

BUSINESS MARKETPLACE

Marketplace features a glimpse of Oakland County 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: Business Marketplace, Eclectic Newspapers, 805 E. Maple, Birmingham, MI 48409. Our fax number is (313) 644-1314.

BOOK GOES GLOBAL

What better place than the World Wide Web to find a kid's story with a global theme? Worldkidd Press, a Troy-based publisher of children's books, said "Sing, Color 'n Say," a series of children's activity books that teach culture and customs, is available on the Web. The address is <http://www.webpub.com/worldkidd/>. The actual "Sing, Color 'n Say"

coloring book is included in an actively pack, containing a coloring book with a story and a sing-along cassette. Each tape teaches a conversational phrase, like "I love you, grandma," in 10 different languages. "This is a big step for us," said Lenore Paston, a partner in Worldkidd Press. "We have an opportunity to introduce our stories to children all over the world, allowing them to embrace and un-

derstand a variety of cultures. Our books and tapes are about being part of the global experience, and the World Wide Web is the epitome of that."

BUSINESS SERIES

Four classes will be offered in Oakland Community College's American Management Association Certificate in Management series. Classes meet 6:30-9:30 p.m. on the Orchard Ridge Campus, 27035 Orchard Lake Road, Farmington Hills. They are: "How to Manage Conflict in the Organization," Mondays, Sept. 11 to Oct. 16. "Fundamentals of Finance and Accounting for Non-Financial Managers," Thursdays, Oct. 26 to Dec. 7. "Taking Control With Time Management," Mondays, Oct. 23 to Nov. 27. "Communication Skills for Managers," Wednesdays, Sept. 13 to Oct. 18.

The \$185 fee includes books. For information, call the Business and Professional Institute (810) 640-1511.

MANAGED CARE

Aetna Health Plans of Michigan in Southfield will join a one-year study of ethical issues associated with the management and delivery of health care by managed care companies.

Hastings Center, a private, nonprofit medical ethics think tank in Briarcliff Manor, N.Y., and Aetna Life and Casualty will manage the study. Executives, medical directors and administrators with Aetna and other managed health care firms in the United States will be interviewed.

The \$35,000 study is part of Hastings Center's larger ethics survey involving leading theologians, ethicists and physicians.

QUALITY SEMINAR

Troy-based Kelly Services hosted a day-long quality awareness seminar for its U.S.-based minority and women-owned suppliers and partners. A. Blanton Godfrey, chairman and CEO of the Juran Institute, discussed quality and how it applies to service industries.

Godfrey told attendees that quality is a multi-step program —

listening to the customer, acknowledging the customer's value, recognizing his or her needs, and striving for improvement.

"It doesn't matter how I define quality," Godfrey said. "What's important is how the customer defines quality. The key to a company's success is to continually give its customers what they want and need."

AUTHOR SPEAKS

Shelia Murray Bethel, a sales and customer service veteran and author of the bestseller, "Making a Difference," will speak at "Yes! A Positive Network," at 7 p.m. Wednesday, Sept. 13, in the Plaza Hotel, 16400 J.L. Hudson Drive, Southfield. A reception will be 6-7 p.m. Tickets are \$76. For information, call Becky (810) 377-0200.

MICROCOMPUTER FORUM

The Farmington Hills-based Michigan Association of Certified Public Accountants is presenting a microcomputer conference on Sept. 7 at the MSU Management Center in Troy. Conference participants may choose from 19 different sessions, including hands-on training, demonstrations and discussions. The keynote presentation will demonstrate "The Office of Tomorrow."

The conference is from 8 a.m. to 4:30 p.m. and costs \$160. It qualifies for eight hours of CPE credit. For more information, call (810) 855-2288.

PAINT THE TOWN

The Southfield-based CPA firm of Plante & Moran joined other metro companies in painting the town on Aug. 19. Paint the Town is a volunteer effort to paint and repair owner-occupied homes of senior citizens, low-income and disabled residents in the metro area.

