

DATEBOOK

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

FRIDAY, JUNE 17

SELLING DYNAMICS

Mitchell Selling Dynamics presents a seminar "Relationship Sales" 9 a.m. to 4 p.m. at the Somerset Inn, Troy. Cost is \$199. To register, call (800) 328-9999.

SATURDAY, JUNE 18

SELF-PUBLISHING

Positive Press Publishers presents a self-publishing seminar and workshop 9 a.m. to 5 p.m. in Room W-258 at Cobo Center in Detroit. Cost is \$75. To register, call 597-0203.

MCAT STUDY CLASSES

Oakland University's Division of Continuing Education hosts a seven-part Medical College Aptitude Test preparation workshop 9 a.m. to 4 p.m. on campus in Rochester, Mich. The next MCAT exam is Aug. 20. To register, call 376-1200 9 a.m. to 5 p.m. weekdays.

MONDAY, JUNE 20

LEGAL ISSUES

Continuing Education Services at Schoolcraft College hosts a seminar "Legal Issues for the Entrepreneur" 6:30-10 p.m. on campus in Livonia. Basic legal issues involved with starting and running a business to be discussed. Cost is \$24. To register, call 482-4448.

DECISION MAKING

The American Society of Employees sponsors a seminar "Decision Making Strategies for Leaders" 9 a.m. to 4:30 p.m. at its offices, 23815 Northwestern Highway, Southfield. Cost is \$195 for members, \$225 for

non-members. Advance registration requested at 353-4500.

TUESDAY, JUNE 21

OFFICERS INSTALLED

The American Subcontractors Association of Southeastern Michigan hosts its annual dinner and installation of officers 5 p.m. at Club Venetian in Madison Heights. Free for the first-time subcontractor guest, \$15 for others. For reservations, call Dennis Stokelson at 396-7272.

FAMILY BIZ COUNCIL

The Family Business Council, a consortium of family-owned businesses, hosts a program "Getting Down to Basics" at its quarterly meeting 9 a.m. to 3:30 p.m. at the Radisson Hotel in Southfield. Topics include strategic planning, control, succession planning, estate planning and gifting. For membership information, call Brooks Hicks at 952-5600.

HEALTH REFORM

The Detroit Chapter of the Public Relations Society of America hosts a health-care seminar "On the Brink of Reform" during a noon luncheon at

the Hotel St. Regis in Detroit. Speakers: Steve Seeding, American Medical Association, and Kevin Bantz, Blue Cross/Blue Shield of Michigan. Cost is \$18 for members, \$20 for non-members, \$10 for PRSA retirees. For reservations, call Nancy Skidmore by June 20 at 545-6499.

WEDNESDAY, JUNE 22

BUSINESS CONSULTING

Robert C. Corin, Edward D. Jones & Co. investment representative in Livonia, hosts a continuing professional education conference "Small Business Consulting" for CPAs and other tax professionals 10 a.m. to 3 p.m. at his office, 28915 W. Seven Mile, Livonia. The teleconference aims to help accounting/legal professionals feel more comfortable working with small business owners. Cost is \$50. To register, call Corin at 442-7425.

THURSDAY, JUNE 23

LEGAL ADVICE

The Business Enterprise Development Center's Expert Roundtable provides

business owners up to one hour of free legal advice by appointment 9 a.m. to 5 p.m. at its office, 1301 W. Longfellow Road, Troy. To reserve time, call Melissa Ingolia at 952-5800.

BUSINESS WRITING

The American Society of Employees sponsors a seminar "Letter, Memo and Report Writing" 9 a.m. to 4:30 p.m. at its offices, 23815 Northwestern Highway, Southfield. Cost is \$195 for members, \$225 for non-members. Advance registration requested at 353-4500.

ALUMNI SOCIAL

The University of Detroit Mercy graduate and undergraduate business alumni associations host a summer reception 5:30-7:30 p.m. at Oakland Hills Country Club in Birmingham. Cost is \$15. Hors d'oeuvres will be served. A cash bar will be available. For information, call 993-1204.

FRIDAY, JUNE 24

HUNSON HELPS

Oakland University's Continuum Cen-

ter offers a workshop "The Value of Laughter in Counseling" 8 a.m. to 3 p.m. on campus in Rochester. Cost is \$59. Reservations requested by June 22 at 370-3033 or (800) 370-3042.

