

BUSINESS PEOPLE

ROBERT GIROUX of West Bloomfield has been appointed vice-president for sales and marketing in the automotive group of Dura Corp., Southfield.
Giroux joined Dura in 1958 as a sales representative.



Giroux

ALLEN GUITAR of Troy has been promoted to assistant vice-president of First Federal Savings of Detroit. Guitar joined First Federal as a management trainee in 1971.

MICHAEL WILLIAMS of Beverly Hills has been appointed assistant vice-president in the National Bank of Detroit's regional banking division. Williams has been with NBD three years.



Williams

TOM CLARK of Troy was named a senior vice-president of BBDO-Detroit advertising agency. Clark joined BBDO in San Francisco in July 1968.

JEFFERY PARKO of West Bloomfield has joined Yaffe Stone August, Inc., advertising agency, as production manager. Parko had been a production manager at Ambrose Associates.

PATRICIA L. PEEPLES of Lathrup Village has been appointed administrator of Equal Employment Opportunity at Sperry Vickers' Troy world headquarters.

A two-year Sperry Vickers employee, Ms. Peebles had served as EEO coordinator.



Ms. Peebles

WILLIAM CONRAD of Troy has been promoted to senior vice-president of the Federal Reserve Bank of Chicago.

Conrad joined the staff in 1959.

STUART GOLDBERG of Bloomfield Hills has been named director of advertising and promotion for WXYZ radio.

Goldberg joined WXYZ radio as an account executive in 1975.

TERRY BOWEN of Rochester has joined D'Arcy-MacManus & Masius Advertising, Bloomfield Hills, as a project manager in the data processing department.

Bowen had been with Great Lakes Computer Center in Kalamazoo.



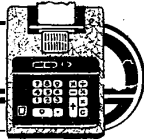
Bowen

BERNARD WEISBERG of Franklin has been elected chairman, of the board of directors and chief executive officer of Chatham Super Markets, Inc.

Weisberg became president in 1961, taking direction of the company founded in 1947 by his father.

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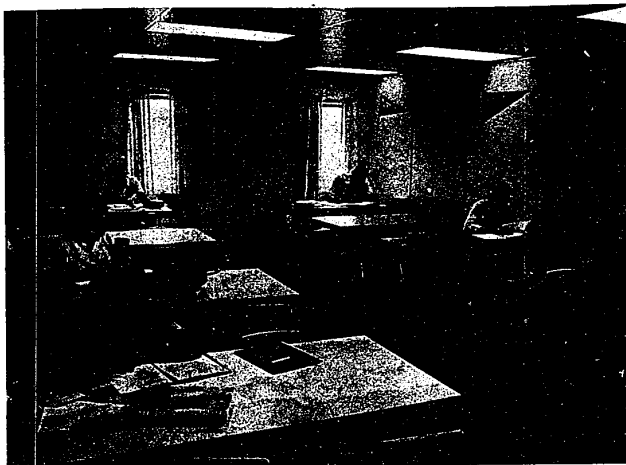
business



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Matching wits with colleges?



Students use tapes, classroom lectures and homework to review what they've learned in four years of college. The course helps them to organize their thoughts and reassure themselves that they have a

firm grasp of the concepts which will be in the graduate school examinations, according to Stanley Kaplan, the testing center's founder.

Kaplan helps students win over those pre-test blues

By LOUISE OKRUTSKY

Stanley Kaplan is a New York businessman who is making a name for himself as a tutor.

In offices, such as the one in Farmington Hills, his testing service helps aspiring graduate students tackle standardized exams which hold the key to their scholastic future.

Kaplan insists his method teaches concepts found in the exams rather than answers to questions.

"We get them into the frame of mind where they can take the test," he said.

The Kaplan Testing Center program consists of a series of reviews from college courses which are stressed in the exams.

Using the Socratic question and answer method, students review each subject during the 150-hour course.

"IF YOU UNDERSTAND the concept, you can understand other questions that will come up on the test," said Kaplan.

Understanding each question and its implications is the key to a passing performance on tests which are mandatory for medical school, law school and graduate program applications.

Some students heartily endorse the method of review and homework used by the centers, while others are disappointed by the program.

Those dissatisfied are under the impression that questions discussed in the centers' classrooms are the same as those on the test, according to Kaplan.

