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Smart Heads Eaton Community PR Program

A Southfield-based corporation has selected a Farmington man for a new public relations program designed to bridge the gap between business and the community.

James P. Smart, 26719 Westmeath, program development manager for Eaton corporate engineering and research, is one of more than 100 Eaton executives who are out talking with community groups.

Concerned about declining public confidence in business, Eaton developed a program in which executives are trained to give speeches with visual aids as well as to handle intensive question and answer sessions.

Executives then approach the public with six speech subjects on the role of business in the community. They open lines of communication, establish a leadership role in solving community problems and build an awareness of Eaton Corp.

In smart's current topic, "Business, People and Profits," the relationship of those three items and the reality of profits are discussed.

Smart joined Eaton in 1955 as a sales engineer and assumed his present duties in 1967 for Eaton's Research Center in Southfield.

He is an active member of the Society of Automotive Engineers, and as a Farmington resident, he is a member of the Kimberly Home Owner's Association and vice president of the Beechview Swim Club.

JIM SMART
Manager

Mullett Is Reappointed

LIVONIA

Jerome A. Mullett, 14609 Auburndale, Livonia, has been reappointed by Gov. Milliken to the State Elevator Safety Board. His new term will expire July 22, 1977.

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