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## marketplace

**MARKETFINDERS INC.** of Southfield has opened a new full-service branch office in Cleveland.

**MORRISON & PETERS Inc.**, civil engineers and land surveyors, has relocated its Pontiac office to 2005 Orchard Lake Road in Bloomfield Township.

**TWO NEW STORES** have opened in the 14 Mile-Orchard Lake Shopping Center. The Michigan Sporting Goods Co., the largest sporting goods chain in the state, opened in August and created 48 new jobs for local residents. It's the ninth MSC store in Michigan. It offers a full line of sporting goods and fashions. T.J. Ceramic Tile Sales and Imports Inc., wholesalers of tile and plumbing fixtures since 1960, opened its first retail outlet. E.N. Maisel & Associates of Southfield is owner-developer of the Farmington Hills center.

**THE TROY-BASED** Energy Conversion Devices Inc. reports an improvement in the company's operating position with a preliminary unaudited net profit of \$1 million on revenues of \$15 million for the fiscal year ended June 30. For the same period the previous year, the company reported a net loss of \$1.6 million on revenues of \$5 million. President Stanford Oshinsky credits the improvement to several factors, including product development and license agreements with Atlantic Richfield and a new partnership with The Standard Oil Co. (SOHO) to develop alternative-energy technologies.

**WRIGHT AIR LINES Inc.** has expanded service to include Detroit Metro Airport with five flights daily to Cleveland, Cincinnati, Dayton and Louisville. The carrier is the only company to service both Detroit Metro and City airports.

**NEW YORK AIR** will introduce non-stop flights between Detroit and New York beginning Sunday at \$69 for executive class and \$49 for pleasure class available on every seat with no advance purchase or minimum/maximum stay requirements. The carrier will offer six flights

weekdays and five flights each Saturday and Sunday to LaGuardia Airport.

**PLANTE & MORAN**, a certified public accounting firm in Southfield, has opened a branch office in Ann Arbor. William Bufe is partner in charge. Darryl McLaughlin is office manager.

**THE B. SIEGEL CO.** was acquired by a group of suburban investors headed by Philip Fischer of Birmingham. Fischer's group intends to upgrade Siegel's seven Detroit-area women's fashion stores and aggressively pursue a bigger share of the women's clothing market. Under the new owners' plan, former Siegel board chairman and president Bernard Walker will resign, and the company will file reorganization under Chapter 11 of the federal bankruptcy code. Two area Siegels are located in downtown Birmingham and at Northland.

**RICKI NEDERLANDER**, developer of Ricki's of Southfield, opened a new store on Orchard Lake Road in West Bloomfield to expand her selection of unusual gift items and accessories.

**COMMERCIAL CREDIT**, a \$5.1-billion financial services subsidiary of Control Data Corp., has purchased all the capital stock of Electronic Realty Associates Inc. of Southfield. Commercial Credit's 675 consumer financing offices nationwide serve more than 700,000 customers with personal loans, second mortgages, credit life and health insurance and thrift services. ERA Real Estate is an international real-estate franchise network of almost 3,500 offices in the United States, Australia and New Zealand.

**THE ALLIANCE OF** American Insurers reports that buying all the replacement parts for a totally demolished subcompact car would cost about 3.5 times more than the car originally cost new. The national trade group hired a auto-damage appraiser to figure the cost of buying replacement parts and materials for a popular 1981 domestic hatchback model with a suggested retail price of \$6,504. Parts and paint costs added up to \$22,561, excluding labor.

## business people

**MALCOLM MacDONALD** of Bloomfield Hills was named assistant treasurer for Ford Motor Co., succeeding **BEN VANDEN BELT JR.** of West Bloomfield, who retired after 28 years of service with Ford. MacDONALD was assistant controller of international automotive operations-financial analysis for Ford. Vanden Belt joined Ford in 1953 in the central controller's office. He was named an assistant treasurer for Ford in 1970.

**KENNETH MYERS** of West Bloomfield was named to the newly created position of president of the William Beaumont Hospital Corp. Myers will be the corporation's chief executive officer and a member of the board of trustees. He served as hospital director from 1969 to 1980. Since March 1980 he was president of Trinity Loss Prevention Systems of Southfield. The corporation's board named **DUDELEY WARD** of Birmingham as its vice chairman. He was president of the board.

