

BUSINESS PEOPLE

W. DAVID FOOTE was appointed controller of McCord Corp., a wholly-owned subsidiary of Ex-Cell-O Corp., replacing W. Mischler, who is retiring. He will be responsible for the financial accounting and data processing of the seven companies which form the corporation. He will be located at corporate executive offices in Troy. Foote joined McCord in 1966 and has served as controller at four of its operations. Prior to his new position, he was vice-president, purchasing and materials, of the Davidson Rubber Co. Foote received his MBA degree from Northeastern University and earned his bachelor's degree in accounting from Bentley College. He is a graduate of the Advanced Management Program of the Harvard Graduate School of Business Administration.



Foote

RONALD C. LAWILL newly appointed automotive industry manager, will head the Automotive Industry Group office in Southfield, according to Dr. Robert J. Schaffhauser, general manager, nylon molding compounds, Allied Chemical, Fibers Division. Formerly an applications development engineer to the automotive industry working in Detroit, Lawwill joined Allied's automotive products division in 1972, and held several positions there before transferring to the nylon group in 1975. He received a bachelor's degree in mechanical engineering from University of Illinois. The Automotive Industry Group, Russell L. Fitzpatrick has been promoted to senior applications development engineer, and three new engineers have been added to the applications development staff. They are: William P. Greubel, James J. Przybylski, and Timothy H. Howe. All will be headquartered in the Southfield office.

WALTER J. MCCARTHY, JR., of Birmingham, executive vice president — divisions, Detroit Edison Co., has been elected to the board of directors of Detroit Bank Corp., parent company of Detroit Bank & Trust and seven other subsidiary banks. The announcement was made by Rodney Craighead, chairman, who also announced that Walker L. Cider, former chairman of Detroit Edison, had retired from the board effective Oct. 24, after serving for 27 years. Prior to joining the Detroit Edison Co. in 1963, McCarthy was employed by the Public Service Electric and Gas Co. of Newark, N.J. During his employment, he spent 11 years in Detroit assisting in the design and construction of the Enrico Fermi breeder reactor. In 1968, after joining Detroit Edison, McCarthy became general manager of the Fermi Plant and, in the same year, project manager of the Fermi II project.



McCarthy

National Detroit Corporation, holding company parent of NBD Troy Bank, has announced the appointment of Edward P. Lamparski, vice-president and cashier of NBD Troy Bank, as second vice president in the bank's affiliate, National Bank of Detroit. As chief operations and financial officer, Lamparski oversees all banking operations for NBD Troy Bank. In his 20 years with National Bank of Detroit, he has held administrative positions in NBD's Regional Banking division.

CORBETT ADVERTISING, a predominantly industrial agency in Rochester, recently added two accounts in the metalworking field. H.M.S. Products of Troy, a maker of automatic indexing and transfer systems, named Corbett Advertising agency of record this July. Literature and sales aids have been prepared. There was no previous agency. Study Broaching Service of Southfield, a broaching company and maker of broached and special parts, chose the Rochester agency to promote an upcoming expansion of their product line. Barbara Corbett, president, is supervising the two print accounts.

Will it solve world crisis?

Inventor develops new panel idea

By KATHLEEN MORAN

Millions of men, women and children are homeless or go to sleep each night in rat infested, rotting homes.

Worse than that, the growth of the world's population indicates the housing shortage will get far worse before it gets better.

But Irv Stollman and his three enthusiastic business partners believe they have an answer to the world housing problem which could provide homes for even the poorest families as well as jobs and an economic boost for underdeveloped nations.

Stollman, an Oak Park resident who has a reputation for being an inventor, developed a process of making modular panels for houses from sisal plants, which are found in even the most desolate areas. Sisal fibers have been used for years to make sleeping mats, but even that small business has been foundering.

Together with Carlos Gallusser Aguirre of Southfield, Juan Ramos of Troy and Elton Kechn of Wyandotte, Stollman formed Constructors Sisal, a Troy-based firm which the men hope will gain international recognition.

"IT HAS GREAT international possibilities," says Gallusser, a native of Guatemala who is president of the Troy firm. "The plants will grow where nothing else will grow. It practically grows wild."

The sisal plants are the key to the process, the men agreed. They can be grown in almost any climate and need very little water to survive.

During a visit to Haiti a few years ago, Stollman was impressed by a sisal plant's possibilities. Looking for a way of turning a natural resource into a viable product, Stollman took sisal fibers and mixed them with a resin binder. He molded the liquid between two pieces of sheet metal and came up with a panel which offers nearly the same tensile strength as wood.

