

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.

BUY'S MAJORITY INTEREST

Matthew Virzi, president and CEO of Connoisseur Galleries, Troy, has acquired a majority interest in Troy-based G&D Communications, a full-service marketing and advertising firm. The Troy resident will become company president. Virzi, who has 14 years of marketing/advertising experience, said the business will operate separately, except at top management.

RECRUITING AGENTS

Massachusetts Mutual Life Insurance said two agencies in metro Detroit will recruit 35 new agents this year.

The Baker Financial Group, based in Southfield, will hire 20 agents. Baker has district offices in Birmingham, Clarkston, Ann Arbor and Grosse Pointe. The Larry L. Herb Agency, based in Farmington Hills, will recruit 15 agents. It has district offices in Rochester, Dearborn and Linden.

MassMutual said it is among the 100 largest businesses in the U.S. and has more than \$53 billion in assets under management.

JOB OUTLOOK BRIGHT

Management Recruiters, Birmingham Farms, said job prospects for the first half of 1994 have "brightened considerably" for middle managers and professionals in the north central region (Michigan, Wisconsin, Illinois, Indiana and Ohio). Projections were gleaned from a nationwide survey of more than 3,000 executives in charge of hiring.

Thirty-five percent of those polled in the north central region said they will increase middle management and professional staffs in the next six months. Another 52.3 percent said they will

maintain current staffs and 12.3 percent expect staff reductions.

By comparison, 34 percent of those polled nationally said they plan to increase staff size, 50 percent will maintain current staff size and 15.9 percent expect reductions.

A summary of the survey is available at no charge from Management Recruiters International, 1127 Euclid Ave., Suite 1400, Cleveland, OH 44115. Attn: Karen Bloomfield. The phone number is 1 (800) 875-4000.

NAME CHANGE

Lynn St. Pierre Graphic Design, Trenton, has changed its name to El Design. Lynn St. Pierre still heads the visual communications firm, which has clients throughout southeast Michigan, including Southfield and Farmington.

The firm uses computer-based design and production to create logos, brochures, advertising posters, newsletters and annual reports.

St. Pierre opened the firm in 1990, after 14 years of graphic design experience. She was a partner and art director for Phoenix Communications, Ypsilanti, and art director for Sandy Corp., Troy.

HOTEL AWARDED

The Residence Inn by Marriott, Southfield, picked up a Silver Award, based on guest satisfaction ratings and high quality assurance marks from Marriott. It was one of 48 Residence Inns nationwide to receive the extended stay hotel chain's quality award.

Julie Jacoboni, Marriott's Southfield general manager, received the award at the annual general manager/franchisee conference in New Orleans.

AGENCY JOINS GROUP

Dreifus Insurance Agency, Farmington Hills, has joined the Michigan Association of Insurance Agents, a statewide trade association that represents 10,000 independent agents and industry employees.

NEW ACCOUNTS

Detroit Medical Center (DMC) has awarded its advertising account to W.R. Dumas Southfield. DMC includes Children's Hospital of Michigan, Detroit Receiving Hospital and University Health Center, Grace Hospital, Harper Hospital, Huron Valley Hospital, Hutzel Hospital and

the Rehabilitation Institute of Michigan.

The system has 2,800 affiliated physicians and serves as the teaching and clinical research site for Wayne State University.

Benefita Plus, a firm specializing in 401(k) plans and cafeteria programs, has awarded its public relations account to Elabrenner Public Relations, Troy.

CABLE JOINT VENTURE

Video Suite Midwest Studio, an Oak Park production company, said it has negotiated for air time on UHF Channel 44 in exchange for TV programming. Programs will be produced and distributed through Video Suite Midwest's television distribution subsidiary, the Community Positive Image Network (CPIN).

Video Suite Midwest and Channel 44 will develop and produce positive-image, family-oriented programs for and about the Detroit area.

The new local programming will celebrate the diversity of metro Detroit, said Southfield's James Abston, Video Suite Midwest president.

Detroit City Council president Maryann Mahaffey aired her first weekly half-hour talk program March 30. Other programs include CPIN News Magazine; Life Talk with Lynn Lewis; Kids Travel; Near and Far, and Lights, Kids & Music. Some programs also will air on selected cable outlets.

CPIN is looking for independent producers with programs or program ideas to consider airing on Channel 44.

