

BUSINESS MARKETPLACE

Marketplace features a glimpse of Oakland County Business news and notes. Write: Business Marketplace, Eccentric Newspapers, Birmingham Eccentric, 805 E. Maple, Birmingham 48009. Our fax number is (810) 644-1314.

AWARDS

TOP HONORS
Bob Moran of Southfield-based Art Moran Pontiac-GMC Truck, Inc. earned top honors in the GMC 1996 5-Star Performers program. The unique marble and acrylic plaque will be on display in the dealership as a symbol of distinction and a constant reminder of the professionalism and teamwork demonstrated by the dealership throughout the year. The BMC 5-Star Performers program salutes and recognizes the most exceptional GMC dealers and Chevrolet medium duty dealers in the areas of sales, customer satisfaction and profitability.

APPLE AWARD
VictorHarder Productions, Inc. of West Bloomfield won a Special Apple Award from the National Educational Media Network for its dramatic documentary film about teen dating violence entitled, "In Love and In Danger." The award is widely recognized as a national standard of excellence in educational media, and was presented to only three of 1,000 entries in the National Educational Film & Video Competition. The film was produced for the Ann Arbor Junior League as part

of an on-going dating violence prevention and education project and was funded by Parke-Davis Pharmaceutical Research in Ann Arbor. VictorHarder Productions continues to be a leading producer of educational videos. Its video series on "Long-Term Care" will be offered at 3 p.m. on Wednesday, June 4. "Straight Talk On Estate Conservation and Retirement Planning" will be offered at 7 p.m. on Wednesday, June 4, and at 7 p.m. on Thursday, June 12. Presenters are Don Rosenberg, attorney, Barron & Rosenberg; Albert Donadio, agency manager, John Hancock; and John Hancock representatives James Keaser and Brian Sheehy. The free sessions are held at the M. S. U. Management Center, 811 W. Square Lake Road, Troy. Seating is limited. Call (810) 792-3939, ext. 249 or 294.

MARK YOUR CALENDAR

BUSINESS WORKSHOPS
The Small Business Development Center Oakland County Regional Center offers a variety of workshops for business owners and managers. The workshops run from 9 to 11:30 a.m. at Western Technological University, 21000 W. Ten Mile Road, Southfield. "How to Start a Business" will be offered on June 4, in the CAAC Activity Center, Room 41. The fee is \$20 per person and includes the book, "Essential Elements of Running a Business." "How to Write a Business Plan" will be offered June 11, in the CAAC Activity Center, Room 41. The fee is \$35 per person and includes the "Business Planning and Marketing" book. Space is limited so pre-registration is necessary. To register or request further information, contact the SBDC at (810) 641-0088, ext. 2213, between 9 a.m. and 5 p.m., Monday through Friday.

FINANCIAL SEMINARS

Now there's a fast, easy way to learn the facts that can put you in control of your financial future through John Hancock Financial Seminars. Participants receive a free one hour consultation and an estate analysis. "Straight Talk on Long-Term Care" will be offered at 3 p.m. on Wednesday, June 4. "Straight Talk On Estate Conservation and Retirement Planning" will be offered at 7 p.m. on Wednesday, June 4, and at 7 p.m. on Thursday, June 12. Presenters are Don Rosenberg, attorney, Barron & Rosenberg; Albert Donadio, agency manager, John Hancock; and John Hancock representatives James Keaser and Brian Sheehy. The free sessions are held at the M. S. U. Management Center, 811 W. Square Lake Road, Troy. Seating is limited. Call (810) 792-3939, ext. 249 or 294.

HEALTH INFO
Valerie Greenberg, long term care insurance specialist and representative from MCare, HAP, Blue Cross and the Wellcare Plan will be available to answer health insurance questions from 12 to 3 p.m. on Thursday, June 5, at the Heatherwood Retirement Community, 22800 Civic Center Drive, Southfield. Refreshments will be served at the free program. For reservations, call Heatherwood at (248) 360-1777 or Valerie Greenberg at (248) 645-1085.

WHAT'S NEW

MADE IN MICHIGAN
For the first time in three years,

Reuben Yabuku of Buku Productions is producing a play in the Detroit area. In September, Buku Productions will present "Women Writers," two One-Woman, One-Act plays, for two weekends, September 12 to 14, and September 19 to 21, at the Michigan Theatre Center in Southfield. The production is accompanied by a promotion that says, "Yes to Michigan." The audience is expected to be predominantly African-American females over the age of 30. Michigan-based companies that have a product or service to fit these demographics are encouraged to supply sample products, gift certificates, promo gifts or coupons to the "Sampler Goody Bags," which will be distributed to the expected 6,000 patrons of the show. The promotion also provides sponsor companies with a point-of-purchase display table to further exhibit or sell their wares in the theatre lobby throughout the show's run. The promotion is restricted to "Made in Michigan" products only. The deadline for sponsorship commitment is July 16. Companies interested in sponsorship participation should call Buku Productions for a detailed information package at (248) 659-3358.

