

MORE THAN MONEY



SID MITTRA, PH.D.

No risk in the market? No problem

Editor's note: This is the first article in a three-part series on the new AWAIT annuity.

Just about everyone will tell you that if you want to beat inflation and have a positive return on your investment, you've got to be in the stock market. That sounds just fine, but there's one problem.

You can't sleep at night wondering how much of your hard-earned dollars will have disappeared by the time the market closes the next day, and especially since the market seems to be stretched to its limits.

Until now, you have had no choice but to bite the bullet and risk your money in stocks if you wanted to participate in the stock market. But now there's good news.

A relatively new products now being offered by a few insurance companies which I will call AWAIT (Annuity With An Interesting Twist).

This annuity product lets you participate in the stock market while eliminating market risk. Interested? Then read on.

In the following two weeks, I will present a product offered by some companies that has the features of AWAIT. However, it should be noted that the terms of this product vary from one company to another.

Therefore, the features of the product described below should not be taken as typical.

Guarantee of AWAIT

The structure of AWAIT is simple and straightforward. If you purchase AWAIT today and the S&P 500 goes up, on the anniversary date your account will be credited by an amount equal to 80 percent of the increase in the S&P 500 over that period, subject to a maximum of 14 percent.

For example, as revealed by Table 1, if S&P 500 goes up by 10 percent during the first policy year, your account will grow by 8.0 percent (80 percent of 10 percent).

Consequently, you will start year two with a base that's 8.0 percent higher than the original investment.

For instance, if you put in \$100,000 today and during the first year the S&P 500 grows by 10 percent, then at the beginning of year two your investment will be worth \$108,000 (\$100,000 plus 8 percent, or \$8,000). Similarly, if S&P 500 increases by only 2 percent, your investment will

See MITTRA, C3

Sid Mittra, Ph.D., CFP, is professor emeritus of finance, at Oakland University, and owner of Mittra & Associates, a Rochester Hills financial consulting firm. This column was critically reviewed by Professor Jerold Grossman of OU. You can e-mail questions or comments to Sid Mittra at smittra@ooonline.com.

OU center hosts talk on family business



Oakland University's Center for Family Business and the Rochester Chamber of Commerce are bringing in a national expert to talk about the dynamics unique to a family owned business Oct. 9.

BY VIVIAN DEGAHN
STAFF WRITER

The Greater Rochester Chamber of Commerce and the Oakland University Center for Family Business (OU CFB) will present a breakfast workshop featuring a nationally-recognized expert

in entrepreneurship and family business issues.

The speaker, Nancy Upton, Ph.D., is a professor at Baylor University in Waco, Texas. She will present "The Dynamics of a Family Business," Thursday, Oct. 9 at the Troy Marriott. Upton will lead workshop partici-

pants through a discussion of family dynamics, and using interactive exercises will demonstrate how roles and relationships impact the business.

"The dynamics of the family firm and the family interact through a complex relationship, and of communication styles and decision-making patterns," Upton said.

"Through the workshop, we will develop a number of tools, or strategies, to help family businesses workers manage these relationships more productively."

"Some of the strategies include the

use of an advisory board, strategic planning, and establishing an operating policy regarding entry, exit and compensation," she added.

Family business is core to all business, according to the Oakland University Center for Family Business, an organization which provides a forum for the development of information relevant to the vitality of metropolitan Detroit area family businesses.

According to the OU CFB, family businesses today generate about half of

Please see OU CFB, C2



Studio visit: Local, but nationally known, clinical psychologist Dr. Sonya Friedman takes a moment for a photo with video production staff at Grace & Wild Digital Studios in Farmington Hills after a recent interview on CNBC's "Charles Grodin" show sent via fiber optics. Staff from left are: Mike Burke, Chuck Laszycza and C.J. Johnston. The studio is open 24 hours for live news feeds.

Farmington studio now on national stage

Grace & Wild Digital Studios in Farmington Hills, which has expanded its studios, has become a regular stop in the travels of celebrity clinical psychologist Sonya Friedman.

She has been a guest on CNBC's "Charles Grodin" show twice in the last few months, where she has discussed stress and family relationships. Footage of the live interviews from Grace & Wild's C Stage in Farmington Hills was sent via fiber optic feed to CNBC studios in New York.

Dr. Sonya Friedman developed a national reputation after hosting CNN's "Sonya Live" for eight years and serving as resident psychologist for ABC Talk Radio. Currently, she has her own private practice.

Grace & Wild Digital Studios' C Stage is the newest of three stages available at the Farmington Hills location.

Grace & Wild's A Stage, the largest sound stage in the Midwest, measures 108' x 140' x 60', includes a three-wall hard eye, a light grid and an 800 sq. ft. auto/scene prep area. B Stage measures 40' x 60' x 180' and also has a three-wall hard chic and a built-in dimmer system.

C Stage is an efficient 16' x 22' x 12' room, and offers a fixed lighting grid, numerous chromakey and scenic backdrops, telephone service and a fiber optic connection.

See GRACE, C3

Troy-based Arbor marks 200th store opening

Troy-based Arbor Drugs, Inc. opened its 200th store - one of a 100 more planned for the next five years - last week with a ribbon cutting ceremony at Jefferson and Walker Detroit location.

Eugene Applebaum, Arbor's chairman and CEO, and Detroit Mayor Dennis W. Archer headed the list of dignitaries.