TRADE-IN FOR CHARITY

Metro Detroiters can bring used chairs and sofas to any La-Z-Boy Showcase Shoppe in exchange for a tax-deductible donation to Purple Heart and a \$60 to \$310 discount on new La-Z-Boy furniture.

La-Z-Boy Trade-In Sale runs through May 3 at La-Z-Boy stores in Novi, Warren, Taylor and Sterling Heights.

The retailer said furniture trade-ins will be donated to Purple Heart in the consumer's name. Sales people will be on-hand to help customers understand trade-ins, provide a tax receipt and discuss discounts on new furniture. Pick-up of used furniture is available for a charge.

Besides offering customers a way to discard old furniture and

save on new purchases, the promotion provides "a direct benefit to one of the best known charitable organizations in the area," said Bill Robinson, La-Z-Boy's Detroit general manager.

Purple Heart provides a range of services to combat wounded veterans through the sale of donated clothing and furniture. The agency said it employs more than 500 people in Michigan.

BUY SOFTWARE FIRM

Charles Parkhill, president of Parkhill and Co., a Troy-based consulting firm for architects and engineers, and a group of architectural/engineering firms have purchased Texas-based ACCI Business Systems and its architectural/engineering software, Project Management/Accounting System.

ACCI headquarters will move to 2900 W. Maple Road, Troy, and Parkhill will become president and CEO. The software firm will maintain a Houston office.

Parkhill said ACCI will hire up to 10 employees in the next year and develop a worldwide dealer network.

HAPPY 75TH

Ohio-based Continental Secret Service Bureau, whose local office is at 2309 N. Woodward, Berkley, marks 75 years of service to business and industry in Michigan, Ohio and Indiana.

The company started servicing Detroit-area clients in 1985. The firm has more than 200 clients in the three-state area.

QUALITY AWARD WINNERS

Hochst Celanese, Auburn Hills, and NTH Consultants, Farmington Hills, received an environmental quality award from the Michigan Chamber of Commerce.

Hochst Celanese, an automotive development center, was honored for its energy-efficient and environmentally friendly recycling system. The firm was honored in the small company category.

NTH Consultants, an engineering and environmental services firm, was recognized for its remediation design solutions at Porterfield's Marina Village on the Detroit River. NTH was honored in the large company category.

Profs will forecast Oakland's economy

University of Michigan economists are charting more than spring weather for Oakland County's future.

The public is invited to attend the ninth annual Oakland County Economic Outlook Luncheon Wednesday, April 20, at the Northfield Hilton, Troy. Last year's luncheon attracted 600 people.

Professors George Fulton and Donald Grimes, nationally renowned U-M economists, have been forecasting changes in employment, business expansion, and corporate "right-sizing" for Oakland County for almost a decade.

From 11:45 a.m. to 2 p.m. April 20, Fulton and Grimes will forecast the two-year economic future of Oakland County and its various industries.

"The auto industry's major comeback, the diversification of the county's job base and the overall upswing in several other

industries makes all of us optimistic that Oakland County will continue to move forward providing opportunities to spur business growth," said Ken Rogers, Department of Community and Economic Development director. "However, we're anxiously waiting for the official word from Professors Fulton and Grimes."

NBD Bank and Oakland Community College are sponsoring the event with the Oakland County Development & Planning Division. Tickets are \$20 per person. For reservations, call (810) 858-0731.

A leading industrial center, Oakland County has 2,600 manufacturers, including 420 international companies within its 910 square miles. It has 400 lakes and 87,000 acres of park land. Oakland County is the third wealthiest county in the nation with a population of over one-million people.

TCBY introducing cartoon super hero

San C. Yuan and Che Chang Yuan, who run TCBY shops in Livonia and Farmington Hills, are introducing a new cartoon super hero for youthful frozen yogurt lovers.

They just returned from TCBY's international franchise convention in Nashville, where 700 delegates met Gurt Gunther, the super hero exclusively championing TCBY.

The colorful cartoon character, his sidekick Sprinkles and the lovable Yogurt Ogre are set to arrive here May 1, just in time to help introduce TCBY's new kids menu.

Meanwhile, the store has unveiled four new frozen yogurt flavors: key lime (96-percent fat free) and three non-fat varieties,



Yo Gurt! Che Chang Yuan (left) and San C. Yuan met superhero hero Gurt Gunther on the marketing midway at TCBY's franchise forum.

lemon cheesecake, tropical citrus sorbet and coconut cream pie (no sugar added).

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