COMPUTER CENTER OPENS
The Business Enterprise Development Center, 3301 W. Long Lake, Suite 150, in Troy announced the opening of a Computer Learning Center, which provides customized computer training for individuals or small groups. Training sessions are by appointment and are tailored to

individual client needs for development of computer skills to operate more effectively. BEDC computer services include consultation and training in a personal, hands-on environment. Participants learn to organize their information into Word documents, Access databases, Excel spreadsheets and accounting packages such as QuickBooks. For more information, call Program Manager Melissa Ingoglia at (610) 952-6500.

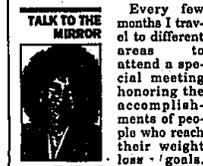
COOKIE FRANCHISE
Cookies by Design, one of the nation's top franchise companies listed in "Entrepreneur Magazine," opened a 1,750 square-foot "shoppe" at 33250 W. 14 Mile Road, Simsbury Plaza, in West Bloomfield. The new retail establishment creates customized cookies in a floral-like arrangement and provides Cookie Bouquets for corporate and consumer customers. "Cookie Bouquets are a new genre of gift giving for men, women and children, and can be customized for any occasion, from birthdays and graduations to thank you gifts for business colleagues," said Connie Carlson, owner. "We can even create corporate logos on our cookies." Customers can order Cookie Bouquets or place customized orders by calling (248) 638-4029. Cookie Bouquets can also be viewed online at <http://www.cookiebouquet.com>.

BUSINESS EXPANSION
Executive Relocation Corp., a wholly-owned subsidiary of Michigan National Corp., reached an agreement with NationsBank

to acquire the relocation business currently operating as Boatmen's Relocation Management in St. Louis, MO. Executive will maintain its current Detroit offices as its headquarters and to serve existing clients. The St. Louis office will remain intact, serving as a national service center. Under the acquisition, Executive Relocation becomes one of the nation's largest relocation management companies. Executive Relocation provides a full complement of cost-effective, needs-based relocation services for corporations, their relocating employees and their families. Farmington Hills-based Michigan National Corp. is a diversified financial services organization. Its principal subsidiaries are Michigan National Bank and Executive Relocation. For additional information, contact Executive Relocation at 1 (313) 993-8010 or EXECRELOC@MNC.MHS.COM. FUSERVE.COM, or visit the Web Site at www.erc.org/mempages/ExecutiveReloc_Motherwell.html.

TRANX MORTGAGE
The residential mortgage brokerage operation of Tranx Financial, Inc. was acquired by the mortgage lending firm of Intrepid Financial, Inc. The combined companies, both located in Southfield, will operate under the Tranx name and are expected to generate \$400 million in business in 1997. The organization currently has six sites and 60 employees. For information, contact John Early, owner and manager, at (810) 789-9600.

Reaching goals feels good, no matter where you are



FLORINE MARK

Every few months I travel to different areas to attend a special meeting honoring the accomplishments of people who reach their weight loss goals. Last month I was in Harrisburg, Pa. where I honored people who lost or are on their way to losing over 100 lbs. Last week I also attended a similar meeting a little closer to home. Guess what? I found out that the feeling you get from accomplishing a goal is universal. It doesn't matter if you are in Pennsylvania, Michigan, Missouri, Canada or even Mexico - nothing feels as good as successfully reaching a goal you set out to achieve.

Although the people in both titles were very different they were very much the same. They came from all walks of life, rich or poor, young or old, male or female. It didn't matter, they all had one thing in common - they wanted to take control of their lives by making a commitment to a healthier way of living. Some succeeded immediately and others needed a little more time. But through the support of each other, they did it!

In addition to honoring each person, I am supposed to provide encouragement and motivation. But what I found was that I was the one who walked away with a greater sense of what it's all about. The personal stories of some of these people were so inspirational I'd like to share some of them with you.

One young mother spoke with tears in her eyes of how she

couldn't get down on the floor to play with her children because she was too big. After reaching her goal, she could finally do all the things she had been missing in the past. She said that not only did this change her life, but also her family's.