In countries where wood is expensive and hard to find, the sisal product would be a boon, he reasoned. He then made a corrugated sisal panel and mounted it between two flat sisal sheets to arrive at a two-inch-thick panel which provides its own natural insulation.

"It also is resistant to ants, termites

and other natural enemies of wood," said Ramos. "The panels are bug-proof and won't rot. And they are elastic enough to hold together in hurricanes or earthquakes."

To spice up the yellowish panels, Stollman suggested the exteriors could be coated with stucco or crushed stone.

ONE OF THE chief advantages to the sisal homes are their price tags, noted Ramos. Built in modular panels, a home measuring 20 feet by 30 feet would cost \$3,000—half the price of the cheapest home which the Agency for International Development now can offer under-developed countries.

The small home would contain three bedrooms, a living room, bathroom, kitchen, dining area and porch.

While homes are their prime focus now, the business partners believe sisal panels would make ideal grain storage and manufacturing buildings.

Currently, a pilot manufacturing plant is under construction in El Salvador and the first home is scheduled for construction in one year. If everything goes as planned, Constructors Sisal will begin building plants in other countries, possibly aboard a ship. The ship could dock in ports where houses are needed, manufacture the number of panels wanted and then move on to another area.

"That way, areas that couldn't afford to set up a plant could afford to build homes for its people," said Gallusser.

SINCE PUBLICATION of a one-paragraph explanation of their process in the Commercial News for the Foreign Service, the men have received inquiries from 20 countries. Some want to provide housing for their residents, others want to establish plants to build and export panels and thus boost their sagging economies.

"Our vast arid area support little vegetation, except large amount of sisal which we want to make most use of," states a letter from Abirah Tesfayem, research head in Ethiopia. "It is also very pleasing to learn about this, as we as a matter of coincidence are facing a serious shortage of housing."

Ramos noted that the firm was invited to build houses for some of the

3,000 refugees in Cyprus, but wanted to wait until its pilot project is completed and tested.

CURRENTLY THE four men are learning how to work in the international marketplace. Ramos hopes to obtain loans from some international agencies to establish its plants.

None of the partners expect to make much money on the international venture. "It goes beyond our own interest in making money to being able to help

areas of the world," said Stollman, who decided against seeking a patent on his process for that reason.

They do believe, however, that the venture could become financially lucrative if the sisal process was accepted in the United States as a way of building vacation homes inexpensively.

That area is Kechn's specialty. "It definitely has possibilities in the vacation home area," he said. "Areas like northern Michigan might be more receptive."

"It's only a matter of time until this gets into the mainstream," said Ramos.

Meanwhile, the partners have their attentions focused on El Salvador. Gallusser, who is particularly excited about the possibilities for helping Central and South American countries, notes that there. "The governments are beginning to finance homes for labor. This is exactly where we fit perfectly. We can help supply a place to live, at a low cost."



Holding a sisal panel which they believe could revolutionize the world housing shortage are (from left) Elton Kechn, Juan Ramos, Irv Stollman and Carlos Gallusser Aguirre. Made from the sisal plant, the panel is resistant to termites and other insects, won't rot and provides a natural insulation. (Staff photo by Charlie Kidd)

Wedding plans: One-stop shopping

By JOE MARTUCCI

One-stop shopping, a successful marketing technique applied in recent years by drug and discount stores, has attained new heights.

It's now part of the wedding business.

The Wedding Gallery, 2101 S. Telegraph, in Bloomfield Township, can provide a bride and groom with everything from tuxedos to travel arrangements for their honeymoon.

The new venture, a division of Roma's of Michigan, corporate parent of the five Roma Halls in the Detroit area, represents "an evolution of our 35 years in the business," according to Jaro Kolsynsky, corporate vice-president and director of marketing.

Emphasis at the Wedding Gallery is on convenience, according to Kolsynsky and manager Mark Williams. Rather than trying to juggle invitations, flowers, a photographer, entertainment, banquet, cake and travel arrangements, the bride and groom can handle all the details at once.

Rather than trying to juggle invitations, flowers, a photographer, entertainment, banquet, cake and travel arrangements, a bride and groom can handle all the details at once at the Wedding Gallery ranging from tuxedos to honeymoon accommodations.

"We can handle everything here so the prospective customer is dealing with one person (a bridal consultant) rather than driving all over town," Williams said.

Kolsynsky says The Wedding Gallery can accommodate nearly any request, ranging from the mundane to the exotic.

"We have our own limousine service, but if someone wanted to arrange for a helicopter, I'm sure we'd find a way to do it. We could even have the (marriage) ceremony at Roma's. We can get preachers on retainer," he said.

