

Farmington Chamber hosting 'guerilla marketing' guru

Chamber from page A1

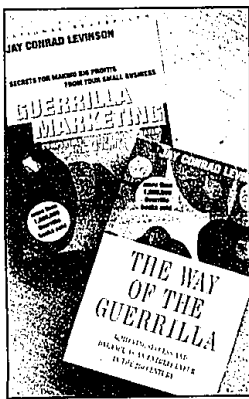
BY JONI HUBRED
STAFF WRITER
jhubred@oo.homecomm.net

Nationally-renowned marketing guru Jay Conrad Levinson will make his first trip to Michigan this year, thanks to the Farmington/Farmington Hills Chamber of Commerce.

Levinson will host his "Guerrilla Marketing Seminar" from 8 a.m. to 12 p.m. on Feb. 7, at the bps Corporate Training and Conference Center, 31301 Evergreen Road, Beverly Hills. The event was created in response to a concern by chamber members about marketing their businesses in tough economic times, said program director Ara Touppouzin.

"We did an evaluation of what our members wanted, and obviously, they wanted to market their businesses, which I honestly think should be their top concern," he said.

When they were looking for a speaker he said they "just kind of stumbled on" Levinson. His books are required reading in many Masters of Business Administration programs and have sold all over the world, promoting the ideas that marketing doesn't have to cost a lot and should be spread over a broad



gives seminar participants real world applications for his ideas. If someone's business is struggling or failing, telling them to "hang in there" isn't going to do them much good, Touppouzin said.

"He goes through actual examples that help you in your bottom line," he said. "You want somebody who'll say 'Try this' or 'Have you looked at this.' If that doesn't work, something from that will spawn an idea."

With more than 20 years in the Guerrilla Marketing business, Levinson has written 25 books. They'll be offered for sale at the seminar, which costs \$75 for Chamber members and \$125 for non-members.

"It's timely," Touppouzin said. "People are hurting. People do not have the budgets they once had, and they're looking for ways to get the word out about their businesses."

For more information or to sign up for the seminar, call the Chamber, 248-474-3440 or visit the chamber's Web site www.fhchamber.com

Booked: Jay Conrad Levinson's books on guerrilla marketing techniques will be available at the seminar.

range of areas.

Rather than just giving a motivational "pep talk," Levinson

remodeling won the City of Farmington Beautification Award. He is a supporter of the annual Youth and Family Award and has also helped sponsor the Founder's Festival, Cornucopia Ball, the Annual Chili Cook-Off and the Annual Miss Farmington Pageant.

"His spirit and enthusiasm for the business community of Farmington should be commended," said Rosiek.

"Page is a big supporter of local business. Working together is critical for the success of the city. We need to act progressively when it comes to our business and I believe in supporting our local businesses," said Page.

Page organizes a Classic Car Show on Monday evenings in the back lot of the restaurant with

Roger Ratkowski, owner of the Pasta Shop.

"I am overwhelmed by this award," Page said. "Too bad everyone can't live in cities like Farmington and Farmington Hills."

Page and his wife, Sharon, have three children and a new grandchild.

Metrobank received the Good Partnership Award. In making the presentation, Rosiek cited the bank's long history of economic and community involvement.

Metrobank was founded in 1963 as the Metropolitan National Bank of Farmington.

"The bank was established by local citizens after an analysis was performed and it was determined there was a need for additional banking facilities in the

city of Farmington. Their motto was 'Large enough to serve, small enough to listen,' said Rosiek.

Robert Heinrich, president and CEO of Metrobank, said he was accepting the award on behalf of all the bank employees. Heinrich, who has been with Metrobank for 18 years, cited the bank's growth over the years, with four branch offices, and its involvement in the community.

Metrobank is a sponsor for the Farmington/Farmington Hills Community Foundation, Cornucopia Ball, Farmington Area Founder Festival, the Downtown Development Authority and Farmington Public Schools Mentor Programs. The bank has been a Chamber member for 38 years.

Patterson from page A1

years, the county's Children's Village would buy all its clothing from Kmart.

Patterson became visibly shaken when he described Kmart's role as a "good corporate citizen" whose support for March of Dimes research helped save the life of his 6-year-old granddaughter, who was born premature and underweight.

Despite concern for Kmart, the county executive's speech was mostly upbeat. He praised the local business community of Farmington-Farmington Hills for their important role in Ok-

land County's prosperity.

He said the decision by Covisent, the innovative online communication system for the auto industry, to be headquartered in Oakland County and the success of "Automation Alley" are signs of the county's economic health in the face of the current downturn.

Revenues generated by Covisent are expected to reach \$750 billion.

"You have built yourself into the second wealthiest county in America," he said.

Patterson said he recently

returned from a meeting in New York City with bond rating agencies Moody and Standard & Poor's. He said the county has received a AAA credit rating, which allows them to currently borrow at a 3.89 percent interest rate.

He read a portion of an article on Oakland County from the Wall Street Journal praising the county's solid management.

