

**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 & Executive Newspapers, 3621 S. Schoolcraft, Livonia 48150. Our fax number is (313) 591-7279.**

**THINK GLOBAL**  
Lawrence Technological University presents a Japan/American symposium on global strategies at 7 p.m. Wednesday, June 1, in the College of Architecture Auditorium, 21000 W. 10 Mile, Southfield. Admission is free.



Chambers

The event is part of an inaugural celebration for Lawrence Technological president Charles M. Chambers. The talk also follows World Trade week, held May 16-18 at the Westin Hotel in Detroit.

Speakers include Dr. Richard Osborn, business researcher and Wayne State University professor, Dr. Steven Myers, an area consultant, and Dr. Dean Peter, U.S. International Trade Administration director in metro Detroit.

To attend, call (313) 356-0200, Ext. 2000.

**GROUNDBREAKING**  
Campbell/Manis, Inc., a Southfield construction firm, said it has started four projects with a construction cost of more than \$11 million. The combined projects, which include more than 216,000 square feet of floor space, will be built on an accelerated schedule, the company said.

The developments are in Allen Park, Orion Township, Clinton Township and Fremont, Ohio. The Allen Park project, a 72,600-square-foot office, research and development facility for Lear Seating, was designed by Palladia Architects, Birmingham.

**BALUTE QUALITY**  
PrePrint Productions, Inc., Plymouth, was named a Ford Motor Co. 1993 Marketing Excellence Award winner. The marketing/advertising agency was recognized for a series of Ford Body Shop 2000 brochures, Ford training manuals and other printed materials.

**CHOOSE PR FIRMS**  
Personal Therapists, Inc., Livonia, awarded its public relations contract to Lapides Publicity Group, Bingham Farms. PPI is a community-based rehabilitation provider for people with traumatic brain injuries.

Richard Gorges Associates, a Troy-based financial and management consulting firm, awarded its public relations contract to C&S Scene, Farmington Hills. Bianchi Public Relations, Bloomfield Hills, will handle public relations for Munro & Associates, a Troy-based engineering consulting firm.

**DRIVE ON**  
Livonia-based University Moving & Storage, a North American Van Lines agent, was named a top sales achiever for 1993 for selling more than \$750,000 in services. North American awarded 15 percent of its 1,200 agents at a ceremony in Las Vegas.

Keith Snyder, a University Moving & Storage driver, received the 1994 Super Van Operator for the Year award at the American Movers Conference and Trade Show in Tucson, Ariz.

During the past five years, the 20-year veteran from Washington, Ohio, has driven nearly 340,000 accident-free miles. He earned University's Quality Performance award in 1992 and 1993 and the Outstanding Driver of the Year award in 1992. He was named North Americans Vanguard Driver in 1992 and 1993.

**PR MERGER**  
Two marketing communications firms, Denham & Co., Troy, and Ladd Productions, Birmingham, have merged forming Weaver, Ladd, Haines, McGowan. The agency has taken additional space in the Troy facility occupied by Denham at 189 E. Big Beaver.

The full-service agency has clients in distribution-oriented, original equipment manufacturing and specialty consumer markets.

**OFFICIAL MOVER**  
Westland's Paul Arpin Van Lines, parent company of a Arpin of Michigan, has signed a three-year agreement becoming the official mover of the Ladies Professional Golf Association (LPGA) and the Smucker's LPGA Child Development Center.

Arpin has provided a van to move the Child Development Center around the country this season, allowing golfers to take their children on tour with them. Arpin said it will award \$1,000 to the player who makes the most direct weekly move up the mon-

ey list during each month between March and September. An additional \$500 will go to the preferred charity of the tournament where the winning move was made. A year-end cash bonus of \$10,000 also will go to the player who makes the largest moving during the season, along with a \$5,000 donation to her chosen charity.

**HEY, SOCCER BUFFS**  
An award-winning video produced by a Southfield firm will help soccer buffs learn the game in time for the World Cup, slated for the Pontiac Silverdome June 18-28.

"Soccer: Learning to Enjoy the Game" was produced by Regulation Enterprises. It won two first-place Telly Awards at the 15th annual International Telly Award Competition, the video equivalent of the Academy Awards.

The 52-minute video, narrated by Channel 7 sports anchor Don Shane, won in the categories of sports video programming and education for academic video. More than 7,900 videos were entered in the worldwide competition.

Regulation Enterprises made the video for Pontiac, GMC Truck and GM Card divisions of General Motors and their marketing partners, Coca-Cola, Snicker and Upper Deck Trading Cards.

