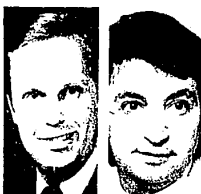


BUSINESS PEOPLE

Selling food to grocers proves competitive

KENT JOHNSON of Bloomfield Hills was promoted by TMP Associates, architects, to vice-president and principal.

Johnson was a principal and chief designer of Glen Paulsen and Associates in Birmingham prior to that firm's 1993 merger with Tarpatac MacMahon and Associates.



Johnson Feuer

SANDY FEUER of Southfield has been appointed director of sales for Elkin Tours.

Feuer, 32, has been with the Southfield-based tour agency for four years.

DANIEL WIELHOUWER of Troy has been appointed vice-president and general manager for Oakland County with Schweitzer Real Estate, Inc.

Wielhouwer has been active in the real estate business since 1970 as a real estate agent.



Wielhouwer Kotiza

KEN KOTIZA of Birmingham has been appointed a loan officer in the international division of the National Bank of Detroit.

Kotiza has been with NBD four years.

WILLIAM YAW JR. of Bloomfield Hills has been appointed director of marketing for Standard Federal Savings.

Yaw is a vice-president and has been with the association 14 years.

HOWARD JOHNSON of Birmingham has joined BBDO-Detroit as vice-president and Dodge car account supervisor.

Johnson most recently was a vice-president and account supervisor on Ford Motor Co.'s corporate advertising at Kenyon & Eckhardt.



Johnson Wilkerson

JAMES WILKERSON of Bloomfield Hills has been elected to the board of directors of Fruehauf Corp.

Wilkerson joined the Kelsey-Hayes Co. in 1942 in Springfield, Ill.

WALTER TUTAK of Rochester has been named director of product values on the technical operations staff of Rockwell International.

Tutak joined Rockwell in 1971 as a project engineer in the military engineering department.

JACK YODER of Troy has been promoted to senior center manager for Genesee Valley in Flint with Dayton Hudson Properties, Southfield.

Yoder had been manager of Hudson's Westland Center.



Yoder Kimball

BRIAN KIMBALL of Southfield has been promoted to floor manager of the Bakers Shoe Store in Northland Center.

Kimball joined the company 20 years ago as a salesman.

What do Sara Lee cakes, Bazooka bubblegum and Clorox bleach have in common?

Paul Inman and Associates, of Farmington Hills, act as their agent to put them on the shelves of area grocers and within the grasp of shoppers.

The food brokerage firm, under the guidance of Paul and Gerald Inman has been selling groceries to grocers for the past 23 years.

Paul Inman began the business by representing "cats and dogs," little-known brands to local warehouses and supermarkets. His brother, Gerald, joined about two years later. Together, they built their firm by plowing \$20,000 into accounts and another \$20,000 into hiring employees.

They began to represent such brands as Jiffy Pop popcorn and Open Pit Barbecue Sauce before those products were well known.

"We started out with them when they had no income and built them up," said Gerald Inman, executive vice president of the firm.

When the original owners of the brands sold out, the products were turned over to a direct sales force under the management of the new owners.

SUCH abrupt changes are familiar to food brokers who are accustomed to seeing their accounts leave after a 30 days notice.

"There isn't a long-term contract in the business. They give you a 30-day notice before they terminate it," explained Inman.

Although brokers are working to institute tighter contracts in their business, the present form agreements between broker and manufacturer helps make the business a tough one, according to Inman.

"It's hard to get the revenue to build up your lines," Inman explained. "I'd hate to have to start over, now."

The economy has caused ups and downs in food brokerages as well as in consumers' pocketbooks. Once, the Detroit area boasted 50 food brokerage firms. Today, there are 25 in the area.

"There are not too many successful food brokers," Inman admits.

Working on a commission that usually amounts to under five per cent of the sales, the food broker supplies markets with 65-70 per cent of the items on their shelves.

To be successful, a firm should cover between 12-18 different accounts, the number Inman's concern has accumulated.

"That way if one account leaves, you don't feel it as much," he said.

Tough competition to put food on grocers' shelves makes the business sound a little like advertising.

IN FACT, advertising plays a role in how receptive warehouses and supermarkets are toward new products.

Large advertising campaigns make it easier to sell a grocer on a product. New products have an additional edge over me-too items, or copies.

Some new items will be designed for short term marketing. These products amount almost to fads.

Whether a serious attempt on the market or a fad item, for every product that makes it to the supermarket shelf, there are 10 that will never see a shopping cart.

"New products are difficult to get on the shelf but they're the life blood of the business. Just think about how many new products have been introduced in the last 10 years," Inman said.

Part of the drive to beat the competition and get a product on the shelf involves sales representatives doing their homework. Once he knows a product, the sales representative must be able to present its advantages to the grocer in a professional manner.

