

MORE BUSINESS MILESTONES

Jim McLaughlin of Farmington Hills was named development director at Farmington Hills-based Bradford Exchange. He will be responsible for fund-raising and planning programs as well as the capital campaign. He held the same post at Providence Hospital, Southfield.



Joseph Pittel of Sterling Heights was promoted to vice president of operations for Southfield's Lear Corp. Chrysler division. He will be responsible for North American and Mexican Operations.



Adam Rojan of Farmington was elected a principal in the management and consulting services group of PricewaterhouseCoopers in Southfield. He had previously been a manager with the firm. He specializes in public sector operational improvement.

BUSINESS MARKETPLACE

Mark Scholthoff of Milford was contracted by the Automotive Industry Action Group in Southfield to be business manager for its Automotive Market Exchange. He will guide planning, development and implementation of the electronic communication project.

Lauren Sheehan, relocating to the Birmingham-Bloomfield area, has joined the Bloomfield Hills-based Berline Group as vice president-account supervisor. She previously was in-house creative director at Jackson-Baker's.

Bradley Warner has been promoted to account executive at Troy-based DuPont Engineering. He previously worked for the firm in Lansing.

Mark from page D1

ed her first Weight Watchers meeting in a high school auditorium, but today Mark runs the largest franchise of Weight Watchers International. She employs 2,000 people in more than a half dozen states and Canada and is recognized as one of America's leading entrepreneurial women.

"Fat Flo" had to go. Tackling her own weight problems had Mark trying all kinds of crazy diets as she grew into an adult. She and her sisters tried everything going including drinking liquid potatoes and swallowing diet pills, she said.

"When I was taking the diet pills I had a terrible reaction and was put in the hospital," she recalled. Mark couldn't breathe and thought I was going to die. She finally decided enough was enough. She cleaned the fat diets and traveled to New York to attend her first Weight Watchers meeting.

"I went there once a month for four months and lost 40 pounds," she said.

"It took another year for Mark to lose the last 10 pounds and much her goal weight but today she is a 26-pound loser who has kept it off for 25 years.

"I learned how to eat and gained self respect but it took three or four pounds to get it right back to it," said Mark.

Weight Watchers' success, long cost weekly meetings and cheering sections while Mark feels the need for her business is more evident each day.

Having the highest rate of overweight teenagers in the country, she said, is Michigan's last claim to fame and it's a statistic that upsets Mark.

"It's not just kids anymore it's the whole family," said Mark. "Diabetes, heart disease and high blood pressure can be improved by the loss of just 10 pounds."

The theory of Weight Watchers is to be able to eat everything you want in the right quantity and exercise how to be part of the plan.

"There are so many occasions," said Mark. "If I could just get everyone to lose 10 pounds they'd be on their way."

Office from page D1

Office Market Health
Office market statistics from the Fitchman Report on the metro-Detroit office market as of June 30, 1996.

COMMUNITY	OCCUPANCY	DOM. RATE
Bloomfield Hills	97.73%	\$22.25
Auburn Hills	97.22%	\$21.07
Livonia	96.72%	\$20.66
W. Bloomfield	95.53%	\$20.58
W. Bloomfield Farms	95.39%	\$18.75
Birmingham	94.93%	\$18.25
Farmington Hills	94.48%	\$18.25
Ann Arbor	93.36%	\$18.17
Troy	92.09%	\$18.11
Dearborn	89.95%	\$16.03
Novi	89.60%	\$17.44
Southfield	87.16%	\$17.44
Detroit - CBD	83.13%	\$15.96
Summary	89.41%	\$18.13

making, and by emphasizing and prioritizing "filling in" of existing gaps, office-wins. Fitchman said adding that these factors have pulled the market out of a "long, deep painful recession" to put it in its current "enviable" position.

In addition to high occupancy rates, Fitchman said evidence of the market's health can also be found in absorption and rental rates.

In the metro-Detroit area, more than 1.5 million feet of office space was filled by June. And 1.2 million of that was in Oakland County. That leaves less than 5 million square feet available for leasing - the lowest number in a "long, long time," according to Fitchman who considers absorption the best indicator of health.

"This clearly points to the fact that our local office market is not just healthy, but very healthy," he said.

Don't accept job offers too quickly, always negotiate



Q: I want to negotiate a job offer without blowing it. How do I do it?

A: People often over-estimate the risk associated with asking for a little more money.

Allow the employer to mull it over. "Ge, maybe you can take another look at it. We're pretty close to an agreement. I'm really looking forward to working with you. Can you call me back tomorrow, or can I call you?"

