

Hills and Novi area. For information, call 313-626-4711.

■ DETROIT AFFILIATE

R.E. Launs, a full-service advertising and public relations firm in Southfield, was named the Detroit affiliate of the Marketing/Communications Agency Network, an alliance of 21 small to mid-sized agencies.

Members meet several times a year to exchange creative ideas and share business expertise. The network has one affiliate in each major metro area.

■ SINGAPORE BOUND

Ross Roy Communications, Bloomfield Hills, and its Singapore affiliate, DNC Advertising, will handle marketing and communications for the Kmart/Metro Private Ltd. joint venture in Singapore.

Peter Vetowich, executive vice president and director of retail operations, and Bruce S. Wagner, executive vice president, will oversee the Kmart-Metro business.

■ HONOR LAW FIRM

Dykema Gossett, a Detroit-based law firm with offices in Bloomfield Hills, was named 1993 Volunteer Law Firm of the Year by the American Bar Association. The firm tripled its pro bono participation after the ABA's 1992 challenge to all law firms.

The firm's pro bono program focuses on aid to children, housing issues and victims of domestic violence, said Jonathan D. Rowe, a partner of the firm.

■ BANK FUNDS LIGHTHOUSE

Bloomfield Hills-based First Security Savings Bank has donated \$5,000 to Lighthouse of Oakland County, Inc. to finish renovating the community center and garden at the Unity Park Project in southeast Pontiac.

This joint partnership between Lighthouse and the Birmingham Bloomfield Board of Realtors (BBBR) is part of a neighborhood revitalization project headed by Lighthouse.

Last year, BBBR's community services committee raised nearly \$24,000 to purchase and renovate the center. First Security's grant was needed to finish the project this winter.

■ LAND ACCOUNT

W.B. Dener, a Southfield advertising firm, will handle the creative portion of National Tire Warehouse's national advertising account. The discount tire dealer, based in Woodbridge, Va., has stores in 19 states and the District of Columbia.

■ CANADIAN ACQUISITION

Guardian Alarm's Canadian subsidiary, Guardian Alarm and Guard of Canada Limited, has acquired Wackenhut's Windsor Alarm and Guard.

The Wackenhut acquisition follows Southfield-based Guardian's recent merger with American Protective and its acquisition of Security Link's Michigan accounts.

■ CHARITY DRIVE

Chico's FAS, an upscale women's clothing based in Ft. Myers, Fla., launched a campaign in its 94 stores in December, raising nearly \$45,000 for children's charities across the country.

Chico's, at The Boardwalk, West Bloomfield, donated 50 cents from every purchase to Make A Wish Foundation, which grants personal wishes to Michigan children with serious illnesses.

■ AD AWARD WINNER

Bozell/North, a Southfield advertising firm, earned eight first-place and seven second-place honors at the 23rd annual Mobius International Advertising Awards in Chicago Feb. 3.

The agency was honored for television, print and catalogs created for the Jeep and Eagle division of Chrysler, a public service announcement for the Vietnam Monument Commission of Michigan, a print ad for Consumers Power and a direct mail piece for the Consumer Information Center.

■ ACQUIRE BROKERAGE

Trammel Crow, Southfield, has acquired the management/brokerage operations of Southfield-based Noble/Advantage Group. The acquisition places Trammel Crow among the top 20 Detroit area managers of office and industrial property and among the top six in annual leasing activity.

The Noble/Advantage Group is a joint venture at the Detroit Realty Services, a real estate management firm, and Noble Realty.

■ ASSUME DENTAL GROUP

Alternative Dental Care of Pennsylvania, a subsidiary of Southfield-based MIDA Dental Plans, will assume the operation of DentiCare Inc.

The assumption won't change dental benefits or the provider network operating under DentiCare, says Walker Knyer, Jr., MIDA president and CEO.

■ AGENCY ACCREDITED

Davis Counseling Center, a mental health clinic in Farmington Hills, has been accredited for a four-year period by Council on Accreditation of Services for Families and Children, an independent New York-based watchdog for family and children's services in the U.S. and Canada.

Davis Counseling Center opened in 1975, specializing in individual and family therapy, substance abuse treatment and evaluations.

■ BUY ENGINEERING FIRM

Newcor, a Bloomfield Hills-based designer and manufacturer of machines, precision-machined parts and rubber and plastic products, has purchased Blackhawk Engineering in Cedar Falls, Iowa.

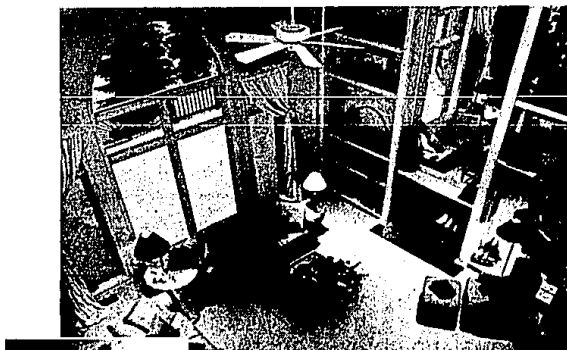
Blackhawk's annual revenue is about \$12 million, according to Richard A. Smith, Newcor president and CEO.

■ NEW LAW FIRM

Fred M. Woodruff, Jr., a partner of the Detroit law firm Dykema Gossett for nearly 15 years, has opened an office in Bloomfield Hills specializing in business and real estate transactions. His office is at 100 W. Long Lake, Suite 200, with the law firm May, Simpson & Strote. The phone number is 810-644-3236.

GRAND OPENING THIS WEEKEND

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