A man told me that because of his weight, he couldn't handle the stress of a new position so he passed up promotion after promotion. After reaching his goal, he had so much energy and confidence that he quickly rose up the corporate ladder.

Person after person also thanked me for the opportunity to experience this wonderful form of group support. By being in the company of others who have been there and succeeded, people get a better understanding of where they need to go.

What continues to amaze me is that very few people actually tell me how much weight they have lost - most tell me how they've changed. One man did. He said that he had lost almost 100 lbs, instead he told me how great it was to be able to drive a car again. Another woman never said that she had lost over 70 lbs, but only that she had received a raise in pay!

Group support is a very powerful tool to have when trying to overcome an obstacle. By sharing this experience with others who have been there, you learn how to set and reach your goals, but most of all, you learn how to never give up and you don't feel so alone.

I love hearing from you! Please submit any questions, inspirational stories or suggestions for upcoming articles to: "Talk to the Mirror," Weight Watchers Corporate Communications, P.O. Box 9072, Farmington Hills, Mich. 48334-2974 or fax: (248) 653-7106.

Mittra from page E1

ADDITIONS			DELETIONS		
Company / business	price/earnings	price/book	Company / business	price/earnings	price/book
Cain / machinery	8.3	2.1	Hendrix / insurance	N	0.8
Ray Industries / computerized equipment	74.0	8.2	Novus Group / food store	7.0	1.6
Ray Industries / machinery	12.0	2.0	Outdoor Marine / leisure time	N	1.4
Green Tree Financial / financial	17.0	4.0	Community Psychiatry / hospital mgmt	7.0	0.9
EMC / computers	10.0	3.7	Yellow / printing	N	0.8
General Instruments / communications	34.0	N	Levy's Cafeteria / restaurants	12.0	2.1
WorldCom / telecommunications	32.0	5.0	Ryan's Family Steak Houses / restaurants	10.0	1.1
ACM / insurance	21.0	4.5	Shoney's / restaurants	11.0	N
MCI Investments / financial	10.0	3.0	Average	16.0	1.3
Wells Fargo / financial	58.0	N	N/Average		
IBM / computers	28.0	5.0			
Dell Computer / computers	19.0	12.0			
CompuLink / computer services	14.0	1.7			
MSA / financial	14.0	1.0			
Outlook / health care	10.0	2.0			
AutoZone / retailing	24.0	8.0			
Procter / telecommunications	27.0	7.0			
Thermo Electron / manufacturing	31.0	11.0			
Average	24.8	6.8			
N/Average					

investor, you can never rebalance your holdings. For instance, if you own an individual stock and it becomes overvalued, you might

unload the stock and lock in the profits. You cannot do so if you are in an index fund.

Odd Jobs from page F5

ing background?
A. "Well, when he called me, I didn't really know what to do. I played baseball and basketball and I was an athlete, what are all my buddies going to say when they find out I'm doing balloons?" But, I went and I did it anyway. And, they really didn't say too much about it."
Q. Were you dressing up as "Twisty" for these birthday parties and fair appearances or just doing balloons?
A. "I was just doing balloons, at first. Then, in 1976, I became "Twisty." There was a man in Canada who already had the same, but he gave me the right to use it outside Canada. He's registered in nine counties here."
Q. How did you end up being Ronald McDonald?
A. "The company heard about me and asked if I wanted the job. It was part-time and I did it from 1976 to 1981."

Q. Where did you have to appear?
A. "At restaurants across southeast Michigan and in lots of parades."
Q. Did you enjoy being Ronald McDonald?
A. "Yes and no. Yes, because of the notoriety and, no, because it was too confining and you couldn't be yourself."
Q. What do you enjoy about being "Twisty"?
A. "I enjoy the freedom to be creative and doing it while having the autonomy. I enjoy the expressions on peoples faces at the show. I really enjoy the challenge of meeting a child who is afraid of clowns because I can turn them around in 90 seconds. That just comes with years of experience."
Q. How about your makeup?
A. "I do it myself and it takes about 20 minutes to put on, but

probably about 30 to get it off because it gets in your hair and everywhere. I do a white face and I have a pointed on red nose and a red wig."
Q. And what is your costume like?
A. "It's very colorful and flamboyant. And I have size 23 shoes."
Q. Are there criteria you follow as "Twisty"?
A. "Yes. Things like, it's not proper for a clown to eat in front of people or drink or smoke. A clown is a super person to a child and they have a mystique."
Q. What's the most unusual incident you've encountered as a clown?
A. "There's been a few. One was the time a child wanted to follow me into the bathroom to see if my whole body was white. That was funny."
Q. You must be pretty well established around town as "Twisty" now. Have you met

Competitive study to be held at Walsh

Walsh College is hosting U.S. Sen. Spencer Abraham's Business Competitiveness Conference May 27 at its main campus in Troy.