The filmmaker said the video is ideal for "uninitiated" spectators who want to understand soccer rules in time for the world-class

match. To review specific sections of the video, viewers can fast-forward by using Q-dex, a video table of contents.

For a copy, contact a Pontiac or GMC Truck dealer, or call 1(800) 216-8300. The price is \$9.95 plus postage before the World Cup. After the games, you'll pay \$29.

**HIT MILESTONE**  
Allnet Communication Services, a long-distance telecommunications provider based in Bingham Farms, said it achieved its first one-million-hour week of long distance calling April 10-16.

Allnet said last year's strong performance, partly caused by the volume of long-distance calls, resulted in a full-year growth rate of 18.9 percent — more than double the industry average.

**HOTEL EXPANSION**  
The Radisson Plaza Hotel at Prudential Town Center in Southfield said it will begin a \$25-million renovation in July. The renovation of public spaces, meeting and banquet rooms on the first and second floors and guest rooms on floors 11 and 12 will be finished this year. Guest rooms on floors 3-12 will be refurbished in 1995.

"Our intentions are to exceed the level of expectations for both our current customers and new customers in this marketplace," said Bruce Lance, hotel general manager.

**SALES AWARD**  
ICI Americas named Christopher A. Robinson of Farmington Hills, a sales representative for ICI Acrylics, to its 1993 ICI Round Table. He received ICI's highest recognition based on sales volume, new business, sales call productivity, expense control and completion of marketing plan. ICI Americas, a division of United Kingdom-based Imperial Chemical Industries, manufactures paint, explosives, polycarbonate, films, acrylics and industrial chemicals.

**SILVER ANNIVERSARY**  
Mrs. Donald Smith and Lloyd Straffon, who were classmates and friends at University of Michigan Dental School, mark their 25th year in practice at Bloomfield Pediatric Dentistry, 6405 Telegraph, Bloomfield Hills.

As young professionals, the two say they never imagined their first patients would return to the office years later with their own children. No greater compliment can be received, says Dr. Straffon of Bloomfield Hills and Dr. Smith of White Lake.

Pediatric Dentistry takes patients from birth through teenage years, all the while educating youths and their parents in good oral hygiene. In addition, the office says parents benefit from the doctors' years of pediatric training, learning how to deal with thumb sucking, trauma to the mouth and proper timing for orthodontic treatment.

**CHOOSE PR FIRM**  
The Berline Group, Bingham Farms, will handle national advertising and public relations for Custom Form Mfg. Inc. of El-

khart, Ind., a manufacturer of pickup truck bed liners, tonneau covers and bug shields. Custom Form products are sold to distributors worldwide for use on domestic and import pickups.

**WORLD-CLASS SUPPLIER**  
For the second consecutive year, General Motors named Farmington Hills-based Jervis B. Webb Co. a 1993 Worldwide Supplier of the Year for outstanding quality, service and price. Awards were presented to 171 suppliers at an international ceremony in London.

The materials handling manufacturer also was named 1993 Corporation of the Year in the machinery and equipment category.

"Companies recognized as Suppliers of the Year have demonstrated by their ongoing performance that they are leaders in their respective commodities," said G. Richard Waggoner Jr., GM's executive vice president, worldwide purchasing.

"They have worked with GM to make continuous improvements and have shared our vision to put the customer first in everything we do. We know that's what it will take to win in this fiercely competitive global market."

**CHOOSE ARCHITECT**  
Oakland Community College selected BEI Associates, an employee-owned architectural/engineering firm in Detroit, to handle renovation and expansion of Building F on the Auburn Hills campus.

BEI said four lecture halls in the 13,600-square-foot building will be converted to specialized video-equipped classrooms, a science lecture hall with wet lab and a computer laboratory. A 48,000-square-foot addition surrounding the building will contain about 22 liberal arts classrooms.

The project is part of the State of Michigan Capital Outlay Appropriations Program.

BEI also is engineering an automated control system at Oakland University's central heating plant in Rochester Hills.

**COPY BREAKTHROUGH**  
Key Color in Madison Heights said its new Key Direct Color Copy System eliminates negative processing, offering lower cost, high-resolution reproductions to clients within 24 hours. The full-service photo and graphics studio is co-owned by Jack Dunn of Bloomfield Hills.

The copy system uses a new camera that shoots from an original photo on a positive-to-positive basis, while other processes require a negative. The reproduction develops like a photographic print. It can be reduced to 6.5 percent or enlarged as much as 1,600 percent, with only minor loss in resolution.

Key Color, whose clients include Foss Hoy, Damman Hardware, Art Van and Masco Corp., said the process is ideal for advertisers or retailers who need quality work on deadline. Besides producing images from paintings, original artwork, tapes, slides and transparencies.

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