

DATEBOOK

Datebook features upcoming events around the suburban business community. To list an event, write: Datebook, Building & Business, Observer & Eclectic Newspapers, 36251 Schoolcraft, Livonia, 48150. Our fax number is (313) 591-7279.

THURSDAY, MARCH 31

RESUME WRITING
Pauline A. Vail presents a free seminar on focused resume writing techniques 7 p.m. at the Troy Library, 510 W. Big Beaver. For reservations, call 524-3538.

LIVING TRUSTS
Robert A. Hardies presents a free seminar "Living Trusts, the Contrast Between a Will and a Trust" 1 p.m. and 6:30 p.m. at the Livonia Comfort Inn. For reservations, call (800) 473-4012.

MONDAY, APRIL 4

BUSINESS STARTS
Schoolcraft College Business Development Center hosts a seminar "Starting Your Own New Business or Franchise Operation" 6:30-10 p.m. on campus in Livonia. Fee is \$24. For information, call 462-4448.

HOME INSPECTIONS
Professional Association Services (Board of Realtors) sponsors a class "Understanding Home Inspections" 1-2:30 p.m. at its offices, 4145 W. Nine Mile, Bloomfield Hills. Participants will hear basic overview of electrical, foundation, structure and heating and cooling issues. Cost is \$10 for members, \$20 for non-members. To register, call Kathleen Redila at 646-2963.

TUESDAY, APRIL 5

ROAD SHOWS
The National Investors Relations Institute Detroit Chapter hosts a luncheon program "Going on the Road-Planning Successful Road Shows" 11:45 a.m. at the Renaissance Club in the Renaissance Center, Detroit. Speaker: Don B. French Jr., associate director corporate finance, Roney & Co. Cost is \$20 for non-members. Reservations required by April 1 through Lisa Hudy, 358-5170.

WEDNESDAY, APRIL 6

NAVED NORTH
The National Association of Women Business Owners North Network, a network and support group for women business owners, meets 7:30 a.m. at the Holiday Inn Auburn Hills, 1-75 at University. The forum is roundtable discussion and presentations by member businesses. Cost is \$10 for members, \$20 for non-members and includes continental breakfast. Reservations aren't required. For information, call 253-3711.

EFFECTIVE PLANNING
The Michigan Practice of Deloitte & Touche sponsors a series of seminars for companies coping with growth

starting with "Effective Strategic Planning" 9 a.m. to noon at the Livonia Marriott, 1-275 at Six Mile. Cost is \$45. Subsequent sessions are "Developing a Successful Marketing Plan" (April 13); "Compelling Analysis" (April 20); and "Accounting and Finance for Non-Accountants" (April 27). For information, call Stephanie Christel at 769-6200.

RETIREMENT PLANNING

PaineWebber hosts a free retirement planning seminar for those who are retired or near retirement 7-9 p.m. at the Embassy Suites Hotel, 19525 Victor Parkway, Livonia. Topics include maximizing return on IRA accounts, pension distributions and IRA rollovers or 10-year averaging. To register, call Catherine Canlyle at 494-3440.

PROTECT MONEY

The Detroit Chapter of Women in Communications presents a program "How to Invest Yourself and Your Money in a Technology Driven Information Society and When Not to Bother" 7 p.m. at the Detroit Press Club, Tower 200, Renaissance Center. Speakers: Esther Shapiro, Detroit consumer affairs director, and Dawn Phillips, a lawyer. Cost is \$20 for members, \$15 for student members and \$25 for non-members, plus \$4 additional for walk-ins. Reservations requested at 652-1460 by April 2.

THURSDAY, APRIL 7

DISCOVER AMERICA
The Direct Marketing Association of Detroit hosts Barbara Event Bryant, a researcher and consultant, who will discuss "A Changing United States" 11:30 a.m. at the Radisson Hotel, Southfield. Cost in advance is \$16 for members, \$19 for non-members. There is an additional \$3 fee for registration at the door. For information, call 258-8803.

MONDAY, APRIL 11

SAFETY PROGRAM
The American Society of Employers sponsors a seminar "How to Build an Effective Safety Program" 9 a.m. to 4:30 p.m. at its offices, 23815 Northwestern Highway, Southfield. Speaker: Richard Zech, Michigan Department of Labor. Cost is \$20. Advance registration requested at 353-4500.

TUESDAY, APRIL 12

SUPERVISION
The American Society of Employers presents a seminar "Principles & Practices of Supervision I" 9 a.m. to 4 p.m. on three successive Tuesdays starting this date at its offices, 23815 Northwestern Highway, Southfield. Cost is \$395 for members, \$475 for non-members. Advance registration requested at 353-4500.

CANDIDATES QUEST
The National Association of Women Business Owners Greater Detroit Chapter host Lana Pollack and Ronna Romney, candidates for the U.S. Senate, at a dinner meeting 6 p.m. at the Southfield Marriott. Cost is \$25. For reservation information, call Chinyere Nwile at 396-3576.

HEALTH CARE

The Business Enterprise Development Center presents a seminar "How National Health Care Affects Small Businesses" 9 a.m. to noon at its offices, 1301 W. Long Lake Road, Suite 150, Troy. Cost is \$45. To register, call Brooke Hicks at 952-5600.

RAIL TUNNEL

The Michigan-Southwestern Ontario Chapter of the Canada-U.S. Business Association hosts Robert A. Walker, vice president of CN North America, who will discuss "The Rail Superhighway-Ties That Bind" 11:30 a.m. at the Detroit Athletic Club, 241 Madison, Detroit. Cost for the lunch and program is \$25 in advance, \$30 at the door. For reservations or information, call Dennis Loy at 494-7579.

