

BUSINESS PEOPLE

RICHARD C. CANDOR of Birmingham has been appointed senior vice president and executive director for creative services on the Goodyear account for the Campbell-Ewald Co. Candor most recently was vice president and associate creative director.



Candor

HAROLD L. BERKOWITZ of Birmingham was named general manager of the Uredines Division of BASF Wyandotte Corp.

Berkowitz started with Merck and Company as a chemical engineer.

DONALD VOORHEES of Beverly Hills has joined Peschke Packing Co. as the retail marketing director. Voorhees most recently was a vice president and general manager of Hygrade.



Voorhees

BELLE MULLIGAN of Franklin has been appointed assistant vice president of the National Bank of Detroit's financial communications department. Mrs. Mulligan, in her three years at NBD, has been assistant director of public relations and a public relations officer.

KEVIN FLINT of Troy has been appointed credit officer in the credit administration department of National Bank of Detroit. Flint has been a credit analyst, an assistant credit officer and a loan review analyst for NBD.

GLENN COUSE of Birmingham has been made Regional Manager for the Original Equipment Division of Fram Corp. Couse has been associated with Fram since 1957.



Couse

DONALD DAVIDSON of Bloomfield Hills has been appointed director of marketing and sales for transportation/industrial/aerospace products for RV Industrial Products Co. Davidson has been director of automotive marketing.

DONN FASBENDER of Troy has been made second vice president in the regional banking division of the National Bank of Detroit. Fasbender formerly was operations manager of the bank's Center City regional banking center.

KAY HUBERTY of Bloomfield Hills is now Area Manager for International Diet Centres Ltd.

ANDREW SOFFEL of Birmingham has been appointed vice president - finance and chief financial officer and treasurer for the Detroit-based Crowley, Milner and Co. Soffel comes from Cook United, Inc., of Cleveland, Ohio.

MICHAEL MULLETT of Troy is now vice president in charge of sales and assistant to the president of Metal Avning Components, Inc.

Promotion and retirement announcements for residents will be run as soon as possible after submission. Please include the hometown of any person whose name is submitted. Send information and black and white photograph (if available) to: Business Editor, Observer & Eccentric newspapers, 1225 S. Bowers, Birmingham 48012.

Solar power: it may have its day in sun

By JOE MARTUCCI

At Star Pak Solar Systems Corp., the future looks bright. Reynold Hendrickson, the firm's 25-year-old president, said it's only a matter of time before solar energy is accepted for home use.

And when that happens, Star Pak will be ready.

In the meantime, the company is busy selling and installing solar swimming pool and hot water systems in addition to wood-burning stoves.

One of the reasons the company moved from Ann Arbor to Bloomfield Township last year was because there are so many swimming pools in the northern suburbs, said Hendrickson.

"Solar heaters for pools are big now," said the Birmingham resident and recent University of Michigan Law School graduate. "It's been the backbone of the industry for some time now."

"I first thought it was a ridiculous use of solar energy, but I've seen people come and go in this business because they've been doctrinaire about it."



Surrounded by icicles and snowdrifts, solar collector panels convert sunshine into energy. The demonstrator panels are identical to those marketed by Star Pak. The one on the left is to heat swimming pools; the one on the right is for a home hot water supply. (Staff photo by Stephen Cantrell)

"I'd just as soon be here five years from now."

Hendrickson figures there are plenty of customers. There are 100,000 in-ground swimming pools in the state and 80 per cent of them are heated. About 20 per cent of the 40,000 above-ground pools are heated, he estimated.

It costs \$100 per month to heat an average in-ground pool with gas. By installing solar heating panels, the system can pay itself off in four years, he said. After that it costs nothing.

HENDRICKSON cited several reasons for the success of solar pool heaters.

"Pools don't need to be heated to a high temperature. You're only driving the temperature of the water from 65 to 80 degrees. And you only use the pool in the summer, although it could be done in the winter."

The average cost of a solar pool heater is \$1,200. The principle is simple. Water is pumped from the pool over sheets of black plastic. Black absorbs heat, so the water is warmed as it passes through metal tubing and back into the pool.



The rate of return on an investment in solar systems is better than General Motors stock claims Star Pak Solar Systems' President Reynold Hendrickson.

Solar hot water heaters cost about the same, but take longer (12 years at present utility rates) to pay themselves off if the home has a gas-fired heater. If the hot water heater is electric, and Hendrickson said 30 per cent of the homes in the Birmingham-Bloomfield area are, the solar system pays for itself in five years.

While pool heaters are the company's bread and butter now, the president figures that hot water systems will peak in a couple more years. They are slightly more complex, but work on the same principle as pool heaters.

Hendrickson looks at solar systems as an investment. A pool system offers a 25 per cent annual return on investment. That's the kind of rate of return that makes investors lick their chops. Even a hot water system, when used to replace a gas heater, offers an eight per cent annual return. That's better than General Motors stock, Hendrickson said.

People have a lot of misconceptions about solar energy, Hendrickson said. One of the most common is that it works well only in sunny places, like California or Arizona. Another is that solar equipment, like pocket calculators, will get cheaper as time goes on.

While Michigan is one of the worst—44th of 50—states as far as sunshine goes, there's still plenty, even on cloudy days, according to Hendrickson.

"Solar systems are now being mass produced, so the cost is down about as far as it will go. In fact, the cost is now starting to rise a little with inflation."

Hendrickson said Star Pak is lucky in being the only authorized distributor in Michigan for Fafco Solar Heat Exchangers. Fafco is the General Motors of the solar industry, with a 50 per cent share of the market, he said.

Star Pak also distributes for other manufacturers, but the firm isn't big enough yet to have its own plant.

"Manufacturing is a little beyond our scope, but we have to just about anything else we're called on to do. If someone wants to build a solar house, we have architects and engineers to help design it. We would farm out the actual building."