The conference will bring together 200 business leaders to discuss issues and legislative initiatives which impact the competitive climate for business.

The conference culminates the Year of Inquiry held by Walsh to celebrate its 75th anniversary. Abraham will deliver the keynote address before invited business leaders break off to discuss access to credit, doing business in Canada, doing business in Mexico, taxation, tort reform, telecommunications, education and government mandates.

Citizen's Insurance is sponsoring the event.

Mr. B's from page F5

them started with us as busboys, waitresses and bartenders." Tuchman offers several cases in point. Current Mr. B's Restaurant Group partners, L.J. and Eric Hurley, are brothers who were teenage busboys at the Rochester store. They both manage restaurants in the chain today. Tuchman also said the original bartender at Mr. B's Rochester, Ralph Gustafson, is a partner and manager of the Royal Oak Pub.

"And every one of our stores has a managing partner who has an investment in that place and any number of our other stores," Tuchman said. "That's what makes us different from other places, you can ask to speak to the owner and they will be there to talk to you."

Now locales
"When the Mr. B's Pub in Royal Oak proved a hit following its

1984 opening, the growing restaurant group looked in a new direction. In 1988 they bought an establishment known as the Goat Farm in Novi. Tuchman said the restaurant came with a tale about how the owner used to bring in a goat every St. Patrick's day so his patrons could pat it's head for luck.

The goat had since died, but the new owners of Mr. B's Farm aimed to please their customers, so they used a managing partner, Ian Alexander, as a good luck charm.

"We just walked in around the restaurant and everybody touched him on the head," laughed Tuchman. "He was the oldest member of our organization so it seemed appropriate."

By 1990, the group owned four stores and told me to add new locations over the next six years.

Southfield, Troy, Oxford, Clarkston, Shelby Township, West Bloomfield, Plymouth and Howell all have a Mr. B's Group enterprise within their city limits.

The growth also brought about a fresh approach to several of the establishments. Four different concepts, including the traditional pub, several Mexican eateries, a BBQ and blues club and a sports bar are now among the groups array of enterprises.

Of all the stores opened across the area, Tuchman takes particular pride in the trio of restaurants that are thriving along the same street in Royal Oak. He said the group's second Mr. B's Pub continues to prosper as do the Memphis Smoke BBQ and Montorrey Cantina Restaurants nearby.

"I wasn't really looking for a new concept, the space just kind of opened up there and we decided

to buy it," Tuchman said.

Not wanting to compete with their own Pub down the block, the partners decided to try Mexican fare and opened the Cantina in 1991. Memphis Smoke followed soon after.

Lasting success
Watching their dream of owning a nice restaurant blossom into a multi-million dollar business with more than a dozen locations - hasn't altered Nash and Tuchman's commitment to their roots. When asked to reveal their favorite restaurant among the lot the duo both refer to the early days.

"That's like trying to choose among your children, but I'd say the Royal Oak store is my favorite," Nash said. "Probably because it was the first one we opened-out there, and we came out there before anyone else and

were so successful right from the start. And, of course, Rochester will always have a place in my heart."

"I'd have to say Rochester, because that's home," Tuchman added.

Currently working to manage and oversee all the Mr. B's restaurants, Nash and Tuchman don't get a chance to take part in the day to day operations of running a particular store in the chain. Nash is into growing new sites, planning growth and has a way with words, which gets him elected to name each new restaurant, Tuchman said.

"I'm into the promotions and the day to day operations of the business," Tuchman said.

The pair don't have any immediate plans to expand.

"Right now we've opened five stores in the last 14 months so

we're going to take a little rest," said Tuchman. "I'd don't see us opening anything else this year."

Despite the whirlwind that has enveloped the restaurant chain and kept things moving of late, both Nash and Tuchman are quite gratified looking back at their overall success.

"My biggest satisfaction is in knowing that we started out with seven employees and today we have between 1,200 and 1,300," Nash said. "Just being able to provide so many jobs is very satisfying to me. And really, looking back over the years, we've achieved all the goals that we set up for ourselves."

"It's hard to imagine 20 years have gone by," Tuchman added. "It's been a lot of fun. To be in this business you have to be outgoing and know that every day at work is going to be different."