

Doner from page B4

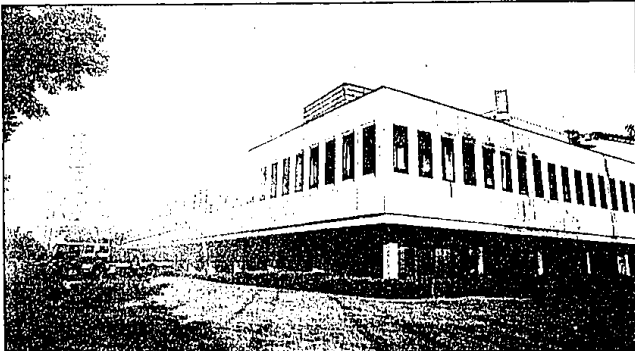
The prestigious automotive client will mean \$240 million annually to the firm which brings Doner's estimated billings for 1998 to \$850 million. "This was quite a milestone for the agency," Baskin said. The firm is also going strong in the hiring department having added 100 new employees in the last few years.

The need to accommodate that employee roster had Doner adding an additional floor to the recently refurbished building. The third floor addition, designed by the architectural firm Neumann Smith & Associates, in Southfield, increased the overall size of the building by 33 percent. It now includes 106,000 square feet of office space, Baskin said.

"Our need to increase office space was apparent by the mid-1990's and would later become necessary following the acquisition of several pieces of new business," said Alan Katter, chairman of Doner. "The additional floor solved our work space situation and the location is great for clients and employees."

One of the country's most influential interior designers, Brian Killian of Brian Killian & Company, of Birmingham, created the office's interior architecture and design.

"Upon entering the lobby we intend for you to feel as if you've been transported to a place and



From the ashes: After a recent renovation and expansion, the W.B. Doner building in Southfield looks different than it does here, the day after a fire closed it down in August of 1996.

time defined by Doner through a large screen of creative work. Then, each floor has its own unique design, but it's all connected in the lobby through the use of glass," said Killian.

In fact the building boasts a very unique look with its shimmering black glass exterior showing off the new headquarters along Northwestern Highway, Baskin said.

"Clients, vendors and suppliers have been so supportive of Doner over the last two years it's been incredible," Baskin said. "And everybody is just cheering for us now knowing we're back here in our original offices."

Named "Midwest Advertising Agency of the Year" by Adweek Magazine in 1995, Doner is a full service advertising agency that has earned an international rep-

utation for their advertising work on their more than 85 clients worldwide. The short list includes Mazda North American Operations, the Coca-Cola Company, Lay-Z-Boy, ABC Warehouse, Detroit Medical Center and Fiat USA Inc.

The Doner agency has offices in 11 North American cities and London, as well as 38 affiliates offices around the world.

HIGHLIGHTS

- 1937 - W.B. Doner opened its doors in downtown Detroit
- 1966 - The Hygrade's Bail Park Franks "They plump when you cook 'em" campaign scored record gains for the brand
- 1968 - The question was posed for Tootsie Rolls, "How many licks does it take to get to the center of a Tootsie Pop?"
- 1971 - The Dow "Scrubbing Bubbles" concept took off
- 1973 - Doner created the nostalgic "Faygo Boat Song" spot featuring The Great Geldersleeve
- 1974 - Doner began its association with Vlasic Pickles and

- 1988 - Doner does spots for Red Roof Inns with actor and comedian Martin Mull which began boosting sales
- 1995 - Agency won 16 new accounts and several national awards
- 1996 - An August 4 fire destroys Doner's International Headquarters displacing 300 employees
- 1997 - Doner wins several new accounts including Mazda North American Operations, IKON Office Solutions and U.S. Mint
- 1998 - Agency moves back to headquarters which has been rebuilt with a third floor added

PC Mike from page B5

to navigate.

The Monster Board (<http://www.monster.com>) - A huge site listing more than 50,000 jobs to search for online, along with a search agent that will go out and electronically look for you.

Online Career Center (<http://www.oec.com>) - Well laid-out and searchable by company and industry.

Career Path (www.careerpath.com) - An online matchmaking service for employers and employees. It requires you to register and links you to more than 275,000 job listings, many taken from newspaper classified ads.

Job Bank USA (www.jobbankusa.com) - This site

specializes in providing employment and resume information services to job candidates, employers and recruitment firms.

It also has a resume-building tool.

Mike Wendland covers the Internet for NBC-TV Newschannel stations across the country and can be seen locally on WDIV-TV, Detroit. His "PC Talk" radio show airs Saturday and Sunday after AM1270. His latest book "The Complete No Geek Speak Guide to the Internet" is available in book stores or through his Web site at <http://www.pemike.com>

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Paddle	<p>\$32</p> <p>Extraspport Paddler's Vest A great deal on basic flotation. L614-834 Paddling gear not available in all stores.</p>	<p>\$55</p> <p>Extraspport WW Challenger Short waist and deep armholes make this ideal for whitewater. L492-668 Paddling gear not available in all stores.</p>	<p>\$100</p> <p>Extraspport Solution Strapped-out for kayaking, canoeing and more. L615-933 Paddling gear not available in all stores.</p>
Cycle	<p>\$275</p> <p>Novara Aspen All home on the road, yet sturdy enough for easy trail riding. L624-747 Bikes not available in all stores.</p>	<p>\$375</p> <p>Novara Aflight RST suspension fork, Shimano drivetrain, V-brakes and more for trail blazers. L627-648 Bikes not available in all stores.</p>	<p>\$895</p> <p>Novara Ponderosa Swiss mountain bike with double-butler alloy frame, Rock Shox Judy shock and more. L624-781 Bikes not available in all stores.</p>
Outdoorwear	<p>\$20</p> <p>REI Super Shorts Soft, quick-drying Supplex nylon shorts. L143-010 (men's) L616-076 (women's) \$21</p>	<p>\$32</p> <p>REI Sahara Shorts Extended inseams give you room to move. Nylon. L623-277 (men's) L623-278 (women's) \$30</p>	<p>\$46</p> <p>REI Convertible Sahara Pants Unzip the legs on warm days, and you have instant shorts! Nylon. L617-054 (men's) L623-280 (women's) \$43</p>
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