If the grocer or warehouse decides to carry the item, the role of the food broker continues.

Once the item arrives at the market, the firm follows it to make sure that it

is displayed properly and priced correctly.

RESTING ON a supermarket shelf is the last stop in a long line of transitions for a product. Before it becomes part of a food broker's line-up it has been tested by a home panel, followed by trial runs in 20 stores.

Next, it is put into two or three markets in the country before it's placed before the national consumer.

Even then, the product might be sold in one-third of the country before its market area is enlarged by the manufacturer.

Vying for shelf space in the food markets, the product can be handled by a food broker or by the manufacturer's own sales force.

Inman argues that in some instances food brokers are more economical for manufacturers.

Food brokers call on 1,500 stores in the Detroit area in addition to warehouses.

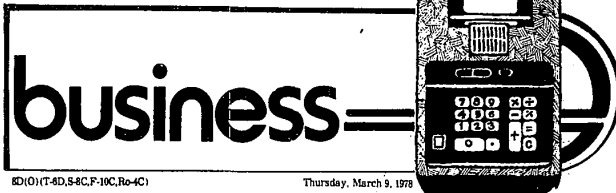
Working on a commission that usually amounts to under five per cent, the food broker supplies markets with



GERALD INMAN

65-70 per cent of the items on their shelves. This excludes meat and produce.

Paul Inman and Associates supply their services via five offices in the Midwest and four in Florida.



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Thursday, March 9, 1978

Ma Bell eyes day rate hike

Michigan Bell has proposed a rate hike in daytime long distance calls to offset a decrease in rates during the weekend and late nights.

A three-cent increase for the first minute on most daytime long-distance calls made weekdays within the state will be the only change. There would be increases in charges for long-distance calls requiring the assistance of an operator, such as person-to-person calls and credit card calls.

A new additional charge of 30 cents for long-distance calls from a coin phone to places 20 miles away or more would be instituted.

Lloyd Hanes, Michigan Bell president said the increases are designed to encourage customers to shift their

long distance calling to weekends and nights.

"BY SHIFTING calls to these times periods, we can reduce the long term need to enlarge facilities and thereby save money for our customers and our company," Haynes said.

An incentive for switching dialing hours is being given in the form of a rate decrease for weekends and late nights. The amount of the decreases is the same as the increases. Cut rates would include a 50 per cent discount on long distance calls made anywhere in the state all day Saturdays, Sundays before 5 p.m. and every night from 11 p.m.-8 a.m.

The present discount of 30 per cent would continue to apply from 5-11 p.m.

Rates from 5-11 p.m. on Sundays, which are exempt from the discount, will be given a 30 per cent discount, under the Bell proposal before the Michigan Public Services Commission.

The changes would bring rates for long distance calls dialed within Michigan more in line with rates charged for similar calls to other states, according to Haynes.

With a 50 per cent discount in effect, the maximum charge for the first minute of conversation for any long distance call made anywhere in the state would be 22.5 cents.

The proposed discounts would be in addition to the 30 per cent savings available to customers who subscribe to budget toll dialing or circle calling services.

Design students win awards

Juniors and seniors from Lawrence Institute of Technology split \$1,000 in prize money as part of the design competition sponsored by the Masonry Institute of Michigan.

Top awards of \$500 each went to Frank X. Avran, of St. Clair Shores, whose entry was judged best in the senior competition and Christopher C. Davis, of Novi, who took first place in the junior class.

Other senior class winners are: Ray W. Cokas, of Westland, won \$125

in second place; Robert K. Burgess, of Troy, won \$75 in third place; Ricky Ware, of Pontiac and Timothy O'Hara of Roseville, each won \$25 in honorable mention.

Junior class winners are: Craig Zokas, of Plymouth won \$125 in second place; Gregory Webb, of Dearborn, won \$75 in third place; William G. Gilles, of Grosse Pointe Farms and Robert C. Berard, of Union Lake, each won \$25 in the honorable mention category.

Each class engaged in a semester long project to design a hypothetical building for a real site in Detroit.

THE SENIORS worked on the design of a library building for the LIT campus and the juniors on a housing complex for senior citizens in Birmingham. Their entries were judged by panels of Detroit-area architects. The student awards were presented by Joel Lutz, president of Masonry Institute and Karl Greimel, dean of LIT's School of Architecture.

Masons laud professionalism

Six building projects have been named as winners of the 1977 awards for excellence in masonry design in the third annual program sponsored by the Masonry Institute of Michigan in cooperation with the Michigan Society of Architects.

Awards went to: Hulsing, Eriksson and Fields Schools, three prototype elementary schools in the Plymouth-Canton School district designed by T. M. P. Associates, Inc., Bloomfield Hills.

Police-Justice Building, Wyoming, Michigan, designed by Van Veen Postema & Papke, Grand Rapids, was recognized, too.

