

Eaton's obscurity won him Chrysler top job

This has been another bad week for journalism, at least for those in the business of predicting the future, rather than reporting the past. Normally, it's far easier to speculate on things like who will be the next chairman of Chrysler than take notes, get wet, etc., which goes along with more mundane reporting jobs. The best speculation is about something far enough in the future so that when reality comes due, most people have forgotten the idiotic prediction you made way back when.

Not that there isn't some danger in the speculation business. As I have pointed out in the past, nothing cools an executive's chances to become the next chairman of Chrysler, or General Motors, for that matter, like too many speculative stories that put you into office before your boss and board of directors get around to

making up their minds. Which brings us around to the point: Who the heck is Robert Eaton? In the five years or so of speculation about just who is going to succeed Chairman Lee, rumors have started up about every top-level administrator except possibly Coleman Young as a possible successor to the flamboyant Iacocca. (Actually, even Young may have been a candidate, particularly when it turned out the last five acres of land to build the new Jeep plant downtown was going to cost \$50 million, but I digress.) Nobody gave Eaton a chance, in fact, nobody had even heard of Eaton.

WELL, MAYBE I few. I remember Eaton as one of the principal architects of the Corvair, after which he worked on the front-drive X-car



auto talk
Dan McCosh

program. Later, he was an unusually quiet head of GM's advanced engineering staff. At the time, I figured he was so quiet because he had a lot of secrets. That was before Donald Junkie got the job and demonstrated that you could talk a lot and still keep secrets. Now I know that Eaton was being quiet so that nobody would write about him and mess up his chances to be chairman of Chrysler.

Then Eaton sort of disappeared,

having been named head of GM's European operations. Eaton (usually spelled like that, negotiating obnoxious deals to make defunct Russian tank tracks into suspension components, an area where GM is credited with being far ahead of the competition, figuring that the remnants of the Soviet Bloc will turn to Chevrolets as soon as they get the food problem straightened out. This was where Chairman Lee found him, and no-

ticed that Eaton had been in the auto business for nearly 30 years, and nobody at Fortune, Time, Newsweek or Automotive News had ever speculated that he was going to become chairman of Chrysler.

Even the New York Times had never heard of Eaton, mainly because Doron Levin, chief auto writer for the Times, was busy writing a book about how the Japanese are going to take over Chrysler, and he had been ignoring the meaningful happenings in Eastern Europe.

CHAIRMAN LEE was impressed. For one thing, Eaton was making a lot of money in a GM division, a rare achievement these days, since most GM division only made money after they were sold to Roger Penske. Iacocca reportedly had asked

Penske to be chairman of Chrysler, but Penske didn't want the pay cut.

Chrysler President Bob Lutz had already been named Chrysler Chairman by Fortune, the Wall Street Journal, the New York Times, and David E. Davis Jr., editor of Automotive Magazine. These important publications often pointed out that Lutz had managed to orchestrate the reorganization of the company and developed a new line of cars that will carry Chrysler forward for the next millennium. Unfortunately, this is the sort of thing that the actual chairman of a major auto company likes to read about himself.

Bob Lutz, himself former chairman of Ford of Europe, had heard of Bob Eaton. "I just didn't think he'd be my boss," he said.

business people

Botsford General Hospital has appointed Constance (Boonie) Wood of Birmingham as director of development where she will oversee the hospital's capital campaign to raise funds for a \$30 million expansion and renovation project.

Gary D. Lewis, chairman, president and chief executive officer of the Troy-based Semanetics Corporation, the manufacturer of computer-based medical diagnostic and monitoring equipment, announced the promotion of Gary R. Klippe to director of manufacturing and Ian Cauley, and the hire of James Youngblood as a designer/drafter.

Manpower Temporary Services' Southeastern Michigan operations has appointed Kathleen Pegley as district manager, a position in which she will oversee branches in Farmington Troy and Warren.

Southfield-based Franklin Bank has announced the appointments of three new assistant vice presidents: Linda A. Alvey, Melissa Price and Nancy Hubb.

Scott Miclic has been hired as director of communications and marketing for the Rochester Hills investment advisory firm of Southworth & McFawn Advisory Corp.

Yaffe & Company, the Southfield-based advertising firm, has appointed Catherine Chry as graphic designer and Carolyn Samuels as an account executive for the agency.

Bob Alexander has been appointed account coordinator, a position in which he will be responsible for trafficking services for agency clients, of the advertising firm Kolan, Bittker & Desmond Inc. in Troy.

Geraldine Tigner has been appointed by Southfield-based Fruchart Traylor Corporation to the position of vice president of human resource.

Kosins Clothes Inc. has announced the appointment of Thomas Mann to



Camille Cleveland

the position of manager at its Kosins LaJhrup Village menswear store.

Correll, Krywko, Harrell, Morgante & Butten, one of the 10 largest independent metropolitan Detroit certified public accounting firms, has appointed Mike Trader to direct the firm's expanding management consulting services practice.

Roberta Black, president of Diagon Marketing, a Southfield-based telemarketing firm, has announced the appointment of Anil Selby as vice president of sales.

Bruce Arensmeler of Farmington Hills, Jacqueline Walkowski of Plymouth, Jennifer Eggenberger, William McGee Jr., and William Schetzl have been promoted from senior accountants to managers in the Detroit Audit department of Deloitte & Touche.

