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PROMOTE WORLD CUP

The Detroit World Cup Soccer Host Committee awarded its advertising and public relations contract to The Berline Group, Birmingham Farms.

Berline and the marketing and promotion committee for World Cup Soccer in Detroit have completed a multi-media public service campaign for the event that begins in June at the Pontiac Silverdome. Berline said the campaign's objective is to stimulate awareness of World Cup Soccer and to create pride among southeast Michigan residents who'll host the world class event.

Detroit area radio, television and newspapers will run the campaign during May and June. Berline selected Grace & Wild, Farmington Hills; Castorri & Co., Southfield; and Ron Rose Productions, Southfield, to help produce the campaign.

OPEN NUVISION STORES

Plint-based NuVision opened 12 new metro Detroit locations this month, including six in Observer & Eccentric communities. They are at 29629 Southfield, Southfield; 879 S. Hunter, Birmingham; 137 S. Livernois, Rochester Hills; 6510 Orchard Lake Road, West Bloomfield Township; 34901 15-mile Road, Livonia; and 9350 Telegraph, Redford Township.

The new stores had been Pearl Vision franchises owned and operated by Andrew Compton of ABC Eyecare Corp. He'll continue to own and run 11 of the new locations.

PICK BEST GUIDE

Metropolitan Detroit/Ann Arbor Apartment Shoppers Guide, published by Adler Group in Southfield, picked up three of five awards in a national contest

sponsored by the Apartment Relocation Council.

The publication won best overall guide, best maps and best cover in guides with more than 160 pages.

Guides were judged by appearance, graphics, community information, color, maps and user friendliness. The competition included more than 90 guides from about 160 cities.

"We put a lot of pride into our publication and that pride has transformed our guide into a very helpful resource for the public," said Susan Deakins, Apartment Shoppers Guide publisher.

PHOTO EXPO COMING

The sixth annual Adray Photo Expo for beginning and professional photographers runs Friday to Sunday, May 20-22, in Adray Arena, 14900 Ford Road, Dearborn.

Hours are 5-9 p.m. Friday, 10 a.m. to 7 p.m. Saturday and noon to 5 p.m. Sunday. Admission to the show is free.

The expo, sponsored by Adray Appliance Photo & Sound Center, Dearborn, includes more than 60 photo and video suppliers who'll answer questions and demonstrate the latest photo, video and digital imaging equipment.

Commercial and editorial photographer Will Crockett will give a seminar on photographing celebrities on location. Minolta and Nikon also will offer seminars. For information, call Adray at (313) 274-9500.

WAY TO GO, BBDO

BBDO Worldwide, Southfield, was named 1993 Agency of the Year by the American Marketing Association (AMA) and two leading trade publications, Advertising Age and Adweek. BBDO said it's the first time the same agency

Federal Broadcasting leadership will change

Dale Rands will replace Peter A. Kizer as president of Federal Broadcasting Co., the Bloomfield Hills-based owner of six television stations, at the end of 1994. Both are Bloomfield Hills residents.

Kizer currently is president and CEO. Rands is chairman and CEO.

Kizer will remain a director of the company and will continue to consult with regard to corporate policy, growth and development.

In other local promotions, Edward Ruffley of Birmingham has been promoted from vice president and CFO to executive vice president and CFO.

David Zarnoch of Bloomfield Hills, formerly senior vice

president and director of commercial lending at Michigan National Bank, has joined Federal as senior vice president and director of corporate development.

James A. Kizer, general manager of WSTW-TV, Federal's Syracuse station, has assumed Peter Kizer's day-to-day responsibilities in his role of executive vice president.

Other top-level changes involved executives from the Syracuse area.

Federal owns TV stations in Traverse City/Cheboygan, Mich.; LaPorte/Hattiesburg, Miss.; Ottumwa, Iowa/Kirkville, Mo.; Marquette, Mich.; Tuscaloosa, Ala.; and Syracuse, N.Y.

has picked up the three honors.

Adweek and Advertising Age annually name Agency of the Year based on creative work, business growth and marketing ideas that build brand leadership. The AMA selected BBDO for its successful launch of new products.

BBDO's 1993 campaign for Apple PowerBook won the Grand Effie, the industry's top award for advertising effectiveness. BBDO said its Campbell Soup campaign, "Never underestimate the power of soup," helped spur sales by 5.8 percent immediately after the campaign started.

