

## MOVERS &amp; SHAKERS

## Mary Kay Director

Stephanie Bettner, a native of Farmington Hills and a member of the Farmington/Farmington Hills Chamber of Commerce, was recently named independent sales director for Mary Kay Cosmetics. In preparation for the new position, Bettner attended a week-long business and leadership development seminar in Dallas where she received education in business management, marketing strategies, sales techniques and fashion trends.

**Local leader**  
Ellen Joy Hochberg of Farmington Hills and publications coordinator at Schoolcraft College, will participate in *Leaders 2001*, an international program for administrators and faculty in higher education, sponsored by the National Institute for Leadership Development.

The year-long program is designed to enhance the skills participants need to assume major decision-making roles in their institutions. Hochberg will create a Corporate Identity Standards Manual for Schoolcraft College.

## Rep ranks third

Thomas Schultz, CFP, FIC, a district representative in Farmington Hills, ranked third

among more than 1,300 Lutheran Brotherhood field force representatives nationwide in the amount of health insurance products sold in February. Schultz is affiliated with the John Bean Agency.

## Resident named chief

Norman Miller of Farmington Hills was recently named chief fiduciary officer at KeyCorp in Ann Arbor. He is responsible for supporting Toledo, Michigan, and Northern Indiana.

## Resident named director

Colleen Ezzeidine of Farmington Hills was recently named director of admissions at University of Detroit Mercy. She previously held the position of assistant to the vice president for enrollment and has been employed with the university since 1993.

## Resident elected partner

James Carroll III of Farmington Hills was recently elected partner to the Detroit-based law firm Honigman Miller Schwartz and Cohn LLP, where he concentrates his practice in the health care law department. Prior to joining the firm, Carroll was a clerk for Judge Lawrence P. Zatkoff of the United States District Court for the Eastern District of Michigan from 1994 until 1998.

## Hermanoff promotes exec

Eric Rothert has been promoted to senior account executive from account executive at Hermanoff & Associates in Farmington Hills. He will now assume more responsibility on the agency's consumer accounts.



Business to business: Debbie Ross explains Mazel's Jewish American Yellow Pages to Henry Noble at this week's Chamber eXpo.



In store: Nathan and Vincent. Jamil of Mug & Jug Fine Wines on 12 Mile Road in Farmington Hills had a wide variety of wines on display at the Chamber eXpo.

STAFF PHOTOS BY BILL BRESLER

## Different taste

## Revamped chamber event succeeds

BY SUE BUCK  
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There is no bad idea but bringing that idea to market is the creative challenge.

Feel the emotionalism of the experience.

Sandy Hermanoff of Hermanoff & Associates in Farmington Hills delivered that advice to

the business-savvy lunch crowd Thursday at the Farmington/Farmington Hills Chamber of Commerce eXpo 2001, a two-day trade show.

"You have to think out of the box," Hermanoff said. "Tell your story. Then tell it again and again. Tell it 15 times a day if you have to. Evaluate and measure the results. See how people are being treated."

If the people inside your organization aren't sold on a business idea, those outside won't buy it either, she said.

As she spoke to rapt listeners, other guests browsed the booths. Ara Tapouzian, director of programs and events for the Farmington/Farmington Hills Chamber of Commerce, called eXpo 2001 a success Thursday. Tapouzian was pleased with the event, which drew 85 vendors.

"We had 250 people last night and expect 300 today," he said. "This is the first revised expo."

■ 'The idea is to get the decision makers here to talk to the vendors, a qualified referral sort of thing.'

Ara Tapouzian  
—Chamber of Commerce

The event was reconstructed from Taste of Farmington, where Tapouzian said people would come in, sample a few freebies, and then go home.

"We took a year off so we could organize eXpo 2001," Tapouzian said. "New logo, new look, the whole nine yards. The idea is to target the business-to-business community. The idea is to get the decision makers here to talk to the vendors, a qualified referral sort of thing."

To promote the event, the Chamber advertised on the radio and sent direct mail to area

businesses, he added.

Vendors showed a variety of wares and services. Jim Robbins, a new Chamber member and owner of Bean & Bagel in Farmington Hills, had samples of tasty bagels and bread with a selection of cream cheeses ready at his booth.

"This is a great event," Robbins said.

At the Center for Complementary Medicine booth, Dwayne Burtley, a UPS employee, was bent over as Susan Webster, a massage therapist, kneaded his upper back.

"I'm doing this just to relax," Burtley said.

"I can feel where stress is kept," Webster said. "Stress is kept in the upper shoulders and back."

Presenting sponsors for the event were Bosch and Expofest; Botsford Health Care Continuum and Remtech Business Solutions were supporting sponsors.

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