

BUSINESS PEOPLE



Connelly Ferguson

EDWARD CONNELLY of Franklin has retired as vice-president and director of purchasing for the Edward C. Levy Co.

Connelly was with the Levy Co. 17 years and a vice-president the last three years.

RICHARD FERGUSON of Lathrup Village has been appointed account manager on the Pontiac Motor Division account at D'Arcy-MacMamas & Mastus Advertising.

Before accepting his new post, Ferguson was assistant to the controller for the Bloomfield Hills firm.



Ms. Rahaley Waters

BETTY RAHALEY of Bloomfield Township has been appointed business manager for the new firm of travel counselors, D-Tours.

Ms. Rahaley will handle D-Tours' sightseeing tours, conventions and VIP services for the metropolitan area.

WILLIAM WATERS of Troy has been promoted to vice-president at Manufacturers Bank.

Waters joined the bank in 1968 and was named an officer in 1972.

DEBORAH CERRONE of Birmingham has been named a national broadcast media buyer at BBDO, Inc.

WILLIAM SLEDZIK of Troy has joined Anthony M. Franco, Inc. as a copywriter for the Detroit-based public relations firm.

Before joining the firm, Sledzik was managing editor of Tire Review magazine in Akron, Ohio.

THEODORE BINTZ JR. of West Bloomfield has been appointed executive vice-president for merchandising with the J.L. Hudson Co.

Bintz started his career as a research analyst at Hudson's in 1955.

F. GORDON DAVIS, formerly of Birmingham, has retired after 11 years as public relations director for the William Beaumont Hospital System.

CATHERINE DEVLIN of Troy was appointed loan officer in the National Bank of Detroit's corporate and correspondent bank relations department.

Ms. Devlin has been with the bank more than six years.

EUGENE BOIVIN of Birmingham was appointed general sales manager of WXYZ Radio.

Boivin assumed the position after serving as WXYZ Radio's national sales manager for the past two years.

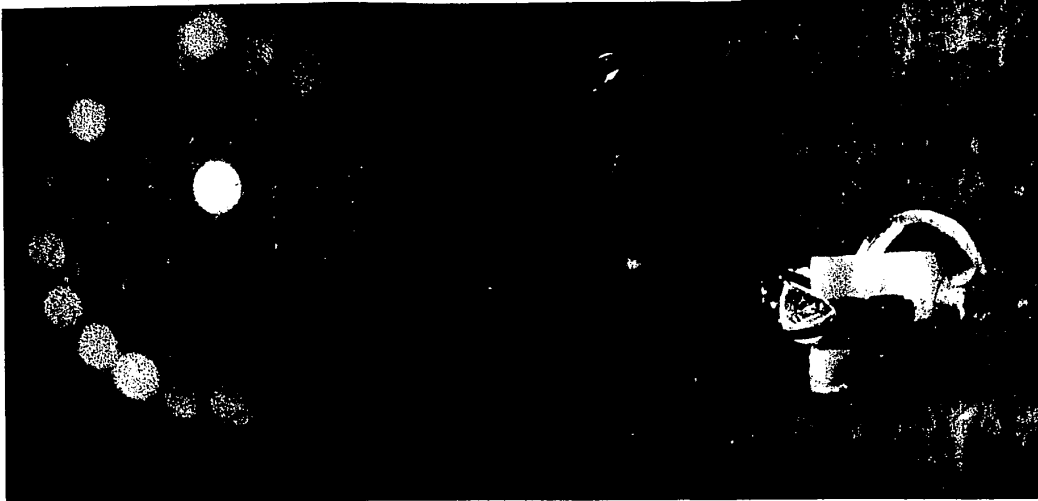
HILLIE SMITH of Troy has been appointed senior vice-president for advanced programs with the Vought Corp.

Smith joined Vought in 1966 as manager of advanced launch systems.



Russell G. Mann, Jr.