Williams said The Wedding Gallery offers only high-quality merchandise and services. This sometimes comes at a surprise to people accustomed to the usual concept of one-stop shopping, he noted.

"We're trying to fight that image. Our service is high quality and so is our merchandise," the manager said.

Kolsynsky said Roma's has been recommending various wedding-related services to banquet customers for years.

"We were giving out recommendations, when asked, to people who came to us for their receptions. If everything

came off well, we would just get a handshake. If it didn't, we would catch the flack. So we figured, what have we got to lose?"

THE WEDDING Gallery opened in early August. Roma's wanted to make sure all the bugs were worked out before making any splashy announcements.

In addition to the manager and his assistant, the staff includes an entertainment coordinator, consultants and a fitter, to help with gowns and tuxedos. Gowns can be rented for those "who don't want to spend up to \$500 on a dress they only wear one time," Williams said.

"The gallery also has commercial applications," Kolsynsky said. "We just had a big credit union meeting here (Roma's of Bloomfield) and we were able to provide entertainment, a photographer and flowers for the banquet tables."

Response to the new service has been highly favorable, according to

Williams. The one-stop convenience is especially welcomed by college students and others pressed for time, he added.

For those in a big hurry to get married—for whatever reason—arrangements can be handled in a few weeks, Kolsynsky said. He advises against that, however, and says some couples are planning now for weddings in 1980 or 1981.

Cost of a "package" wedding varies widely, based on the various elements which comprise it. Entertainment, for example, ranges from \$285 to \$575. Band auditions are held monthly to help couples select a group for their reception.

Williams said the litmus test of the new venture's success will come early next year.

"The bridal business is very seasonal. Most of your business comes in January and February. We think the concept is a super idea. It's kind of a unique thing," he said.

Business Trends

Merchants gear for returnable bottle problems

Today's Business Trends Column was prepared by Charles DeWitt, a former official of the Michigan Food Dealers Association, of which Ashcraft is president. This column allows business representatives to comment on the latest trends in industry and commerce. If you would like to express your views, contact the Observer & Eccentric at 614-1100, ext. 257.

Michigan's grocery stores and supermarkets are gearing up for a new era on Dec. 3, when Michigan's new mandatory deposit law takes effect.

The new law, which was approved by Michigan voters in November, 1976, requires retailers to collect a deposit of at least 10 cents on every can or bottle containing beer or soft drinks.

The only exception is the certified container which is refillable and is used by more than one brewery or soft drink manufacturer. Officials of the Michigan Food Dealers

Assoc., the state's largest food industry trade association, are concerned that the average customer is unaware of the impending change.

Many consumers have forgotten that they voted two years ago for a bill that will let them to pay at least a 10 cent deposit on every can or bottle.

The association has spent millions of dollars retraining their stores to accommodate an all-deposit system. Most of the additional cost comes in the form of expanded storage facilities and alterations to existing check-out stations or even installation of special stations to accommodate customers returning bottles or cans.

A few retailers have even invested substantial sums of money in installing mechanical redemption stations.

But over time, retailers expect the greatest cost impact to come from the additional labor required to accept, sort and prepare returnable containers for shipment back to wholesalers and distributors.

HOW DOES THE retailer get paid for his service? Under a deposit system, the retailer pays the deposit to the distributor or wholesaler, who may in turn pay the brewery or soft drink manufacturer.

Customers may experience a few temporary inconveniences at the outset, due to the lack of a "phase-in" period (as in the case of the phosphate ban).

Essentially, on Dec. 3 we will be selling beverages in non-returnable containers and be on an all deposit system.

This means that some retailers may be short of product just prior to Dec. 3 since they must dispose of all non-returnables. However, we expect to begin seeing some new containers appear on grocer's shelves.

In addition to the dollars involved in getting ready for D-Day, retailers have other concerns, namely, security and sanitation.

With Michigan's deposit the highest in the nation, cans and bottles will become a valuable

commodity and a temptation to the unscrupulous.

So, retailers will be instituting new security procedures to guard against shrinkage and double redemption.

BY LAW, ALL new containers will be marked with a legend, Michigan Refund 10 Cents, and this will come as a shock to some people who have been hearing cans and bottles in hopes of making a killing on returns.

By law, retailers must keep their stores in a clean and sanitary condition. This requirement is made more difficult in an all-deposit system because of the volume of containers stored on the premises and the residue of beverage left in those containers.

Customers should help retailers maintain sanitation by rinsing out cans and bottles before returning them. Other ways customers can help are returning cans and bottles on each shopping trip, rather than allowing them to pile up and returning them in their original cartons where practical.