Approach it gently, positively, and use assumptive statements that suggest that you're already on board.

Disclaimers: There is always some risk in negotiating. It is possible that the employer will simply go on to the next candidate.

Q: An employer has offered me a job. I'm not sure I want to take it. How do I negotiate for a better offer?

A: Consultants occasionally find that they are not as well compensated as they should be. They may be in a position to negotiate for a better offer.

Send a resume. I got one or two of these letters each week, usually in the same vague and lengthy format. I don't read them anymore.

They tell me nothing about the person - no dates, no companies, no most. Plus, this kind of correspondence is an absolute chore to get through. In resumes, give the reader what he wants: meaningful information in a standard format.

Q: I'm looking for a job. I'm not sure I want to take it. How do I negotiate for a better offer?

A: Consultants occasionally find that they are not as well compensated as they should be. They may be in a position to negotiate for a better offer.

Send a resume. I got one or two of these letters each week, usually in the same vague and lengthy format. I don't read them anymore.

They tell me nothing about the person - no dates, no companies, no most. Plus, this kind of correspondence is an absolute chore to get through. In resumes, give the reader what he wants: meaningful information in a standard format.

AT&T from page D1

matches prices with the cost of doing business before offering service in non-metro areas.

Pending approval by the Michigan Public Service Commission, the price changes could become effective around mid-November.

Details of the adjustments include:

- Residential line charge changes. Some customers will see decreases in basic monthly local service of \$2 to \$50. In addition, the service charge will increase by 10 percent based on volume and term length.
- Increase in on-line charge for business lines. This change will immediately impact all 100 Centre lines in the state. Current Centre prices will be grandfathered for customers with contracts until pricing plans will be available with discounts up to 20 percent based on volume and term length.
- Late payment charge for business lines. Some customers will see decreases in basic monthly local service of \$2 to \$50. In addition, the service charge will increase by 10 percent based on volume and term length.
- Late payment charge for business lines. Some customers will see decreases in basic monthly local service of \$2 to \$50. In addition, the service charge will increase by 10 percent based on volume and term length.

of \$2.76 per line. This change will immediately impact all 100 Centre lines in the state. Current Centre prices will be grandfathered for customers with contracts until pricing plans will be available with discounts up to 20 percent based on volume and term length.

for business lines. This change will immediately impact all 100 Centre lines in the state. Current Centre prices will be grandfathered for customers with contracts until pricing plans will be available with discounts up to 20 percent based on volume and term length.

for business lines. This change will immediately impact all 100 Centre lines in the state. Current Centre prices will be grandfathered for customers with contracts until pricing plans will be available with discounts up to 20 percent based on volume and term length.

Q: I'm looking for a job. I'm not sure I want to take it. How do I negotiate for a better offer?

A: Consultants occasionally find that they are not as well compensated as they should be. They may be in a position to negotiate for a better offer.

Send a resume. I got one or two of these letters each week, usually in the same vague and lengthy format. I don't read them anymore.

They tell me nothing about the person - no dates, no companies, no most. Plus, this kind of correspondence is an absolute chore to get through. In resumes, give the reader what he wants: meaningful information in a standard format.

Q: I'm looking for a job. I'm not sure I want to take it. How do I negotiate for a better offer?

A: Consultants occasionally find that they are not as well compensated as they should be. They may be in a position to negotiate for a better offer.

Send a resume. I got one or two of these letters each week, usually in the same vague and lengthy format. I don't read them anymore.

They tell me nothing about the person - no dates, no companies, no most. Plus, this kind of correspondence is an absolute chore to get through. In resumes, give the reader what he wants: meaningful information in a standard format.

Now we're ready to be wired in our community and the world.

Link up with information on how you can maximize your health at our new web page.

To address the evolving health care needs in our community, Botsford General Hospital and its affiliates have joined together to form the Botsford Health Care Continuum. The Continuum provides access to a comprehensive array of services for complete health care throughout your life.

Our new web page is another example of how we are reaching out to provide online information to help you maximize your health. At our web page you'll find out how to choose the right doctor, about our services in your community, our calendar of classes, programs and more.

So link up with information to help you maximize your health today. You can reach us directly on the internet at <http://www.botsfordsystem.org> through the Observer & Eccentric online access or e-mail: info@botsfordsystem.org

Botsford
HEALTH CARE CONTINUUM

Reaching Out To The People Of Our Community
28505 Grand River Avenue Farmington Hills, MI 48336-9933