WEDNESDAY, JUNE 29

FRANCHISING OPTION

Uniglobe Travel conducts a free seminar on travel agency franchising 7-9 p.m. at the Northfield Hilton, 5500 Crooks, Troy. The seminar examines trends in the industry, methods for evaluating franchise organizations and a Uniglobe profile. Reservations required at (800) 544-6461.

LAND DEVELOPMENT

The Builders Association of Southeastern Michigan hosts a seminar "Land Development, Site Planning and Zoning" 9 a.m. to noon at its offices, 30375 Northwestern Highway, Suite 100, Cost is \$20 for members, \$10 for additional members from the same company and \$35 for non-members. For reservations, call 737-4477.

MARKETPLACE

Marketplace features a glimpse of suburban business news and notes, including corporate name changes, new products, new stores 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.

HELPING HAND

Southfield-based Giffels Associates, Inc. was selected as a team member with Hughes Missile Systems Co. to design two phases for the U.S. postal service's tray management systems.

GROWING CONCERN

Automotive Storage Co. will move to new headquarters at 6875 Rochester Road, Rochester Hills. The move was needed to meet increased demand from customers in Oakland and Macomb counties, said relocation agent B. Paul Avesian, vice president, Manhattan Co., Troy.

The new facility has climate controlled storage and space for custom detailing for classic and vintage cars, boats, motor homes and trailers.

By late summer, Troy-based Comau Productivity Systems, Inc. will open a 50,000-square-foot plant in Auburn Hills, on Purks Drive north of The Palace.

Comau will design and manufacture Robogate automotive body welding systems, mechanical

welding systems and metal cutting systems for the facility for North American customers, said Tom Sullivan, associate broker for Manhattan.

ANIMATION DEMAND

Christmas may be the biggest holiday for retailers, but Digital Animation Corp., Southfield, is gearing up for the Fourth of July. Digital Animation, which supplies custom and stock 3-D animated graphics to broadcasters and multimedia producers worldwide, says "Sam's Hat" is its most requested holiday animation, especially among independent and cable television producers who create television advertising.

"Sam's Hat," a red, white and blue top hat bursting with stars, is part of Digital's holiday package of more than 40 related animations that clients can integrate into their own productions. Digital said holiday animations can be integrated at less than \$7.50 per animation.

DISTRIBUTION PACT

Corn Industries Inc., Bloomfield Hills, said its subsidiary, GSE, Inc., has entered a distribution agreement in the Americas and Europe for a torque sensing product line with Kubota Corp., Japan.

Corn, a manufacturer of specialty products for electronics, agricultural equipment and fluid control and construction products, said the technology provides an accurate, environmentally sound way to measure torque without

using traditional, costly sensors.

AWARD ZOO CAMPAIGN

The Detroit Zoo and W.B. Doner & Co., Southfield, won a silver Effie Award from the American Marketing Association of New York for a marketing and advertising program for the zoo's Dinosauria exhibit. The campaign won in the public service/nonprofit category.

Doner said the 1993 campaign increased zoo attendance from about 800,000 visitors in 1992 to 1.2 million in 1993. Finalists in more than 44 categories attended the awards ceremony June 7 at the Manhattan Center in New York City.

W.B. Doner president and chief operating officer Alan Kalter said, "We believe it is important to give back to the community and we're thrilled to have done work for both profit and nonprofit organizations with the same creativity and enthusiasm."

SELECT AGENCY

Schlatter, Inc., Rochester Hills and Rockford, Ill., selected French & Rogers, Inc., Troy, to handle its advertising, marketing and public relations activity. Schlatter manufactures patented welding systems for resistance welding of sheet metal and wire products.

Rein Nomm & Associates, Inc., Plymouth, will handle industrial advertising and public relations for Harroun Enterprises, Fenton, a designer of cutting tools for the profile milling industry.

NEW ADDRESS

Alden Dean, Inc., a business to business advertising agency in Columbia Center, Troy, has moved to a new suite in the same building. The address is 201 W. Big Beaver, Suite 380. The phone number is (810) 680-8820.

RETAIL AWARD

Goldfarb & Co., Southfield, won the first place radio award from the National Association for Promotion and Advanced Allowance for the Sears Brand Central/AT&T "Birthday Celebration" campaign. Awards were presented May 4 at NAPA's spring conference in Tempe, Ariz.

Retail advertising experts judge the entries on creativity, concept, merchandising, execution and production values.

JOINT VENTURE

Thomas Computer Consultants, Farmington Hills, and JFM Associates, Inc., Ann Arbor, announced a joint venture called The TM Group, Inc. The new service most of southern Michigan from two offices. The TM Group is the only Michigan firm authorized to sell

Great Plains new accounting software aimed at businesses that are downsizing from minicomputer or host-based systems.

