

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.

■ COMPLETE CONSTRUCTION

Chirco Title Co., whose branch offices are in West Bloomfield and Shelby Township, has finished construction of a St. Clair Shores office building where it will be the primary tenant. Chirco will double its office space, to 5,000 square feet, in the new facility.

Founded in 1987, Chirco is owned and run by Shelby resident Paul T. Chirco. He's a former associate attorney for a Troy law firm.

■ NEW COUNSELING CENTER

New Dimensions Center for Christian Counseling has opened an office in Livonia, at 37677 Professional Center Drive, at Six Mile and I-275.

Licensed counselors offer individual, group and family counseling, pre-marital counseling and programs for addiction, co-dependency, depression, panic and anxiety disorders.

Office hours are 9 a.m. to 9 p.m. weekdays and 9 a.m. to 5 p.m. Saturday. The phone number is (313) 462-2219.

■ SELL STOCK

New York-based ITT Corp. said its wholly owned subsidiary, ITT Educational Services, will sell up to 19.9 percent of its common stock later this year.

The subsidiary, headquartered in Indianapolis, Ind., said it has more than 20,000 full-time students in 48 technical schools, including one in Troy, at 1225 E. Big Beaver. The Troy school has programs in electronics engineering technology and computer-aided drafting.

■ FAMILY SERVICE OPENS

Sinai Hospital has teamed up

with Family Service, a United Way agency, to provide psychiatric evaluation and family-focused counseling to Family Service clients.

"We're looking forward to expanding our collaborative efforts with other professional colleagues in the community. This kind of cooperation ensures greater access to the appropriate level of care for individuals and their families," said Dr. Linda Hotchkiss, Sinai psychiatric department chairperson.

Family Service has offices in Canton, Livonia, Westland, Dearborn, Detroit and Trenton.

■ NEW ACCOUNT

Hermanoff & Associates, Farmington Hills, will handle public relations for Eastland Center in Harper Woods. The account supervisor is Sue Tumania, vice president. Lisa Morris is the account executive.

■ OFFICE EXPANSION

New York-based Video Monitoring Services of America said it will expand its Southfield office at 26400 Lahser to include advertising analysis services for Detroit area and Michigan-based clients. The sales and production facility will handle broadcast retrieval and monitoring of commercial advertising on network, cable, local spot and international television and radio. The advertising services staff will join the news clipping service. Wendy Baca has relocated to metro Detroit from New York to head the new facility.

■ DRUG CHAIN PROFILED

Troy-based Arbor Drugs is featured as a prime stock selection in "America's New Blue Chips: An Investment Guide to the Hottest Growth Stocks."

Arbor was the only drugstore chain selected by author Gene Walden, a World Trade magazine columnist, who also writes for The Wall Street Journal and Investor's Daily.

The book profiles more than 100 top growth companies whose stocks, according to Walden, have the best potential for becoming the next generation of blue chips. Selections were based on earnings, revenue and stock growth over the past five years. Most firms are less than 10 years old, with annual revenue of \$50 to

\$500 million.

■ NAME QUALITY ACHIEVER

John Jackson, a welder at Jervis B. Webb's New Hudson facility, is Quality Achiever of the Month. He joined the Farmington Hills-based designer and manufacturer of material handling systems in 1985.

The Tronton resident was selected for a range of job-related efforts, including his willingness to help co-workers clarify job requirements and his openness to new ideas and methods.

■ PROFESSIONAL NEWSLETTER

Maximum Resource for self-employed professionals, is offering a free newsletter called "Consulting Concepts." For a complimentary subscription, call (313) 692-8159.

■ QUEST SPEAKERS

Ronald A. Silberstein and Daniel Hirsch, certified public accountants for Hirsch & Silberstein, Farmington Hills, were guest speakers at the American Measuring Tool Manufacturers Association's semi-annual meeting in Phoenix, Ariz. this month.

Their topics included how to get the most of your payroll dollars; zero-based budgeting and management; distinguishing between what's important and what's urgent, and how to increase sales by learning more about your customers and competition.

■ ADVISOR WINS GRANT

Prudential Mutual Fund Management gave a \$500 grant to Central Michigan University on behalf of Kirk H. Love, vice president-investments for Prudential Securities' West Bloomfield branch.

The grant is part of Prudential's Back-to-School campaign to encourage their financial advisors to help clients set up a college savings plan using Prudential investments. Advisors who excel in this area qualify for a donation to the college of their choice.

Central Michigan, Love's alma mater, earmarked the money for the college of business.

■ NEW ADDRESS

Casey Communications Management moved from 17117 W. Nine Mile, Southfield, to the Maccabees Center, at 25800

Northwestern, Suite 800, Southfield. The new phone number is (810) 746-6070.

■ PAVING HONORS

Giffels Associates, a Southfield-based architectural and engineering firm, received the Sheldon G. Hayes Quality Paving Award for a high-speed test track constructed in Yucca, Ariz., for Ford Motor Co. The second runner-up award was presented by the National Asphalt Pavement Association in Palm Desert, Calif.