The centers use questions which are similar to those on the exams, he said. "You can't teach anyone to pass the tests. But you can help them to review," he said.

Another reason for failure is the student's tendency to overlook homework.

But Kaplan's service costs students between \$250-\$550 and he's sure the price tag gives them incentive to do the center's homework in addition to regular studies.

"They've invested money in this. They have to make the time to study," he said.

EVEN AFTER THEY have completed his course, Kaplan won't guarantee students will pass entrance exams.

To insure that most of his students will have a chance at passing the course, Kaplan's centers enforce a necessary grade point average for potential enrollees.

"If there is a poor grade point average, we discourage the student from enrolling. We can't order them not to enroll, but we very seriously warn him," Kaplan said.

Kaplan's non-minority students should have about a three point average. His minority students should carry about a 2.5 average.

Kaplan insists his method teaches the concepts, found in the exams rather than the answers to the questions. 'We get them into the frame of mind where they can take the test,' he said.

"There is no severe cut-off," he said.

His attitude toward the tests amounts to viewing them as a necessary evil but he wishes college administrators would take the time to interview their students instead of relying solely on test scores.

"The test doesn't tell you about the motivation of the person. An interview can be the most important part of admission but very few law schools give them," he said.

"Would you hire a person sight unseen? You look at the way the person presents himself and his motivation," Kaplan said.

SLIPPING up on the graduate school entrance exams can place an unfair onus on the student.

"You can mess up three years of school with one test," he said.

But he has some kind words to say about the testing concept.

"There's no magic solution to the problem of admission. There is such a thing as grade inflation. A's are given out more liberally in some schools. Each school has different standards."

"This test is a standardized test in which the kinds of skills needed for the schools are used. This type of testing isn't done in colleges," he said.

Most grade point averages miss indicating the types of skills the student has learned, according to Kaplan.

Among the 1,500 students the courses enroll each semester throughout the nation, there is a liberal sprinkling of medical school students who went to Europe for an education. Foreign-born medical technicians and doctors use the service in preparing for their American medical exams, according to Kaplan.

For these students, the course helps them to organize their thoughts.

FOR THE student who wants to become a doctor but is turned down by American medical schools, Kaplan advises they seek admission at a foreign school.

Mexico, Italy and the Philippines are the countries he recommends to his students.

"Usually they make it back after two years to finish in America," he said.

Kaplan, who admits to being in his late 50s, prefers to be called an educator rather than a businessman.

He graduated from the City College of New York with a degree in education but says he discovered a knack in himself for helping fellow students study for tests.

From there, he opened his offices on Madison Avenue where until 1969, students came to him to prepare for their tests.

In the early '70s, Kaplan began to branch out when he noticed students from Detroit, Philadelphia, Boston and Los Angeles in his classroom.

"At first I thought, what are you some kind of nut, when I saw them. Then I realized they were truly concerned about the test," he said.

Bank promotes Pryde

Arthur B. Pryde of Farmington Hills has been promoted to an assistant cashier at the Northland branch office of Detroit Bank and Trust.

Pryde joined the bank in 1973 as a credit analyst in the credit department. He is a member of Robert Morris Associates and the University of Michigan Alumni Association. He received his bachelor's degree in 1971 from Lafayette College, Eatonsville, Pa. He earned his master's degree in finance from the University of Michigan in 1973.

Laidlaw is officer

Gary Laidlaw of Farmington Hills has been named an assistant cashier at the Northland branch office of Detroit Bank and Trust.

He joined the bank in 1964 in its administrative training program and one year later was promoted to assistant branch manager. He worked at several branch offices before being promoted to manager in 1975 and assigned to the Northland office.

Laidlaw received his BA in 1964 from Oakland University and has attended the American Institute of Banking.



Vicky Nicholson, office manager for the Farmington Hills branch of Kaplan Testing Center, oversees one of a group of satellite offices of the New York-based testing firm.

Bass choses board, keeps some members

Vernon P. Fisher, of Farmington Hills will continue in his post as chairman of the board at George A. Bass Construction Co., Birmingham.

He is the chief executive officer of the company and has spent 12 years as its president. An additional 15 years was spent in the office of vice-president.