The firm also won Great Plains' Reseller of the Month award for the highest sales volume in March and April.

TOP SUPPLIERS

Munoz Machine Products, Livonia, and Fortney Eyecare Associates, Livonia, Westland, Warren, Ypsilanti and Dearborn, received General Motors' 1993 Worldwide Supplier of the Year awards at a ceremony in London May 14.

Fortney was the only optometric firm awarded for their work on GM's national safety eyewear program. Carmen Munoz, Munoz Machine Products president and CEO, was the only hispanic-American woman to receive the award based on quality, service and price.

TOP FRANCHISE

Shawn Lilley was awarded Adia Personnel Services' 1993 Franchisee of the Year award at the company's 1994 national meeting in San Francisco. He owns Adia

franchise offices in Westland, Taylor, Jackson, Hilldale, Grand Rapids and Adrian.

Besides awards, the meeting focused on the company's 1993 results, global strategies and high-tech products. Adia is headquartered in Redwood City, Calif.

PRESIDENT'S CLUB WINNER

McFarlane-King Agency, Inc. of Garden City earned the American States Life Insurance 1993 President's Club Award for selling the highest amount of American States Life insurance in Michigan.

The award was presented to agency owners Jeffrey and Robert King, who've represented the Indianapolis-based insurer since 1965.

DISTRIBUTOR NAMED

San Antonio-based Datapoint announced that Data Techniques, Inc. (DTI), Livonia, has signed an agreement to distribute MINIX video communications products to municipal courts, law enforcement agencies and schools in Michigan, Ohio and Indiana. DTI has been marketing the

See MARKETPLACE, 4F

grand opening

• Commerce Township •



FOXCROFT

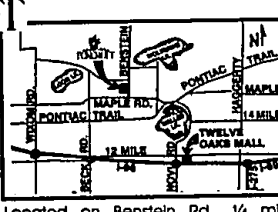
...within walking distance to Elementary School

Priced From... \$149,900

OPEN DAILY 1-6 (Thurs. by Appt.)

(810) 624-9900

ENERGY SAVER HOMES, INC.



Located on Benstein Rd., 1/4 mile north of Maple Rd. approximately 2 1/2 miles from Twelve Oaks Mall and I-96.

WATERFORD



Single family homes • 3 bedrooms • 2 1/2 bath
Many amenities included

Starting at \$99,900

The Beautiful Location With All the Conveniences... This area provides great schools and shopping centers. Community services include 3 golf courses, a ski resort and 6 recreational parks & lakes.

Located N. of Cooley Rd. Rd. Enter W. of Hospital Rd.

Rolling Hills Estates
— OPEN DAILY 1-6 (Closed Thurs.)
360-8807

HILLSIDE FLAKES

of BRIGHTON



Outstanding Homes:

- Natural Wood "Framers" windows
- Merrill Oak Cabinets
- 2nd Construction
- Natural wood-burning fireplace
- Ceramic tiles
- Cathedral ceilings
- Underground parking
- Brickman School
- Close to shopping & entertainment
- Close to Kensington Metrolink and other recreational facilities

FURNISHED MODEL NOW OPEN! IMMEDIATE OCCUPANCY AVAILABLE

Priced From... \$179,900

For more information call...
JAN JOHNSON
(313) 229-7838
(313) 231-4935
BRIGHTON, MICHIGAN

MICHAEL HARRIS BUILDING COMPANY

BERWYCK



1 1/2 Bed. Homes
Open House
Call for Details

\$169,900

Charming Kensington Metrolink

And... Behind These Beautifully Affordable New Homes, Is A 4300-Acre Backyard.

You'll never find a backyard quite like this... with an 18-hole golf course, boating, fishing, swimming and miles of nature trails to explore. Plus Berwyck's exclusive adjacent Saddle Club and equestrian facilities are also at your door step!

Open Daily 1:00-6:00
684-2600
Berkshire Woods

Get The Inside Story

On West Bloomfield's Hottest Selling Detached Condominium Homes



Don't Be Left Out Of The Picture From \$174,900

Picture perfect, maintenance-free new ranch, colonial and 1-1/2 story split plans built among 141 acres of woods and ponds. Hurry for best walk-out and wooded sites today.

Children Can Wait Next Door To The New Thousand Lake Elementary School. Built From Nature's Blueprints. Models Open Noon-6 p.m. (Closed Thursdays)

681-5000
Berkshire Woods