

## Determination

# Young businessman tells secret of success

By HY SHENKMAN

"If you want to be cool like the rest of the gang, or be a follower instead of a leader, you'll never make it. You must be willing to work long hours."

Those are the words of Billy Cheffan, 19, of Farmington Hills, who already is a very successful businessman.

Cheffan became interested in business when he was 10-years-old. He used to sweep floors and clean restrooms in his father's store, while listening to the salesmen talking to customers.

By the time he was 12-years-old, he began to sell and at 14-years-old he was learning bookkeeping aspects of the business.

Today, Cheffan is co-owner of Jack Stevens Tail Men's Shop, in Livonia. He admits that being born into a business family has something to do with this mercantile interest.

"In school, I was sort of a loner," Cheffan admits. "I was always short of time and I did get along better with the teachers than the kids. Co-op school and work was my life. I had little time for sports."

PRESENTLY, CHEFFAN is concentrating on expanding the family business. He trains the stockboys, cashiers, salesmen and managers. Experience, he says, is the key to his business knowledge.

Running his business with a "family" philosophy also has added to his success, he says.

"I taught my grandfather, a former bartender, how to sell and work the register. Now grandpa runs one of the stores and



BILLY CHEFFAN

has turned out to be a real good salesman. "He has a lot of energy and just doesn't want to quit," he says.

But, for the most part, Cheffan concentrates on hiring younger persons in his store.

"I have hired nothing but young people because I feel they have more energy and incentive. For example, I hired one boy as

a stockboy. In just a few years, I promoted him to manager and now we have become friends," he says.

"We treat our employees like a family. When they have a problem they come to us. We talk things over and we try to help them."

Although he likes to hire young persons, Cheffan expects his employees to act in a professional manner.

"The help I hire must be clean cut and free of bad habits. I like the old fashioned handshakes, which is strong and straight. If an applicant can look me straight in the eye and make some sense, I'll consider him," he says.

Upon being hired, Cheffan's employees are required to go through a training program.

Because he runs a specialty shop, Cheffan says the challenge is outfitting persons of unusual size.

"Our store isn't normal. Everyone of them is for a man at least 6'7". Our sizes run from 46 to 58 and pants from 36 to 78."

"I find it fun fitting heavy men. I found the song about the jolly fat man to be true. He clothes around here and is just a happier individual," says Cheffan.

"I'm glad I can fit people who have problems with sizes. The tallest man I ever sold a suit to was about eight feet tall. I had to take his new suit to a tailor and piece it to make it fit."

"THE HEAVIEST MAN I EVER fitted was 500 pounds. Occasionally I get an 11 or 12 year-old who has a 66 inch waist."

Sales approach is important, says Cheffan.

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## Students lose bid for advisory seat

Schoolcraft College students came within one vote of getting an "advisory seat" on the board of trustees last week but were rebuffed for fear it would lead to demands from other special interest groups.

The board voted 4-3 in favor, with five votes needed for passage.

Opposed were the four Livonia liberals—Chairman Paul Kadish, Vice-Chairman Rosina Raymond, Treasurer Nancy Blitt and Trustee Mark McQuinnen, who as a student had championed the cause in the early '70s.

Opposed were trustees Gerald Cos, Leroy Bennett and Ron Cowden. Absent was Arch Valler.

JEFF STABENAU, president of the Student Senate, who is greatly admired by trustees, even those who voted against his cause, argued, "It is not possible to run a college properly unless the people whose lives are affected by the decisions are involved in making those decisions."

Stabenau said students are changed from the radicalism of the late '60s and early '70s. "During the time of campus revolts and rebellions, much of the sense of direction and goals were lost in glorified turbulence."

"The activism has shifted to a new phase of social and educational action, which is marked by a self-confidence and determination to take part actively in policy-making," he said.

"THE BOARD ALLOWS any citizen the right to speak at any time," replied Bennett, doubting that a single student could adequately represent 10,000 diverse students.

Dr. Cos deplored "categories" of board seats. "Will the next step be a Catholic seat? then Protestant? then a Christian Scientist seat? then seats for persons with beliefs and regular classes?"

Cos said he thinks of himself as a constant student, then as able as a Student Senate officer to represent that group. Bennett predicted demands for "advisory" seats from the faculty and other campus unions if the student request were granted.

Faculty Forum President Richard Arlen, asked by the Observer & Eccentric if his union would be next to seek such a seat, said, "Sure we asked before."

COWDEN SAID his "gut reaction" was to support the student request, "but I see us getting out of here at one o'clock" if the advisory seat were added.

"I'd like to speak to the house of representatives. But reality says I'm not elected to the house of representatives," Cowden added.

The Student Senate asked that any advisory seat be occupied by its president or designee; the advisory could be recalled by a two-thirds vote of the senate; the advisor could speak as a member of the board of trustees; but the advisor would be unable to make or second motions, vote or attend "executive" (secret) sessions unless allowed by the board.

MRS. BLATT, who offered the motion to seat a student, said an advisory seat would assure student input even if a future board should be more stringent about allowing

public comments at board meetings. McQuinnen said he "replies heavily" on the student government for input. He said many colleges in other states seat student advisors and suggested "Schoolcraft could lead the way" in Michigan.

He noted that "many trustees have never attended a community college" so open reference to the fact that he is the only Schoolcraft alumnus on the board

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