Renus G. Robinson Middle School, Detroit, designed by Sims-Vanier & Associates, Inc., Detroit; 801 Washington Boulevard Building, Detroit, designed by Rossetti Associates, Architects Planner, Detroit, also received M Awards.

Webster Memorial Building, Harper-Grace Hospitals, Detroit, designed by Smith, Hinchman & Grylls Associates, Inc., Detroit won an M Award.

WINNERS were selected from 58 entries submitted by Michigan architectural firms by a panel of architects from Atlanta, Ga. The architects of the winning projects, their owners and Masonry Institute member mason contractors involved in their construction received the cast bronze M Awards recently at the Detroit Plaza Hotel.

For three of the architects, it was a

repeat performance in the winner's circle.

Smith Santoro, Inc., of Southfield, won two awards for the Webster Memorial Building and for one of the buildings in Troy Place.

Smith-Santoro and Cavanaugh & Soave have won three awards in as many years.

During the banquet to honor award

recipients, winners of a Masonry Institute sponsored design competition for students in the School of Architecture at Lawrence Institute of Technology, Southfield also were recognized.

More than 200 students submitted entries and the 10 winners, five juniors and five seniors split \$1,000 in cash prizes.

Restaurant moves in

Sambo's Restaurants have branched out into the northern suburbs with its Farmington Hills location.

Jack Davis, of Farmington Hills, is managing the 24-hour restaurant at

28130 West Eight Mile.

Davis was a sales manager for a photography company in Troy, before joining Sambo's. He and his wife Linda have two children.

Film focuses on agriculture

A multimedia presentation highlighting agriculture's role in the future will be presented during Farmers' Week activities at Michigan State University, March 20-24.

The 15-minute presentation, "ANR Recollections With a Vision," outlines the history of MSU's College of Agriculture and Natural Resources' programs and activities, and examines agriculture's future.

"The presentation uses old photographs and films in combination with

a variety of other media to highlight the changing role in agriculture," said Dr. David Armstrong, assistant dean of MSU's College of Agriculture and Natural Resources.

"We look at what will be the real agricultural challenge of the future and how the world food needs can be provided in a safe and economical way."

Showing will be in Abrams Planetarium at 11 a.m. and 1 p.m., Tuesday-Thursday. There is no admission charge.

Phone assistance charge considered

Michigan Bell customers who make more than 10 calls a month to directory assistance could find themselves paying a 20 cent charge for each call.

The move is prompted by the fact that about 14 per cent of Bell customers made 68 per cent of all directory assistance calls, last year, according to Bell spokesman Robert Hunter.

Business calls held to the same pattern.

Studies conducted in late 1977 indicated that one-third of Bell's residence customers don't call directory assistance during the month.

Although a small number of callers use the service, there has been an increase in the demand on directory assistance during the past year.

Last year, the company handled 225 million local directory assistance calls. Use of the service grew faster in 1977 than it did in the previous five years put together.

LAST YEAR, it cost about \$27 mil-

lion to provide the service. In the next five years, the figure is expected to double to \$55 million, according to Hunter.

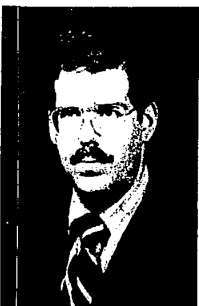
In the light of the increases in cost and use, the company is attempting to institute a service charge of 20 cents for each call over a ten call limit to directory assistance.

The Michigan Public Service Commission has turned down similar proposals.

The 10 call limit would give enough savings in capital and expense to Bell to give every customer a 40 cent credit on his monthly bill, according to Hunter.

Handicapped persons who have difficulty using telephone directories would be excluded from any charging the company might propose. Bell has developed a simple method of exempting them.

Coin telephones would be exempt from the charge.



MICHAEL S. WILLIAMS

Williams has new post

Michael S. Williams, of Beverly Hills, has been appointed asst. vice-president of National Bank of Detroit's regional banking division. Williams, as a commercial loan officer, is responsible for renewing commercial loan application at NBD's Farmington branch office. In his three years with the firm, Williams has worked as a credit analyst, assistant credit officer and assistant loan officer.

He has an MBA in finance and corporate planning from the Wharton School of the University of Pennsylvania.



LEONARD ZAWACKI

Zawacki is promoted

Leonard Zawacki, of Farmington Hills has been appointed assistant vice president in National Bank of Detroit's regional banking division.

As branch manager of NBD's Southfield-Warren office, Mr. Zawacki is responsible for all banking operations at the branch. In his 31 years with the bank, he has worked as a teller, mortgage closer, assistant manager, senior assistant manager and manager.

Zawacki has earned a certificate from the American Institute of Banking.

He enjoys golf, fishing and volleyball.