

BUSINESS PEOPLE

JAMES A. DAVIS of Rochester has been made an assistant trust officer by Detroit Bank & Trust.

Davis, a member of the trust real estate department, joined the bank in 1968 as a property manager in trust real estate.



Davis

EDWARD FALVEY of Rochester has been appointed assistant vice-president for administration of Pontiac General Hospital.

Falvey had served Pontiac General as director of patient services since 1974.

R. TED HART of Birmingham has been promoted a mortgage officer with NBD Mortgage Co.

An employee for more than two years, Hart began as an analyst in the credit department of the National Bank of Detroit.



Hart

HARRY T. JOHNSON of Troy has been appointed staff engineering specialist with Sperry Vickers at the corporation's world headquarters in Troy.

Johnson had been a senior project engineer.

ROBERT E. BREWER of Rochester was elected senior vice-president for accounting and corporate information systems of the S.S. Kresge Co.

BRUCE H. LYONS of Southfield has been promoted to vice-president at Manufacturers Bank.

He began his career with the bank in 1957 as a teller.



Lyons

NORMAN G. MILLEY of Orchard Lake was promoted to director of sales promotion with the S.S. Kresge Co.

BOB SUTTON of Bloomfield Hills has been appointed director of broadcast operations for WWJ-TV.

Sutton came to Channel 4 from Philadelphia, where he was program director of a TV station for three years.

RICHARD O. WILLIAMS of Birmingham was elected vice-president of sales and general merchandise manager of the S.S. Kresge Co.



Williams

JOHN G. WARNER of Farmington Hills has been appointed vice-president of individual operations of Michigan Life Insurance Co. and National Casualty Co.

Prior to his appointment, Warner was vice-president of marketing for Nationwide Corp., the parent corporation.

ROBERT HOLLEY of Birmingham has been promoted to manager of Whaling's store on Pierce Street in Birmingham.

ALBERT A. STERLINI of Birmingham has been appointed director of health markets, for Macabees Mutual Life Insurance Co. of Southfield.

Sterlini held executive positions with three New York firms.

PAUL PORIMEAU of West Bloomfield has been promoted to director of operations for emergency services with Providence Hospital, Southfield.

Porimeau, who had been director of management systems, joined the hospital staff in 1975.

MARCY E. LEEDS of Farmington Hills has been named assistant director of advertising and promotion for WXYZ radio.

Ms. Leeds joined WXYZ last summer as the traffic department's continuity director.

Executive launches drive to raise funds for symphony business

By JOE MARTUCCI

Birmingham resident Terry Laughren (lock-reen) confesses to having had nagging doubts in September when he moved to the Detroit area.

"Like most Easterners, I had some trepidation when I found out I was coming to Detroit. But so far, the experience has been a pleasant surprise."

Laughren, 37, is general manager of the Detroit office, of J. Walter Thompson Co., a worldwide advertising agency. He has also been elected executive vice-president of the firm.

Not only has he overcome his trepidation of living and working in the Detroit area, Laughren has plunged headlong into the Detroit Symphony Orchestra's annual fund-raising campaign.

Laughren is chairman of the campaign's Mass Appeals Committee, whose goal is to raise \$100,000 by the end of June. That's 11 per cent of the campaign objective of \$1.5 million.

How did a relative newcomer to the area become so enmeshed in a cultural fund-raiser?

"I learned that it was Ford's turn to run the symphony fund-raiser and that Phil Caldwell was general chairman. In that we're Ford's agency, I thought it would be a good opportunity to contribute and help out."

AND HELP OUT he has. For the first time, the symphony fund-raiser is being supported by a complete advertising campaign developed voluntarily by J. Walter Thompson.

The agency's creative department conceived the campaign's theme—"A Sound Investment"—and produced the public service radio and television advertising.

Agency representatives secured support from 17 major Detroit area TV and radio stations to run the spots during the eight-week fund-raising period, May 2 to June 24.

A 30-second "check writing" TV spot focuses on several hands writing checks for the symphony, with Beethoven's Fifth Symphony as background, and voice-over. "Tonight, write something for the symphony. You'll never make a more sound investment."

Laughren is also overseeing a mass mailing project that is part of an attempt to broaden the symphony's financial base by attracting more donors.



TERRY LAUGHREN

Work on the advertising campaign started in late January, Laughren said.

"We're professional communicators. If there's a need to communicate a need or an attitude, that's what we can do. We can help spread the word and communicate attributes to the widest possible audience. We should reach everyone in the Detroit area at least once by the time we're finished."

Meanwhile, Laughren has revamped the mass-mailing campaign in an effort to reach new potential donors.