"Paint the Town highlights the significant contribution that we see volunteers make to literally hundreds of community-driven efforts," said Susan Ferlin, partner-in-charge of Plante & Moran's Not-For-Profit practice and a Paint the Town volunteer.

RETIREMENT PLAN

The Detroit Area Chapter of the International Society of Certi-

fied Employee Benefit Specialists is hosting a seminar, "The Defective Retirement Plan—Reporting, Audit and Cure," on Sept. 28 at MSU Education Center in Troy. The program will cover all IRS examination guidelines and each of the IRS correction programs and their requirements. There is a \$40 cost for the seminar, which will run from 8-11:30 a.m., and reservations are required. Call (810) 988-0369 for more information.

BROKER OF THE YEAR

Carter Marketing Group, a Troy-based consumer products broker, was named Broker of the Year for 1995 by three different companies: Colgate Pharmaceuticals of Canton, Mass.; Belarsdorf-Nivea, Inc. of Norwalk, Conn.; and Servaes Labs/Barker's Friend, based in Indianapolis, Ind.

"We are very proud of our accomplishments and this recognition from our clients that we have served them well," said Carter Marketing President Mark Carter.

ADULT LEARNING

The Greater Detroit Chapter of the American Society for Training and Development and UAW-GM Human Resources presents "Adult Learning Principles and Distance Learning Practices: Compulsory? Or in Conflict?" at 5 p.m. on Sept. 8. The program will take place at the UAW-GM Human Resource Center Multi-Purpose Room in Auburn Hills. Cost is \$20 for ASTD members, and \$25 for others. Reservations are required. Call (810) 332-2080.

FAMILY PLANNING

The Detroit Area chapter of the Alzheimer's Association, based in Southfield, will present "Wills, Trusts and Estate Planning: A Financial Seminar for Families" 1:30-4:30 p.m. on Sept. 10 at the Baldwin Public Library, Birmingham.

The seminar is designed to provide practical information to families as to the most effective ways to plan for the future. Strategies for both long- and short-term financial planning will be explored.

The program is free of charge. For more information, call the Alzheimer's Association: (810) 557-8277.

Your Mom Needs Help

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GILDA'S FAMILY WALK AND BLOCK PARTY

Sunday, September 17, 1995
5k walk, 1:00 p.m.
1 Mile Fun Walk, (inside) 1:10 p.m.
Block Party, 1:30 p.m.
COBO CENTER

Gilda's Club, Metro Detroit is a free social and emotional support community for people with cancer, their families and friends.

Entry Fees:
\$15 postmarked by September 9, 1995
\$20 after September 9, 1995
Free entry for children 12 and under, no T-shirt.
Please make check payable to GILDA'S CLUB, Metro Detroit.
Are you a team member?
Team name:
☐ I am a cancer survivor
☐ I can't participate. Enclosed is a tax deductible contribution of \$_____ to help Gilda.

Send your entry fee along with this form to:
Gilda's Family Walk and Block Party
c/o Motor City Striders
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Huntington Woods, MI 48070

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EVENING PHONE _____
GENDER: ☐ MALE ☐ FEMALE

Walk Hotline: 810-644-9099—8:00 a.m.-8:00 p.m. GILDA'S CLUB INFORMATION: 810-651-6557

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In consideration of your subscription to this copy to Gilda's Family Walk, I hereby warrant, my subscription, name and address remain true and correct and that I agree to be bound by the rules and regulations of the event, the City of Detroit, the Motor City Striders and the Road Runners Club of America. I agree to be bound by the rules and regulations of the event, the City of Detroit, the Motor City Striders and the Road Runners Club of America. I agree to be bound by the rules and regulations of the event, the City of Detroit, the Motor City Striders and the Road Runners Club of America. I agree to be bound by the rules and regulations of the event, the City of Detroit, the Motor City Striders and the Road Runners Club of America.

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