

Publicity seminars every Wednesday

Publicity is a great way to let the world know about a product or service, but many business owners don't know how to create or implement publicity programs.

Bingham Farms-based Lapides Publicity is trying to change that by offering a two-hour workshop for business owners to learn the basics of publicity campaigns from 9-11 a.m., 2-4 p.m., and 7-9 p.m. every Wednesday at Bingham Center, 30600 Telegraph Road, Suite 1150.

Lisa Lapides, president of Lapides Publicity Group, Inc., with 20 years experience as a publicist, will cover the basic elements of obtaining media coverage: creating an angle, writing a press release, contacting the media and using publicity as a business-growing tool.

Each participant also will receive a 70-page step-by-step handbook, "Practical Guide to Effective Promotion."

"There are hundreds of opportunities for companies and individuals to get their name or story in the media, opportunities that often go unnoticed, such as new products, a new location, new personnel or promotion, awards for community activity or a change in business hours," says Lapides.

For further information about the course or to register, call (248) 644-5140, voice mail Ext. 1 and leave a message.

Meadow Brook from CI

"We are encouraged by many of the positive signs we received from this summer's Meadow Brook season," said Tom Wilson, president of Palace Sports and Entertainment. "We need to continue getting first-timers to visit Meadow Brook and enjoy its charms, and we are confident they will come back."

Palace Sports and Entertainment, Inc. ownership group includes The Palace and Pine Knob within its 15 branches.

Arbor from CI

store marker, Applebaum looks forward to the company's aggressive growth.

"Our expanded distribution center and excellent real estate sites enable Arbor to remain on target with 100 new locations scheduled to open in the next five years," he said.

The company's new 10,880 square-foot Detroit store offers Dose Check Plus, Picture Pronto and Arbortech Plus, a pharmacy system which enables customers to refill prescriptions at any Arbor drugstore in Michigan.

All of Arbor's drugstores are located in Michigan.

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BUSINESS MARKETPLACE

Marketplace features a glimpse of Oakland County businesses and notes. Write: Business Marketplace, Eccentric Newspapers, Birmingham Eccentric, 805 E. Maple, Birmingham 48009. Our fax number is (810) 644-1334.

AWARDS

BEST SERVICE PROVIDER
National Human Resource Committee (NHRC), of Farmington Hills, a professional employer organization, has been honored with the Best Service Provider award by one of its clients, SCP Enterprises of Ann Arbor. The Best Service Provider was awarded recently to NHRC President Edward Gudeman, who said the recognition is an indication of how NHRC helps companies grow. The company assumes all or part of employee-related administrative responsibilities in the workplace including payroll, legal compliance, human resources management and safety & risk benefit administration. NHRC was founded in 1991 and has 53 employees. The company reports it leases 6700 workers in 48 states.

COPC CERTIFICATION
AFFINA Corporation, of Troy, was recognized recently as the first call center to achieve full certification by the Customer Outsourcing Performance Center (COPC) of Williamsville, New York. AFFINA is a leader in providing customer acquisition and loyalty services. COPC was created in 1996 by computer industry leaders and the COPC-2000 process audits companies in 32 items or areas that are scored. Peter Bloom, COPC president, said, "Our audit of AFFINA identified numerous strengths which not only meet, but exceed industry standards." Areas cited as superior include AFFINA's comprehensive training program for customer service representatives and its strength in developing technology crafted to meet individual clients.

AFFINA's clients include Fortune 500 firms and growing technology-based companies in the computer, telecommunications, healthcare, energy, financial services, automotive and consumer products sectors.

FINA is a privately-held company with nearly 500 employees.

SEMINARS

AUTOMOTIVE INDUSTRY
John McElroy, editorial director of Automotive Industries magazine, will present "The Main Forces Reshaping the Automotive Industry," a look at the factors driving widespread change for automakers and suppliers, at the monthly dinner meeting of the Sales & Marketing Executives of Detroit, 6 p.m. Thursday, Oct. 2. The meeting is held at the MSU Management Education Center, 811 W. Square Lake Road at Crooks in Troy. The meeting begins with a cocktail reception and is followed by dinner and the speaker. Advanced registration is required. Tickets are \$35 each for members, \$45 for non-members and \$250 for a member's table of eight. Call (248) 643-6599.

FINANCIAL ASPECTS OF A PROFESSIONAL EMPLOYER RELATIONSHIP
Plante & Moran, LLP, and Vincum Human Resources, Inc., will sponsor a free seminar, "Financial Aspects of a Professional Employer Relationship," from 3:30 - 10 a.m. Tuesday, Oct. 7 in the Double Tree Hotel, 28100 Franklin Rd. in Southfield. The featured speaker is Marce Mulvey, CPA partner at Plante & Moran. Continental breakfast is included. Call JoAnne Graham (800) 332-3431 for information.

REDUCE WORKER COMP COSTS
Bosquet & Co., a leading Detroit insurance agency, and EBI Companies, a national specialty workers compensation carrier, will conduct a free seminar for employers on how to reduce workers compensation and associated costs 8 a.m. to 12 p.m. Wed. Oct. 15 at EBI Company, 100 Big Beaver Road, Suite 200 in Troy. The seminar "Driving Workplace Accident Costs to Zero" will include a complimentary lunch box. Call Jim Farber at (313) 568-9126.