"The objective is to broaden the base of the symphony and dispel the thought that people have to give big amounts of money."

"We'll do four or five mass mailings to 75,000 people. We took the old list of 40,000 and purged it, and exchanged lists with other organizations that support the arts."

LOUGHREN SAYS the agency benefits from the volunteer work it does for the symphony and the Detroit Institute of Arts, which it has supported for a number of years.

"There are a lot of advantages to becoming involved in public service. You have to be careful and selective, because you're doing it gratis, but it's good for our people internally."

"It's stimulating for our creative people to do something altruistic. They like to use their talents to enhance the quality of life. We want to be a good corporate citizen."

Laughren says he and the agency office heads, which has 237 employees, are committed to the revitalization of downtown Detroit and he sees

support of the symphony as a symbol of that commitment.

"The symphony is one of the most important institutions to support in Detroit. As a newcomer, I hate to adopt the attitude that downtown is dead. Henry Ford had made a dramatic and generous gesture with the Renaissance Center. This is the least I can do."

Before joining J. Walter Thompson as head of its second-largest office, Laughren was executive vice-president and chief operating officer of AAMCO, a national transmission repair chain.

LAUGHREN'S rise to the top of the business world began at Procter & Gamble, where he worked in sales training. He was successively promoted copy supervisor and brand manager.

He then joined Mattel Inc., as divisional advertising and sales promotion director, and was soon named corporate marketing director.

Laughren was then assigned to the Metaframe subsidiary of Mattel as vice-president of marketing and sales. He became president and chief executive officer of Metaframe in three months. Metaframe is a major manufacturer of pet supply products.

By becoming president of Metaframe before the age of 40, Laughren qualified for membership in the Young Presidents Organization.

In order to join, a person must become president of a certain size company before reaching 40. Members must quit when they reach 50.

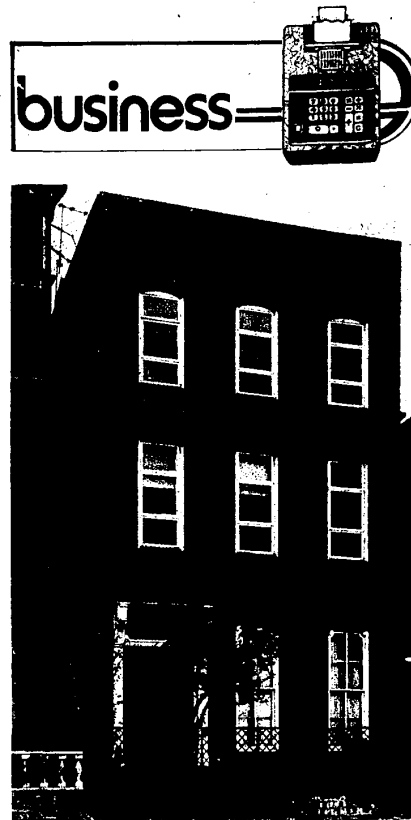
"Once you become president, it's a pretty lonely environment that you're in. Where does a president go to learn something? He can't very well go to his subordinates. The purpose of the organization is educational. It offers exposure to other businessmen who've faced similar problems."

"It's a young and dynamic group of people. When you put 55 guys with big egos and big accomplishments in one room, it's an experience."

Laughren, who lives in Birmingham with his wife, Marion, and their three children, enjoys some unusual pastimes—scuba diving, sky diving and motocycling.

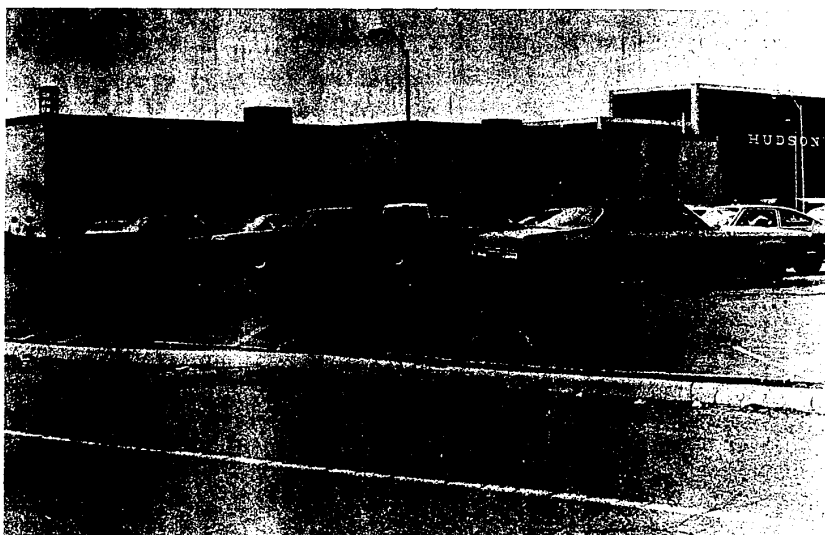
A sign on his desk gives insight into the man who graduated first in his class at Boston University. It reads:

"Anyone here not fired with enthusiasm—soon will be fired."