PRIMAGING

The Detroit Chapter of the Business-to-Business Marketing Group, American Marketing Association, hosts a program "Changing the Perception of Kelsey-Hayes" during a luncheon meeting 11:30 a.m. at the Fairlane Club, Tower 200, Renaissance Center. Speaker: Tony Petrusci, senior vice president at Anthony M. Franco. Cost is \$16 for members, \$21 for non-members. For reservations, call Milton Shapiro at 682-7124.

WEDNESDAY, APRIL 13

TRAINER TRAINING
Oakland University Continuum Center offers an evening workshop "How to Design and Present a Training" 7-10 p.m. on campus in Rochester Hills. The program is suitable for in-house trainers, supervisors and consultants who present seminars. Fee is \$39. Registration requested by April 10 at 370-3033.

MARKETING TIPS
The International Association of Business Communicators Detroit Chapter presents a program "Coordinating an Integrated Marketing Program Without Losing Your Mind" 7:30-9 a.m. at the Community House, Birmingham. Speaker: Sheila Sasser, a marketing consultant who has won the Advertising Excellence Award from the Admark Club of Detroit. Cost is \$17 for members, \$24 for non-members. Reservations requested by April 8 through Nancy Skidmore at 546-5490.

MARKETING PLAN
The Michigan Practice of Deloitte & Touche sponsors a seminar "Developing a Successful Marketing Plan" 9 a.m. to 3 p.m. at the Livonia Marriott, 1-275 at Six Mile. Speaker: Geraldine Larkin, senior manager for emerging business services at Deloitte & Touche. Cost is \$80. To register, call Stephanie Christel at 769-6200.

THURSDAY, APRIL 14

BOARDROOM NOO
The Women's Economic Club presents a seminar "Unlocking the Door to the Boardroom: How to Get on a Non-Profit Board" 6 p.m. at Michigan National Corporation headquarters, 27777 Inkster Road, Farmington Hills. Members are free, guests \$10. For information, call 963-5088.

Viewpoint

Franco Channel 2's new editorial chief

Anthony M. Franco of Bloomfield Hills was named editorial director of WJBK-TV2, announced station president and general manager Steven Antonelli, a Farmington Hills resident. His appointment at TV2 is effective April 1.

Franco will chair the Southfield station's editorial board and will help develop TV2's community affairs policy. He will occasionally deliver station editorials on-air.

"Tony Franco brings to us a 35-year history of business, civic and communications leadership," Antonelli said, noting that as past chairman of the Greater Detroit Chamber of Commerce, Franco is a familiar and knowledgeable

community leader. "His presence and involvement will enhance the station's already-strong commitment to community service. He'll be an invaluable asset," Antonelli said.

In addition to the Chamber of Commerce, Franco serves on a number of community boards in the state, including WTVS/Channel 56 and the Detroit Area Council of the Boy Scouts, both of which he has also chaired; the Library of Michigan Foundation; the Oakland County Chamber of Commerce and the Oakland County Business Roundtable.

Franco is a life member of the Detroit Economic Club and serves on several Detroit-area advisory boards, including Hoopce

of Southeastern Michigan and the United Way for Southeastern Michigan.

Since 1964, Franco has served as chairman, president and chief executive officer of Anthony M. Franco, Inc., which was sold to Ross Roy Communications of Bloomfield Hills in 1990. The firm was subsequently sold to four of its officers this past December, at which time Franco resigned from the day-to-day duties of operating the firm.

With the addition of Franco to the staff, the station will resume its editorials and viewers' comments, as well as continue expansion of its community relations efforts.

Occupancy from page 1F

■ Birmingham — occupancy, 83 percent; average adjusted quoted rental rate, \$21.53 per square foot.

■ Yet another example of progress being made, the tightening of the marketplace," Feldman reported. "Still is characterized by limited demand, the availability of concessions. Emphasis continues to be placed, and rightfully so, on renovation and tenant retention."

■ Troy — occupancy, 81 percent; average adjusted quoted rental rate, \$17.86.

"Stagnant perhaps better than any other word best summarizes the current status of Troy's office market," Feldman reported.

"Troy's overall occupancy rate relative to multi-tenanted, speculative, general office facilities remained essentially unchanged. Little, if any, net absorption took place... despite the fact that no new speculative office product was added."

"The majority of leasing activity that did transpire was in the form of lease renewals," Feldman reported. "No new major or large-size leases were consummated. Troy's office market today remains soft and tenant skewed with concessions."

Further trouble could lie ahead as more companies follow through on planned relocations, the commentary continued. However, quality buildings, good freeway access and judicial management should win out in the long run.

■ The majority of leasing activity that did transpire was in the form of lease renewals. "No new major or large-size leases were consummated."

Joel I. Feldman

■ Southfield — occupancy, 75 percent; average adjusted quoted rental rate, \$15.94.

"Parts of Southfield's office market such as its southern and central sections are generally in poor to bad shape and parts of Southfield's central and northern areas... are generally in good shape," Feldman reported.

"The marketplace, especially here, is simply too complex, too large and too diverse to generalize about."

"How can Southfield lead the entire state of Michigan in leasing activity and at the same time have the lowest occupancy level as well as the largest amount of vacant office space?"

"The answer: little or no net absorption of office product, an insignificant amount of lease ex-

pansions and a disproportionately large amount of leasing activity in the form of renewals... versus the leasing of office space to new companies and professionals."

The positives? "If anything, Southfield's office market today and is more stable and less transitory than it has been in years," Feldman wrote.

"Despite its many problems, Southfield, as a whole, still is perceived as a viable and attractive place to do business."

Progress should continue, Feldman reported, due to Southfield's central location, freeway access, a large concentration of major corporations and influential business people, and sensitive governmental leadership willing to consider alternative uses for troubled properties.

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