**BARBARA AUSSEM** was appointed branch manager in the Lansing office of Kelly Services Inc., a Troy-based firm. She assisted the executive vice president for branch operations on special projects.

**MARTIN CASSERIO** retired from General Motors Corp. after a 44-year career as a metallurgist, a vice president and assistant to the president. Casserio served as general manager of four key GM divisions and was group executive in charge of GM's electrical components group.

**GARY DRAINVILLE** was named group vice president and director of personnel for the Troy-based Michigan National Bank of Detroit. Drainville

joined the bank in 1977 as director of training and development.

**STELLA URSO** was promoted to a vice president. She is branch manager at the Gratiot and Eight Mile office.

**JIM CHERRY** of Birmingham was named vice president and a director of Hall Real Estate, Inc. in Southfield. Cherry was acquisitions manager. He also was vice president and chief operating officer of Avis Enterprises Inc.

**HERMAN ARMSTRONG** was appointed plant manager of Sterile Products of Parke-Davis in Rochester. He was plant manager of oral-topical products.

**JANE UPHOFF** joined the Farmington Community Center as the public-relations coordinator.

**FRANK GREGOR** of Troy and **WILLIAM SPANGLER** of West Bloomfield were reappointed to the State Board of Boiler Rules for terms ending June 30, 1986. Gregor is engineering assistant to the technical director at Detroit Edison Co. Spangler is sales engineer and district manager for B&W in Detroit.

*Businesses wishing to submit items for the Eccentric Business Section should send them to Ron Garbinski, 1225 Bowes, Birmingham 48012. Names appearing in the Business People section are those who live in the Eccentric circulation area or whose businesses are located in Troy, West Bloomfield, Birmingham, Bloomfield Hills, Bloomfield Township, Southfield, Rochester, Avon Township, Farmington, Farmington Hills, Franklin, Orchard Lake and Bingham Farms.*

## datebook

**OAKLAND UNIVERSITY'S** Division of Continuing Education offers "A Look at New Computer Technologies" for managers and owners of small and mid-sized companies for six Monday evenings starting Sept. 21. Class is 7-9 p.m. on the Rochester campus. Robert Tompkins of Detroit Edison is the instructor. Call 377-3120 for more details.

**THE DETROIT** Chapter of the American Institute of Architects will host a 1981 House Tour featuring homes in Palmer Woods from 12-3 p.m. Sunday, Sept. 27. Tickets are \$8 per person. Free parking is provided at the University of Detroit main parking lot, 4001 McNichols at Livernois. Buses will shuttle between the parking lot and tour site during four hours. Call 965-4556 for more details.

**THE MICHIGAN** Office of Economic Development in cooperation with Henry Ford Community College will sponsor a 10-week course beginning Sept. 23 on advanced export development. Class meets once a week for two-hour sessions (7-9 p.m.) through Dec. 2. Cost is \$85, and enrollment is limited. Call Robert Kopecky at 271-2780, ext. 330, for more details.

**THE DETROIT** Chapter of American Society of Women Accountants will conduct a public-relations dinner Sept. 29 at the Roosterstail with proceeds going to the Betty Brown Scholarship Fund. William McCrackin of Michigan Consolidated Gas Co. will speak on the current cost of gas and how it affects residents in Michigan. Dinner is 6:30 p.m. with more details at 5:30 p.m. Cost is \$18 per person. For more details, call Joan Tierney at 261-5511 or Catherine Hecker at 955-2430, ext. 4829.

**WAYNE STATE** University through the College of Lifelong Learning will offer two non-credit courses in building construction at Oak Park High School, 13701 Oak Park Blvd. Estimating Construction Procedures and Costs will run Sept. 30 through Dec. 2 on Wednesdays from 7-9:30 p.m. Construction Blueprint Reading will run Sept. 29 through Dec. 1 on Tuesdays from 7-9:30 p.m. Call 577-4710 for more details.

**ROBERT TISCH** will address the Western Wayne Chapter of the National Association of Accountants today at 7 p.m. at the Fairlane Manor in Dearborn. Dinner is 6 p.m. Reservations should go through John Kluka at 259-2590.

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