"All I am is your ambassador. I get to tell them what you have accomplished," Patterson said.

The county's credit rating and general prosperity have resulted in another plus for Oakland County businesses.

"Because we have so much investment and success, as you continue to create wealth, we don't have to tax so much. We have the lowest tax rate of any county in Southeast Michigan," Patterson said.

FPS Early childhood info meeting slated

Farmington Public School Early Childhood Programs will host an informational meeting for the 2002-2003 school year at 10:30 a.m. or 7 p.m., Wednesday, Jan. 30 in room 1 at the Farmington Training Center, 33000 Thomas Street. To register call (248) 489-3373.

Men's Clothing Sample Sale

JAN. 24-FEB 9

ONLY 2 WEEKS

Open TO THE Public

60%-70%-80% Off Retail!

Designer Suits*	Retail Price	Less 60%	Less 70%	Less 80%	YOU SAVE
Designer Sport Coats*	\$250	\$100	\$75	\$50	\$200
Designer Shirts**	\$75	3 for \$49			\$175

*Priced too low to mention names but every feature nationally advertised brand at dramatic savings!

7318 Orchard Lake Rd • Farmington Hills
31 Center of Orchard Lake Rd • 12 Mile Rd. Just off of I-480
Mon - Sat 9:30 - 6:00, Thurs. 10:00 - 12:00
(248) 539-0325

Baron's

Wholesalers of Fine Garments Since 1951

Arthritis Today

JOSEPH J. WEISS, M.D. RHEUMATOLOGY
18229 Farmington Road
Livonia, Michigan 48152
Phone: (248) 478-7860

HOW LONG WILL BAD KNEES LAST?

If you have arthritis of the knees, you want to know how much more use you can get from your joints before operation is necessary. Your doctor will give an opinion based on the several assessments:

First, he will need weight bearing x-rays of the involved knee. These x-rays are taken with you standing and bending your knee. Films taken in this manner give an idea of the way your knees work when you walk. The more joint space remaining the more likely you can continue with medical therapy, when you walk. The more joint space remaining the more likely you can continue with medical therapy, when you walk. The more joint space remaining the more likely you can continue with medical therapy, when you walk.

Second, the doctor will want to know how much work the knee must do to keep you active, working, or fulfilling responsibilities at home such as caring for an ill or handicapped member of the family.

Third, the doctor will consider the state of your health. If you are also a diabetic, then it is important that you are able to undertake exercise, as such a part of diabetic control. If you are heavy, then delay in surgery may be in order to maintain how advanced your arthritis. You may need to lose weight, as surgery otherwise would be too risky.

What is not important to your legs. Being old is not a reason to delay surgery as techniques and care today can overcome the frailty that accompanies even advanced old age.

Remember that a doctor's reply comes from what he sees and feels. What comes from what you feel inside, trust, your determination, and common sense, weigh equally in any decision to carry on or move to surgery.

www.drjjweiss.yourmd.com

JOES PRODUCE

Michigan's Finest

Great Anti-Oxidant Driscoll Blueberries
2/\$4.00
\$2.00 EA.

Extra Fancy Southern Sun Raspberries
2/\$5.00
\$2.50 EA.

Football Playoff Specials!

Delmonte Bananas
3lb./99¢
33c/lb.

Delmonte Golden Ripe Pineapples
\$3.99 ea.
Save \$2.00 ea.

Omega Crisp & Sweet Red Pepper
99¢/lb.

OSO Incredibly Mild Extremely Digestible Sweet Onions
99¢/lb.

California Sunkist Seedless Navel Oranges
6/\$1.98

Florida Red Navel Oranges
6/\$1.98

Wilson's Extra-Large Grape Tomatoes
2pkgs./\$3.00
\$1.50 ea.

Florida Jumbo Crisp Green Pepper
99¢/lb.

Joe's Tortilla Chips
99¢/10oz. Bag

Joe's Fresh Salsa
\$1.99 16.5 oz. Jar

Sealtest Whole 2%, 1.2% & Skim Milk Gallons
\$1.99 gal.

Ben & Jerry's All Natural Ice Cream
2/\$5.00

Prices Good Through Jan. 31, 2002

33152 W. Seven Mile • Livonia, MI 48152
www.joesproduce.com (248) 477-4333

Child Health Associates P.C.

announces the association of

Daniel A. Schnaar, M.D.

formerly of
Metropolitan Associates in Pediatrics
of Livonia

Dr. Schnaar will begin seeing patients on March 4, 2002

Child Health Associates P.C.

31182 Haggerty Road
Farmington Hills
248-788-2100
Fax: 248-788-4297
Hours: Mon, Tues, Thurs., Fri. 9-5
Wed. 9-7

36700 Woodward • Suite 300
Bloomfield Hills
248-203-6620
Fax: 248-203-0093
Hours: Mon, Tues, Thurs. 9-7
Wed. 9-5; Sat. 9-12