Russell G. Mann, Jr. is the new manager of the Merrill Lynch, Pierce, Fenner & Smith Bloomfield Hills office at 525 Woodward Ave. Mann was manager of the firm's Flint office before coming to Bloomfield Hills.



Diamonds can be distinctly identified through photographing the pattern of reflection caused when a low-level laser light strikes the stone.

Ornaments, not inflation hedge

Diamonds not always a girl's best friend

Jim Krol has a gem of a business. But he says diamonds aren't necessarily a girl's best friend. Or anyone's, for that matter.

Krol, a gemmologist and jewelry appraiser, is the owner of Birmingham Gemmologist Services Ltd. As someone who's been in the jewelry business for 11 years, Krol is alarmed at the recent upsurge of investment in diamonds.

"Although diamonds and other precious stones have increased in value dramatically over the last few years, Krol advises potential investors to be cautious.

"Diamonds are not designed for investments. They're intended as something to be worn and treasured," Krol said.

"People trying to cash in and make a few extra bucks. Diamonds have always been considered a hedge against inflation. But it's difficult to make out well.

"There's no vehicle that allows you to buy low and sell high, like in the stock market. There are a few people doing well, but they're a small

Story: JOE MARTUCCI
Photos: STEPHEN CANTRELL

But that's a misconception, according to the Birmingham gemmologist. The surcharge applies only to newly mined rough stones, meaning that the impact of those already in the marketplace is only 9-11 per cent.

"Be very cautious, seek out professional help and think twice before buying," Krol advises would-be investors. And when it comes to colored stones—rubies, sapphires, emeralds and opals—the novice can easily get burned.

"The slightest change in color can lower the price by \$2,000," Krol warned.

KROL'S APPRAISALS are useful not only to would-be investors wanting to know the value of a particular gem, but also to those who need to update insurance coverage on jewels they already own.

"Diamonds are not designed for investment. They're intended as something to be worn and treasured."

—Jim Krol

minority." The difficulty with investing in diamonds, as Krol explained it, is that buyers have to contend with a 100-per cent mark up imposed by most retailers.

"Thus, in nine cases out of 10, a retailer can buy a gem of equal quality for less money from a wholesaler than from a private owner.

IN ADDITION, diamonds that do appreciate quickly in value are so expensive that few people can afford them. Smaller, less perfect diamonds appreciate slowly, so an investor has to hold on to them for several years before he can sell at a profit.

Several factors contributed to escalating diamond prices, Krol said. These include inflation, uncertainty over the political situation in South Africa (where diamonds are mined) and the recent imposition of a 40 per cent surcharge by de Beers Consolidated Mines Ltd. De Beers controls most of the diamond mining and marketing in the world.

When people learn of the 40 per cent surcharge, they think that the value of all diamonds automatically escalates by an equal amount, Krol said.

He recommends that people get their gems appraised annually because of the unusual market conditions. Most gem-owners don't have adequate insurance coverage, he said.

Krol uses precision instruments in making his appraisals. He measures the weight of the gem and checks other factors such as color, clarity and quality of the cut.

Krol is then able to place a retail value on the diamond or other gem. A copy of the appraisal report goes to the customer's insurance company.

Another service provided by Krol is gemprinting. This is a new process that uses a small laser optical device to identify gems in case they are stolen. It provides indisputable proof of a diamond's identity, Krol said.

"It's a thing of the future for jewelers. Until now, we've never been able to provide absolute identification of lost or stolen gems."

The gemprint is a photograph of the pattern made when a laser beam is shined on the top facet of a gem. No two diamonds produce the same pattern, Krol said.

When a customer's diamond is gemprinted, he receives a numbered certificate of registry. A copy is also sent to a central registry in Chicago.

Police agencies and insurance companies like the gemprinting because, historically, only three per cent of all lost or stolen diamonds have found their way back to their owners, he said.



Sonja and Mat Sica check out their storage space business.

