

EXECUTIVE BRIEFING

MONTHLY UPDATE

High school juniors and seniors in Franklin County were "scared stiff" about drinking and driving on purpose this year in a joint program sponsored by the Sheriff's Department and Columbus auto dealer Ricart Ford.

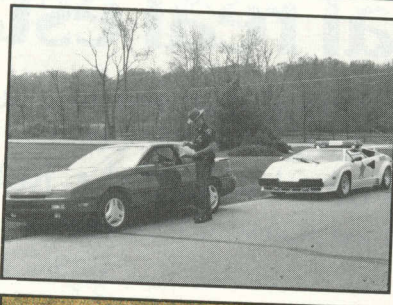
"Scared Stiff" is a hard-hitting video about teenage auto fatalities produced by the Ford Motor Co. It includes footage of mangled autos and descriptions of what happened to drivers in alcohol-related accidents. Photographs of local teenage automobile deaths involving alcohol also are shown.

To draw attention to the program, Ricart Ford donated a 1988 white Lamborghini Countach — complete with flashing patrol car lights and sheriff's decals and valued at \$156,000 — to the Sheriff's Department.

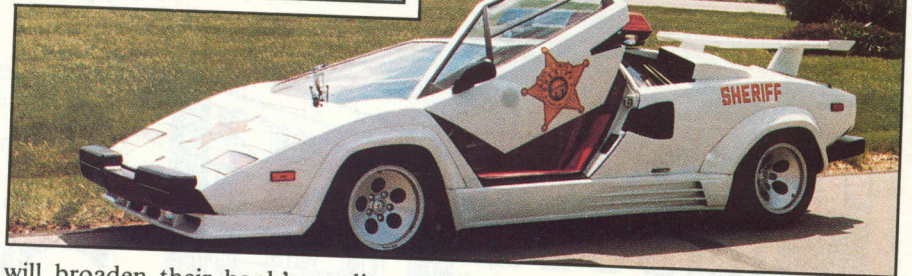
The "Lambo" fits in with the program's theme: "There are some problems you cannot outrun," explains Fred Ricart, chief executive of the dealership.

Ricart adds his own touch to the program, playing a guitar as he shows the young people that they "can have a good time without alcohol or drugs."

The Sheriff's Department says it will make "Scared Stiff" an ongoing program, with a new format each year.



Don't even think about outrunning this police car.



will broaden their bank's credit-card customer base in northeast Ohio. Cleveland-based TransOhio officials, meantime, say the deal allows their bank to devote more energy to its savings and mortgage-lending activities.

Huntington has also changed the name of its Columbus-based insurance subsidiary from the Scioto Life Insurance Co. to the **Huntington National Life Insurance Co.** "This change goes along with the Huntington's more affirmative posture of making insurance and related products available to the bank's customers," says James F. Cash, president of the Huntington's insurance subsidiary.

riott's largest franchise, according to George W. Haigh, chairman of SeaGate Community Development Corp., which is the managing partner for Sofitel's owners.

Spurred on by an increasing demand for automatic teller machines (ATMs) and point-of-sale (POS) debit terminals, the electronic banking industry is projected to grow rapidly over the next four years, according to a report issued by **The Freedonia Group Inc.**, Cleveland.

William Weiser, author of the report, predicts that the demand for ATMs will grow nearly 10 percent annually until 1992 — largely because of an increasing need to replace worn-out