Terrence Tosto the Birmingham commercial real estate broker has appointed Camille Cleveland of Bloomfield Township as associate broker in the commercial office division.

Ralph C. Chapa Jr. has joined the law firm of Kaufman and Payton as an associate at the firm's Farmington Hills office.

David B. Hemmilla of Detroit, has been elected chairman of the board of directors of State of Israel Bonds, an international securities organization offering interest-bearing instruments issued by the government of Israel.



Wayne McBride

Wayne McBride of the Mason-McBride Insurance Agency in Troy was chosen among more than 7,000 members of the Professional Independent Insurance Agents of Michigan as this year's recipient of the W.O. Hildebrand Award.

Former Bloomfield Hills resident Jon Page has been promoted to sales manager in the Prudential's Indianapolis South District office.

The International Board of Standards and Practices has named James Kirkland, president of Diversified Financial Services in Troy, to serve on a task force to develop technical guidelines for client presentations in the performance of personal financial planning.

Core Industries Inc. in Bloomfield Hills has announced the election of David R. Zimmer to the positions of president, chief executive officer and director.

datebook

INDOOR AIR QUALITY
Thursday, March 19 - The Southeastern Chapter of the International Facility Management Association monthly meeting will be at the "Meridian" beginning at 5:30 p.m. Speaker: James Newman of Thermal-Netics Inc. Call 577-1482.

INVESTING SEMINAR
Tuesday, March 24 - Free investing and tax seminar noon to 1 p.m. at Merrill Lynch, 32255 Northwestern Highway, Triatira Building Suite 260, Farmington Hills. Information: Dennis Herula. 1-800-937-0446.

SUCCESSFUL INVESTING
Tuesday, March 24 - Free seminar, "Successful Investing for the '90s," 10 a.m. to noon at the Farmington Hills Public Library, 32737 12 Mile, Farmington Hills (between Orchard Lake and Farmington roads). Sponsor: Merrill Lynch. Information: 446-1219.

CONSERVATIVE INVESTING
Wednesday, March 25 - John J. Findling, 1st vice president of Shearson Lehman Brothers will present a seminar on "12 Conservative Ways to Beat today's Low CD and Money Market Rates at the Embassy Suites, Livonia beginning at 7 p.m. Call 1-800-482-6382, ext. 6663.

CONSULTANT SEMINAR
Thursday, March 26 - Schoolcraft College in Livonia is accepting registration for "Becoming a Consultant," a one-day seminar beginning at 7 p.m. Call 462-4448.

BUSINESS START-UP
Thursday, March 26 - Strive, a network and support group for women in business meets at 6:30 p.m. at the Troy Public Library. Topic: "How-to Basics of Small Business Start-up and Taking Charge of Your Finances." Call 391-0086.

ART OF COMMUNICATION
Monday, March 30 - "The Art of Communication" and how to develop superior people skills will be the subject of a one-day seminar beginning at 7 p.m. presented by educator and speaker Nido Qubein at the Sheraton Southfield Hotel. Call 392-2424.

EVALUATING EMPLOYEES
Tuesday, March 31 - Walsh College continuing education will present a Human Resource Management workshop on how to evaluate employee performance. Qualifies for continuing education credit. Call 689-8282.

BETTER BENEFITS
Friday, April 3 - "Benefiting and Rewarding a Changing Workforce" 9:15 a.m. at the Radisson Plaza Hotel in Southfield. Non-member fee: \$35. The program will be preceded by a continental breakfast 8:30-9 a.m. The breakfast is included in the charge. Information: Karen Lee, 596-7329, or Bill Lichtenberger, 462-3355. Sponsor: Detroit Area Chapter of the International Society of Employee Benefit Specialists.

Information for this column should be sent to the business editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Information must be received by Monday to be published in the Thursday issue. Publication cannot be guaranteed. Information should contain a daytime telephone number where information can be verified.

marketplace

The Bank of Bloomfield Hills will be giving away 1992 Cadillac Seville's, in lieu of interest, to customers who make minimum deposits into certificates of deposit at the two-year-old private bank. Up until December 31, The Bank of Bloomfield Hills will give a 1992 Cadillac Seville to any customer who purchases a \$250,000, 30-month certificate of deposit. A customer who deposits \$125,000 into a 30-month certificate of deposit will be offered the use of a Cadillac Seville under a 30-month lease program. For more information call the bank at 644-2301.

The Metalworking Division of Car-gill Detroit Corp. moved its sales, proposal, engineering and administrative departments to the company's facility in Auburn Hills. The facility is located at 475 Perks Road in the Perks Road Industrial Complex. The telephone number is 377-0300 and the telefax number is 377-0612.

Mark O'Brien Consulting in Union Lake, offers one on one consultation, brainstorming your ideas, marketing, starting your business, public relations and inventions. The phone number is 698-1413.

Alpha Environmental Refrigeration Co. in Rochester Hills has received a major order from Ford Motor Company's Engine Division to supply process cooling and temperature control systems for Ford's Zeta III engine plant in Chihuahua, Mexico.

clarification

In an article last week about child safety, it was incorrectly stated that parts and labor come with a lifetime guarantee. The article should have said a one-year warranty.

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