Arbor reaches this milestone the same year the public company will

attain \$1 billion in annual sales. Arbor has led the market with 45.2 percent of drugstore-category sales in southeastern Michigan.

Commenting on the company's newest store and its 15th Detroit location, Mayor Dennis Archer said, "Arbor's \$75 million investment in the City of Detroit during this decade demonstrates the commitment of Arbor's management to our community. I am pleased this Michigan-based

retailer has taken such an exemplary role in Detroit's renaissance."

"Since our beginning 35 years ago with a single store in Dearborn, Arbor has become the nation's eighth largest drugstore chain," said Applebaum. "Our expansion has met with resounding success because we have consistently believed in a customer-focused philosophy."

Even while celebrating the 200th

Please see ARBOR, C4

Meadow Brook's summer successful under new deal

HEADQUARTERS

Meadow Brook Music Festival posted the highest season attendance in its four years under the management of Palace Sports and Entertainment, the first summer of the organization's new 10-year agreement to run the outdoor amphitheatre.

Nearly 121,000 guests attended shows at theatre which had \$2 million of venue improvements. The improvements are the first phase of an overall plan to renovate the facility.

The season was highlighted by three sellouts - Bugs Bunny On Broadway (July 25), Sheryl Crow with Wilco (Aug. 23) and Jewel with David Baerwald

(Sept. 5) - as well as an expanded schedule of four weekend visits by the Detroit Symphony Orchestra to its Detroit Symphony home July 11-13, August 1-3, August 8-9 and August 15-17.

The outdoor venue's schedule concluded with a successful first annual Goodguys Motor City Rod & Custom Nationals show Sept. 13 and 14.

Guests attending Meadow Brook's 32 events, also a venue high under Palace Sports and Entertainment, enjoyed the

fruits of the first major facelift of the facility since it opened in 1964 - including a new stage-right concessions building, expanded pavilion seating including a permanent barrier-free area, an overhauled stage area and a complete renovation to all existing buildings on the grounds.

Among planned improvements for next season and beyond are additional restrooms, paved existing parking areas, revamped audio capabilities and the addition of a state-of-the-art marquee at the corner of Walton Boulevard and Adams Road.

Please see MEADOW BROOK, C4

Unemployment dives in Oakland and in Michigan

In August, unemployment rates dropped in Oakland County and the other nine major labor markets in Michigan, hitting record lows in seven areas, according to work force estimates compiled by the Michigan Employment Security Agency (MESA).

"Most of the areas had significant drops in August as their jobless rates fell by more than half a percentage point," Doug Sittes, acting MESA director, reported.

"The declines last month ranged from a high of 1.9 percentage points in the Flint area to three-tenths of a point in the Jackson area."

Seven areas saw their rates tumble to record low levels in August. The areas were Ann Arbor, Benton Harbor, Detroit, Grand Rapids/Muskegon/Holland, Kalamazoo/Battle Creek, Saginaw/Bay/Midland and the Upper Peninsula. The Lansing area tied its record low of 2.6

Please see UNEMPLOYMENT, C4

This column highlights promotions, transfers, hirings and other key personnel moves within the Oakland County business community. Send a brief biographical summary - including the towns of residency and employment and a photo, if desired, to: Business Milestones, c/o Business Editor, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. Our fax number is (810) 644-1314.

Maurice Binkow of Bloomfield Hills has been named in the seventh edition of The Best Lawyers in America. Binkow, a corporate law partner in the law firm of Honigman Miller Schwartz and Cohn, was chosen through peer evaluations. Honigman Miller Schwartz and Cohn led all Michigan law firms with 36 attorneys selected.



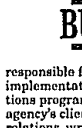
Casalou

Robert Casalou of Novi was appointed executive vice president and chief operating officer of Providence Hospital and Medical Centers. He will oversee operations for Providence Hospital in South-



Chapman

Chip Chapman of Grosse Pointe Farms has been named on account executive at Marx Layno & Company in Farmington Hills. He will be



Franko

Constance Franko of Waterford Township, has been appointed vice president of clinical services at Providence Hospital. She was previously



Glogowski

Steven Glogowski of Troy has been appointed sales manager at PW & Associates point finishing systems in Beverly Hills. He was previously an international sales manager at Haden International.

BUSINESS MILESTONES

responsible for the design and implementation of public relations programs for several of the agency's clients as well as client relations, writing, editing, media relations, special events, planning and production. He was previously a writer for the Grosse Pointe News.

George Gregory of Troy has been elected the new chairper-

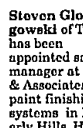
son of the taxation section of the State Bar of Michigan. He is an attorney with Lee, Gregory & Sternberg in Birmingham. He is a former agent for the Internal Revenue Service.



Israel

Andrew Israel of West Bloomfield has joined Merrill Lynch's office in Farmington Hills as a vice president and financial consultant. Israel has been active in the financial services industry in New York City for the past six years.

Priscilla Lamb of Southfield has been appointed vice president of support services for Providence Hospital and Medical Centers. She will be responsible for purchasing, material management, environmental



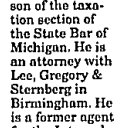
Schmidt

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Ivenius

Gregory Ivenius Service.



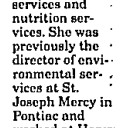
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See MILESTONES, C2