Storage They solve basement bulging blues

Where are you going to keep that snowmobile you bought last December? You don't have a garage, you don't have a basement and, even if you did, you can't fathom lugging it down all these stairs. Should you sell it? No—store it.

Self storage compartments are becoming a very popular rental commodity. Instead of toting boats, furniture and other season equipment to in-laws' parents' or friends' garages and basements, people are opting for renting storage space.

Antique cars, boats, motorcycles, snow mobiles, medical records and legal papers are just a few of the items found in self-service storage centers.

Currently there are three self-service storage shelters in Troy within the boundaries of Livernois and John R. and Maple and Big Beaver roads, offering 1,069 single compartments. However, 99 per cent are occupied and a fourth shelter is under construction near Oakland Mall.

Storage trends began on the West Coast when many people began retiring to Arizona, moving out of homes into smaller apartments, with rooms full of furniture and no where to put it, said Linda Porter, manager of HMS mini-storage company on Big Beaver.

Homeowners-in-waiting occupy a large majority of shelters. "People moving into a new house who have already sold their old house and the infamous builder promised their home would be ready and isn't, need a place to store their furniture," Ms. Porter explained. "These people may move in with friends or relatives but they need a place for their furniture."

The units vary in size, prices and access hours. All have resident managers and renters must supply their own locks and keys.

EZ Mini "Self" Storage on Big Beaver has 10 sizes beginning at five foot by five foot up to 20 foot by 20 foot. Rental is on a monthly basis, with a two month minimum. Prices range from \$10.50 to \$87 per month. The units are open seven days a week from 7:30 a.m. until 10 p.m.

Thirty units were just opened, and are almost filled to capacity, says resident manager Grace DeBell.

"WE COULD have used the units last summer. We couldn't begin to accommodate all the people asking for them," she adds.

Apartment dwellers appear to select the five foot by five foot for their off season clothing, or books and papers from college years. The next popular size is the five foot by 10 foot used for Christmas ornaments, summer furniture and motorcycles, Mrs. DeBell said.

TROY RESIDENTS Kathy and Steven Golden live in a two bedroom apartment but will be moving in several months to a home. However, the arrival of a baby sent them to HMS. The furniture in their den, which became a nursery, had to be moved out.

"I found storage spaces by looking through the yellow pages and visiting them," Mrs. Golden said. "I chose HMS because of their availability, price and lighting."

Mostly rentals at HMS range from \$18 for a five foot by 10 foot to \$190 for a 20 foot by 40 foot. The stalls are fire rated drywall and corrugated steel, with a 24 hour access, Ms. Porter said.

"We only have a few five foot by 10 foot left now and we offer the lowest price around," she added.

Prior to a couple of weeks ago when the new telephone books were distributed, HMS was so new it didn't have a telephone listing, but still managed to rent 85 per cent of its units.

"It's unbelievable the amount of people who call and want space," the manager said.

Larger compartments are used for restoring antique cars, or as garages for cars that have been stolen from apartment parking lots before, she explained.

Business people are grabbing the 20 foot by 30 foot \$150 per month storage spaces at Slow-Away Secure Storage on Maple Road, reported Sonja Sica, resident manager.

"They are using them to keep insulation, glass, carpeting and other inventories," she explained. "Some businesses use it like a stopover. They rent the space all year long and store their inventory there. There's a motor company storing five to seven cars waiting to be shipped to Japan."

MRS. SICA and her husband, Mat, who have an apartment on the site, say storage spaces are part of a new trend.

"People don't want to be obligated to others for storing their goods. This way is easier and more convenient."

Slow-Away Secure Storage offers spaces from five foot by 10 foot for \$21 per month up to 20 foot by 30 foot for \$190 per month. They are open from 9 a.m. to 9 p.m. seven days a week.

Break ins are not feared by the managers because they say there are so many units it is impossible to detect the interior contents.