Hendrickson, of course, thinks more people should investigate the advantages of solar energy. "It's the one item that will pay for



itself. It actually produces. Everything else, except a garden, consumes. Who wants to go through life being dependent on the utility companies? ... It allows complete independence and freedom from utility bills."

WITH ALL these advantages, why aren't there more solar homes... Hendrickson lays the blame on architects.

"Architects, as a rule, are ignorant about solar energy. It's surprising how little is known when you think these are creative people."

There are only 50 completely solar-heated homes in Michigan, out of three million households. A space heating system to augment a

conventional furnace costs \$4,000-\$7,500 to install. Hendrickson figures that the average family spends \$300-\$1,000 per year on natural gas heat and electricity.

Star Pak, which has six fulltime employees, most of whom are stockholders, started out slowly. The company sold five systems in 1976. But last year more than 70 were sold, and Hendrickson projects sales this year at 300-350.

"It was very rough for a while, but I think we're over the hump now. We fully expect to grow very rapidly."

"All the trends are in our favor and we've done our homework. There's an enormous market out there, judging by the number of inquiries we've had."

Builders name head

The North Oakland County Builders Association (NOCCA) recently elected its 1978 officers. The group was established in 1966 to help the residential home building industry and its customers.

Arthur G. Elliott III is the new president of the association. He is the president of Shelter Associates, a custom home builder. He has been an officer of NOCCA as well as committee chairman of the Builders Association of Southeast Michigan.

First vice-president is Darrell E. Adams of the D.E. Adams Co., second vice-president is Joseph Noll of Stylmaster Builders Inc., treasurer is Philip Seaver of Philip R. Seaver Title Co. and secretary is John Steckling of Booth, Patterson, et al.

NOCCA annually sponsors such activities as the Builder's Show at Pontiac Mall, several Parade of Homes and also cooperated with the Oakland County Prosecutors Office in establishing a consumer protection seminar.



ARTHUR ELLIOTT

Private eyes not like TV

Security people work so we can sleep

By BARBARA UNDERWOOD

A private investigator does more than search for missing persons, look for lagging devices in corporate board rooms and ferret out information for defense attorneys.

In the case of Jim McInerney, more than 90 per cent of his business is in security guard work. He is the owner of GARM Protection Services Inc., 911 W. Big Beaver, Troy.

McInerney also is constable of Bloomfield Township, where he has lived for 14 years, but it is a position with "no responsibility," he said.

"I wish it had some," he added. "In my business, I probably could be of some help."

But McInerney has been involved in the investigative aspect of his business. One of the most rewarding cases he has worked on was successfully locating the natural mother of a former area woman. He was present when the two women met for the first time in 40 years.

"THERE WERE many stumbling blocks in the investigation," he said. "It was like being on a fishing expedition. The woman's information was very sketchy, but we found her mother."

There are some cases McInerney won't take, such as the one where a woman asked to have her telephone tapped.

"That's illegal and I wouldn't do it for anybody," he said. "And when I found out she wanted to check on her seven-year-old son, I didn't want to go any farther. Obviously, she needed help I couldn't give her."

McInerney "grew up" in the security

business and learned from experience, he said. He was in business with his father in McInerney Detective Agency Inc. in Detroit from 1954 until September 1976 when his father retired and he opened his own company.

He is a certified protection professional and employs 55 security guards and one fulltime investigator. He may add another investigator soon because of increasing business.

HE PROVIDES guards for medium and light industry, private clubs, construction sites, "any private sector of the business world that needs security," McInerney said.

In addition, a fulltime employee is on the road seven days a week monitoring the performance of guards in the field, and another person serves as personnel director and training officer, he added. "A lot of time is spent on recruiting," McInerney said.

Sound mental and physical health, an employment record that can stand scrutiny and investigation and a good referral from a previous employer are among the qualifications he looks for in a security guard, McInerney said.

"If we have any question, we would rather not take the chance," he added. And before agreeing to provide guard service for a business, "We evaluate the liability profile of an account. If we don't feel comfortable with it, we don't take it."

EMPLOYEES RECEIVE on-the-job training in a program that lasts four hours a day for five days. They have homework, exams, guest speakers and are taught basic first aid.

McInerney said it is "ironic that security guards, with all their



JAMES MCINERNEY

responsibility, integrity, trust and honor are at the low end of the pay scale. People who engage such a service for economy are very short sighted."

GARM, the name of McInerney's company, is from Nardic mythology and means "the blood stained watch dog that guarded the gates of the Gods," he explained. But McInerney uses no security dogs in his business.

In investigative work, no unnecessary risks are taken, he said. "We do what we can do to the best of our ability but when we take a case,

"When I found out she wanted to check on her seven-year-old son, I didn't go any further."

there is no guarantee that we can get results," he said. "Sometimes the information just isn't there."

He has conducted several wire taps

searches in corporate board rooms, McInerney said, and has "found some that were bugged and given a clean bill of health to some."

Chamber elects men

Jim Stone was recently elected president of the North Oakland Chamber of Commerce. Stone is vice president of First Federal Savings of Oakland.

Other officers elected for 1978 include Ken Rogers, president-elect; Neil Munro, vice-president governmental affairs; Aleck Capsalis, vice-president community development; Richard Wilcox, vice-president economic development; David Sackman, vice-president organizational affairs; Ruth McCarthy, secretary and Richard Radloff, treasurer.

Board members elected for a three-year term were: Jack Harrington, Paula Jackson, Steve Peterson, Fred Poole, Fred Seelye, Lyall Smith, Sheldon Smith and Jean Yokley.

Appointed to two-year terms were: William Belaney, Leigh Gentges, Paul Felice and Ralph Louwds.



JIM STONE