He has a bachelor's degree in sanitary engineering from the University of Iowa. He joined Bass in 1936 as an estimator-engineer and has 34 years of experience in the construction business.

William H. Burgum, of Birmingham was named president to succeed Fisher. He has been executive vice-president for the past 12 years and was vice-president for 15 years. He has been with Bass for 40 years following three years with the Minneapolis-St. Paul Sanitary District. Burgum is a graduate sanitary engineer of the University of Minnesota.

Matthew C. Hunter, of Beverly Hills, has been chosen executive vice-president to succeed Burgum. He has been vice president of estimating and engineering for five years.

HE SPENT an additional four years as chief engineer. He has been with Bass for 25 years and has 35 years experience in engineering and construction. Hunter attended Lawrence Institute of Technology and is a registered professional engineer.

Louise A. Burgum, of Birmingham is the secretary for the board. She

joined Bass in 1967. She was associated with firms in the manufacturing field on management and corporate levels. A secretarial school graduate, she attended Oakland Community College for extension courses in language and accounting.

Michael J. Vavrek, of Southfield, continues as treasurer. Vavrek joined Bass in 1976 after five years with the United States Fidelity & Guaranty Co. Vavrek has a bachelor's degree in mathematics from the University of Pittsburgh and an MBA in Accounting from Wayne State University.

More storage space available for Hills

Nolan and Nolan of Minneapolis have completed arrangements with Northwestern National Life Insurance Co. for a mortgage loan to provide long-term financing for the construction costs of a new E-Z Mini Storage warehouse project at I-96 and Grand River, Farmington Hills.

The complex will consist of self-service storage buildings with a manager's apartment and office at the entrance to the property.

Nolan and Nolan is a limited partnership formed for the development of this project. William Nolan and Charles Nolan have a background in heavy construction with six years experience in mini-warehouse development.

Douglas and Lomason announce earnings

An increase of \$2.5 million in sales for the first quarter of 1978 compared with the same period of 1977 and a decrease in earnings of \$380,000 was announced by Douglas and Lomason Co., Farmington Hills-based manufacturer of automotive parts, material handling equipment and industrial products.

Quarterly sales were \$25.5 million in 1978 and earnings were \$458,000 or 50 cents a share. In 1977, the company made \$23 million in quarterly sales and earned \$81,000 or 91 cents a share.

The decline in earnings during the quarter was due in part to non-recurring costs in the institution of the second phase of the modified aluminum automotive bumper program and the preparations for extensive changeover for a new automotive seating program.

Both of these programs involved building additions, new equipment and rearrangement of existing facilities. Lower automobile production sched-

ules particularly in February also contributed to the lower earnings figure.

A SIGNIFICANT move during the quarter was the purchase of a 50,000-square-foot building for the Chantland division.

This building will be used in addition to the current Chantland building and doubles the available floor space.

The division produces conveyors, pulleys and packaging equipment. The physical move into the new building was accomplished in March, and as a result non-recurring costs were experienced.

Automotive part sales volume for the company showed a significant increase in April and prospects for the second quarter in both automotive and non-automotive lines seem to be excellent, according to company spokesmen.

Parker is promoted

Bill Parker of Farmington Hills has been named director of merchandising for the 108 Kroger stores in the Michigan marketing area.

After attending Hanover College, Ind., Parker joined Kroger in 1956. He became a store manager in 1960.

He served in many managerial positions. In 1971, he was promoted to meat merchandiser in the company's Grand Rapids division. He also served as meat merchandiser in Kroger's Charleston, W.V., and Cincinnati, Ohio, divisions before being promoted to meat merchandiser in the Michigan marketing area in May 1978.

His present responsibilities include the administration of buying, merchandising and advertising of merchandise in Michigan.

He and his wife, Pat, have four children, Jeff, 20, Kim, 19, Doug, 16, and Pam, 14.

Advertising agency unites three talents

The formation of Bell, Doucet & Paul, Inc., a new advertising and public relations firm located in Birmingham, was announced today by William A. Bell, president of the company.

Principals in the agency include Edward Doucet, executive vice-president, and Charles R. Paul, senior vice-president.

Bell was executive vice-president of Rogers, Kimler, Bell & Felt, Inc. Doucet was a senior account supervisor for the same company. Paul was president of Charles R. Paul Public Relations.