FIDELITY SMALL BUSINESS
Fidelity Investments hosts a free seminar, "Selecting a Retirement Plan for Your Small Business" 6

p.m. Wednesday, Oct. 8 at Franklin Plaza, 29155 Northwestern Hwy. in Southfield. Topics will include the benefits of establishing a retirement plan, an overview of the Simple IRA plan; SEP-IRAs, Keoghs, and 401(k)s; and considerations when selecting an appropriate retirement plan for your small business. Joe Maffesoli, vice president and branch manager of Southfield Investor Center, will host. Call (800) 343-9631 for reservations.

STC
The Society for Technical Communication (STC) will host "Exploring Digital Document Solutions" 6:30 p.m. Oct. 15 at the Holiday Inn, Livonia West, 17123 N. Laurel Park Dr. in Livonia. John Wangler, National Accounts Manager for Digidox, Inc., an Adobe Systems Company, will make the presentation. Cash bar opens at 6:30 p.m., dinner is at 7 p.m. and the speaker will begin at 8 p.m. Fees are \$20 for STC members, \$30 for nonmembers; tickets for the speaker only are \$5 members and \$10 nonmembers. Call Karen Gilbert (313) 995-6187.

DATA STORAGE ROADSHOW
Compat Technology, Inc., a data storage and enterprise-wide back-up technology company in Southfield, is hosting a Data Storage Roadshow Wednesday, Oct. 9. The event is free and will feature presentations intended for companies concerned with controlling, managing and protecting their corporate data, by Compat Technology, Storage Tek (STK) and Legato Systems. Topics include backup strategies, hot database backup and DLT technology. Call (248) 223-1020 for information.

LOAN WORKSHOP
SCORE, Service Corps of Retired Executives, will host a Loan Workshop, "Lending the SBA Way," 8:45 a.m. - 12:30 p.m. Oct. 1 at the McNamara Building, 477 Michigan Avenue, Room 1194 in Detroit. The workshop will include the topics: analyzing financial statements; outline for a good loan proposal; SBA guaranteed loan process; and the commercial loan from a banker's perspective. Call SCORE at (313) 226-7947 for

registration and information. The fee is \$20.

WHAT'S NEW

HENREDON GALLERY OPENING
Scott Shuptrine Fine Furniture in Troy opened the expanded Henredon Gallery Sept. 24 to include latest offerings from Henredon, Registry and The Ralph Lauren Home Collection, in a grand opening benefit for Children's Hospital of Michigan. A portion of continued sales through Sept. 30 from both the Troy and Novi stores will benefit The Children's Research Center of Michigan. Grand opening ceremonies included wine and hors d'oeuvres served by the Jimmy Schmidt of The Rattlesnake Club. Silent Auction included items of interest from local celebrities.

PASTA TO GO
Pasta To Go, based in Troy, will be the exclusive sponsor of the Race Eve Pasta Dinner for the 20th Annual Detroit Free Press/Mazda International Marathon. The 26.2-mile Marathon, which benefits the Multiple Sclerosis Society, runs 8 a.m. Sunday, Oct. 19 from Windsor, Ontario to the finish line in Detroit. Pasta To Go will donate dinner for the 9th Annual Dinner Saturday, Oct. 18 in the Ambassador Dining Room, Cobo Hall. In addition to being a sponsor for the event, Pat Evans, CEO of Pasta To Go, will join runners in the marathon.

NEW BAKERY OWNERS
Walton Bakery's downtown Novi Lakery has a team of new owners, Linda and Bob Gregory of Hazel Park, and Jenne and Mark Pingle of Clawson, have teamed up to purchase the bakery, specializing in sugar-free baked goods such as muffins, fruit breads, cakes and frosting, all approved by the American Diabetic Association. Dieters can enjoy fat free items from the bakery as well. Linda Gregory, a trained pastry chef from Oakland Community College's culinary arts program, will feature custom decorated cakes. "If a customer brings in a photo we can create a custom design," Gregory said.

Jobs from CI

percent set three months earlier in May.

Among the major markets, the Ann Arbor area had the lowest August rate at 2.1 percent, while the Upper Peninsula had the highest rate at 4.9 percent.

All areas, except Ann Arbor, reported higher employment totals last month. Five areas had work force increases while five others had declines.

Gains in manufacturing employment helped account for the employment increases in August.

"The recall of workers on temporary layoffs from suppliers in the auto industry helped boost employment in most major markets," Sites said. "The manufacturing gains combined with modest increases in either the retail or service sectors offset losses in local government and transportation."

The service increases were largely among business services, especially temporary help agencies, while losses in government were in local schools and municipalities. The transportation sector fell in several markets because of a national strike against a package delivery service.

"The Flint area, especially, benefited from the end of temporary layoffs among auto industry suppliers," Sites noted. "The worker recalls plus job growth in the service sector caused nearly a two-point drop in the area's August unemployment rate."

Rates drop
Over the year, all areas reported significant drops in the unemployment rates from August to August. The largest decline occurred in the Benton Harbor area where unemployment dropped by nearly two percentage points from 6.0 percent in August 1996 to 4.1 percent this year. The Ann Arbor area had the smallest decline at eight-tenths of a point.

County rates down
Among Michigan's 83 counties, no county had a double-digit unemployment rate in August. Luco and Ontonagon Counties shared the highest rate at 9.4 percent. The lowest rate was 1.8 percent in Mackinac and Washburn Counties.

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