■ CORPORATE DONATION

Ohio-based GenCorp, who has a sales-marketing office in Farmington Hills and an engineering center in Troy, said it donated more than \$36,000 to non-profit and educational groups in metro Detroit last year. The company employs about 60 people locally. GenCorp Foundation grants went to the Detroit Institute of Arts, Detroit Symphony Orchestra, Michigan Opera Theatre, Rose Hill Center, Junior Achievement, Society of Automotive Engineers Vision 2000 program and United Way.

■ TOP EMPLOYEE

Joe Lolselle, manager of Harmon Glass, at 22855 Orchard Lake Road, Farmington, picked up the mid-Atlantic region's 1993 employee of the year award. The company praised Lolselle for his positive attitude, customer service skills, initiative and integrity.

Harmon is a subsidiary of Minneapolis-based Apogee Enterprises' installation and distribution division.

■ FINISH TRAINING

Brian Schubot of Troy's Jules R. Schubot Jewellers attended a two-day Cartier training program at Cartier's Dallas service center. Training was given by Claude Vuillemeier, director of new product development, who oversees the creation of prototypes and production of Cartier watches in Switzerland.

Sales associates from 14 Cartier agencies in North America attended.

■ STATE FAIR ACCOUNT

The Berlin Group in Bingham Farms will handle advertising and public relations for the

1994 Michigan State Fair, announced John Hertel, state fair general manager. The fair runs Aug. 25 to Sept. 5 at the Detroit fairgrounds.

■ HONOR EMPLOYEE

Brenda Selle, a claim service manager for CIGNA HealthCare, Southfield, won the firm's 1993 regional recognition award. She was chosen over 12 other nominees for her research and evaluation for a claims processing project.

The 13-year employee received the annual award from John Breitech, regional vice president.

■ MEMBERSHIP GROWTH

Southfield-based Michigan Credit Union League said membership in Michigan credit unions grew at record-setting levels in 1993. A report said nearly 63,000 people joined Michigan credit unions last year, bringing membership to more than 3.7 million.

The league said credit union assets rose to nearly \$14 billion by the end of 1993, up \$788 million from a year earlier. The league said assets and membership represents "historical highs" for Michigan's credit unions.

■ ASSETS INCREASE

Lutheran Brotherhood, a fraternal society offering financial products and services to Lutherans, said its managed assets increased 18 percent in 1993 to a record \$13.2 million.

Premium income on life, health and annuity products reached \$1.5 billion, up 27 percent from a year earlier. Total revenue for Lutheran Brotherhood and its affiliates reached \$2.3 billion, up 19 percent.

Lutheran Brotherhood is represented in the Birmingham Royal Oak and Southfield area by Dennis C. Waltzman.

Harold N. Hyland of Novi earned membership in Lutheran Brotherhood's 1993 Top Club for his sales achievement. He works from the society's Karl W. Mueller Agency in Rochester Hills.

■ KMART WINNER

Margie Barts of Bloomfield Township picked up a \$1,000 gift certificate from the Southfield Kmart at 28800 Telegraph as part of the retailer's Fabulous Wallpaper and Paint Sweepstakes. She was selected in a random

drawing from more than 60,000 entrants nationwide. Kmart said it gave \$1,000 gift certificates to more than 50 winners. The sweepstakes was sponsored by Norwalk Group and Dutch Boy Paint.

■ NEW PAGING SYSTEM

Alinet Communications Services, Bingham Farms, has launched an industry-first product that combines paging production with 800 services. The product is the result of a five-year strategic alliance with MobilComm, a wireless messaging subsidiary of BellSouth.

The system includes a personal 800 number, which allows customers to be contacted on their pager without personal identification numbers, their cellular phone, their voice mail or at a telephone, all by using the 800 call routing platform. The service will be available in all states, Canada and the Caribbean. Billing will be offered by Alinet.

Alinet Communications is the wholly owned long-distance subsidiary of ALC Communications.

■ SUPPLIER AWARDED

Ann Arbor-based Accorn Computer Products, which has a branch in Southfield, received Chrysler's "preferable" supplier rating for the second consecutive year.

The manufacturer of toner cartridges for laser printers was awarded for quality, delivery, price and technology.

The company said it will triple the size of its customer service staff to handle its growing nationwide client base. Brian Melles of Ann Arbor joined the firm as customer service manager and will oversee staffs in both offices.

■ AD REVENUE RISES

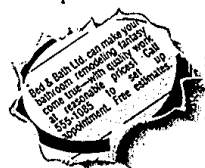
Yellow Pages Publishers Association, based in Troy, said its advertising revenue is "recovering nicely" from the 1990-91 recession. YPPA said revenue grew by about 2.1 percent, or \$9.51 billion, in 1993, an improvement over 1992's growth performance of 1.5 percent. The trade association expects ad revenue to grow by 3.3 percent in 1994.



Does your **home improvement**

work always come out less than

perfect? **Classified** can save time,



money and frustration

by helping you find

the **professionals**—people who

know the best way to handle your

improvement job and carry it out to

perfection. The right people for

the job are just a phone call away.

Check with Classified first, and get

the **job done right.**

Observer & Eccentric
CLASSIFIED ADVERTISING

644-1070 OAKLAND COUNTY 591-0900 WAYNE COUNTY
552-3222 ROCHESTER ROCHESTER HILLS