Architects move to new home

The Michigan Society of Architects and Detroit Chapter of the American Institute of Architects have moved to a new office site in the Antioch Beaubien House in Detroit. The historic house is on the National Register of Historic Places. Hideo Fujii of Birmingham is president of the Detroit chapter. Visitors may take tours of the building by calling 965-4100.



Parking near the Oakland Mall will have to be moved to other areas of the lot during the construction which will start in June. J.C. Penney Co. will be the major tenant of the addition to the building.

Expansion ready at Oakland Mall

The Oakland Mall expansion project is set to begin in June and should be ready for shoppers by the fall of 1978. An additional 300,000 square feet will be added to the mall's north end, and will accommodate approximately 50 stores. J.C. Penney Co. will be the

addition's major tenant. Tenants are now being sought.

The expansion, said mall owner Jay M. Kogan, will enable Oakland Mall to compete with newer, more expansive suburban malls.

"In order to stay competitive with

other malls, expansion is necessary," said Kogan. "The new J.C. Penney will include both the department store and an automotive center. We also have a lot of good stores negotiating to lease space."

Oakland Mall, located at Fourteen

Mile and I-75, was built in 1962 and was a forerunner of the now popular enclosed shopping mall concept.

Its 68 stores are housed in 1.1 million square feet of store space, which is set on a 96.5 acre lot. J.L. Hudson Co. and Sears are the major tenants.

Giant TVs may be coming to the homes

Oakland County businessman Gary Wexler wants to expand the bar-room image of the giant TV screen.

The large screens are now used primarily in taverns to help lure customers who like to watch their TV and sports heroes big as life. But Wexler of West Bloomfield and his partner, Thomas Foley of Trenton, hope the Projecta Vision system they sell catches on for home, hospital and school use as well.

"The home will be the entertainment center in years to come," said Wexler. "because of the economy and gas shortage."

The size screen they recommend for home use measures 34 by 40 inches and costs \$1,995. That includes an RCA XL100 television set specially modified for giant-screen use, a stand and the Kodak screen which can be hung from a wall or stand.

"It's like watching a giant TV screen," Wexler described, adding that the system is also applicable for use in educational institutions and for taping and showing such procedures as hospital surgeries.

Wexler explained that the system can also be used for the popular Pong-type games (tennis, hockey, etc.) which are available as an option.

Also available with the system is a tape-player recorder which allows users to watch one TV channel while taping up to one-hour of programming on another channel. Or the viewer can tape the show he or she is watching for replay later.

"It turns the TV into a complete home entertainment center," Wexler described, adding that RCA and Kodak cover the system with factory warranties.

For viewers who would like a larger screen, two additional sizes are available—40 by 54 inch and 60 by 80 inch.

The recently opened local distributorship is at 808 W. Nine Mile in Oak Park, with national headquarters in Miami. It is the 11th distributor in the country and will serve 13 counties in Michigan.

Wexler, who had been in the toy business with Foley for 15 years, said he learned about the available Projecta Vision distributorship through an advertisement in Wall Street Journal. "I flew down to Miami to see the people and here I am," he said.

Chemist rescued through act of hero

63-year-old Ed Kabala has been taking a walk every day at lunch for 15 years.

But recently, Kabala, a chemist at ACME White Lead Paint Company in Detroit, headed out for his daily hike and was jumped by two men.

"Ed had taken this walk everyday at lunch for 15 years," said Dean West, the company's vice president in charge of sales.

"One day these two guys just came up and grabbed him and he was down on the sidewalk."

"It had never happened before," Edgar Breedlove of Beverly Hills happened to be passing by the Joseph Campau, East Grand Boulevard area when he saw Kabala struggling with the men.

"He (Breedlove) backed up his car. He got out and pulled the two guys off singlehandedly," said West.

"I guess the guys were so shocked, and it happened so fast, that they took off."

"For this guy to stop his car alone and do this..."

WEST SAID that Breedlove drove the chemist back to the plant but refused to give his name.

"He said just rescue me some day if you see me in trouble," West reported.

But a guard on duty at the plant routinely recorded Breedlove's license number.