SALE FINALIZED

Troy-based Knurr Corp. said the sale of its PayLess Drug

Stores Northwest subsidiary to Thrifty PayLess Holdings and its subsidiary Thrifty PayLess was finalized.

According to the transaction, Knurr received about \$95 million in cash, \$100 million in senior notes of Thrifty PayLess Holdings and about 46 percent of the common equity on a fully diluted basis of Thrifty PayLess Holdings. Also, Thrifty PayLess Holdings has assumed or refinanced about \$170 million of PayLess debt.

SELECT ALPHA

Alpha Communications, Troy, will develop promotional materials for RPT (Robotic Production Technology) in Madison Heights.

RPT designs and builds integrated robotic production systems for advanced manufacturing processes.

INSTALL HOTLINE

Allnet Communication Services, Bloomfield Hills, provided the city of Detroit with a toll-free 800 line to receive calls from people and businesses participating in the one-day, citywide cleanup headed by Mayor Dennis Archer on April 23.

Allnet designed a voice mail system for incoming calls and provided the city with a weekly call summary, called an Executive Summary Profile. Allnet said it also provided a custom interactive voice response system engineered for audio-sensory reception and not available from other firms.

"We realize the city of Detroit plays a crucial role in defining future directions not only for metro Detroit business, but for the entire southeast Michigan community," said John Zeno, Allnet president and CEO. "The business sector is taking a more integral approach in supporting Mayor Archer's initiatives to make the city a better place to live and work."

Allnet is a wholly owned subsidiary of ALC Communications Corp.

VIDEO MERGER

Amerca Communications, Inc., a full-service film and video production firm headquartered in Farmington Hills, has purchased the business operations of Advanced Digital Video Productions, formerly of Northville, and has added \$100,000 worth of the latest video editing equipment.

Anthony Gorkiewicz, former owner of ADVP, was named vice president of Amerca. "Both companies have strengths that complement each other," said James R. Peters, Amerca co-owner. "By combining op-

erations under the Amerca name, we're able to double our productivity and service a wider client base."

NEW OFFICE

Dane P. Gussin, a licensed insurance counselor and financial planner, opened Combined Insurance Resources, at 5600 W. Maple, Suite D-405, West Bloomfield, on May 1. The phone number is (810) 851-2160.

He handles life, health, disability and group insurance, as well as mutual funds and retirement plans.

Gussin had been an agent with A.L. Fine & Associates, Southfield, for 24 years.

NEW HEADQUARTERS

National Truck Equipment Association (NTEA) has moved from Livonia to new headquarters at 37400 Hills Tech Drive, Farmington Hills. The phone number is (810) 489-7090.

The 30-year-old NTEA relocated to the Detroit area from Cincinnati in 1978 to work more closely with major truck manufacturers. The association rented office space in Oak Park and Livonia before purchasing the 13,000-square-foot facility along I-96 near 12 Mile and Holsted roads in northwest Farmington Hills. NTEA's 11 full-time staff members will occupy the first floor. The association said it plans to lease the lower level.

NTEA also has a government relations office in Washington, D.C.

PR FIRMS CHOSEN

Southfield-based Hedge & Co. has been selected by 3M Automotive of St. Paul, Minn., to handle public relations and was chosen by Magna International of Toronto to develop a corporate identity program.

Both companies are major automotive suppliers with operations in the Detroit area.

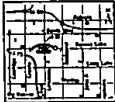
GRAND OPENING

Don't Miss Your Opportunity to Own a Beautiful Amberwood Estates Home!



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Luxury Models Now Open from 1 p.m. to 6 p.m. or by appointment. Closed Thursday.



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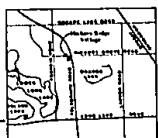
Tear Downs Can be the Solution

Open House Sunday, May 22 1 pm - 4 pm

Meet a Building Expert in the Field of Tear Downs

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- How to
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Maple Pk.

GRAND OPENING!

Ha!

For those of you who thought you would be forced to throw away money on rent again this year, the last laugh is on your landlord!

For less than rent, you can own a beautiful two bedroom, two-bath condominium in a prestigious Lathrup Village location.

We invite you to tour our award winning designer model with its cozy fireplace, cathedral ceiling, entertainment center and even a built-in computer room.

Model open Saturday & Sunday 1 p.m. - 5 p.m. or by appointment.
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