

BUSINESS PEOPLE

DON MCBRIDE of Beverly Hills has been appointed general manager of the Detroit Steel and aluminum service center of Earle M. Jorgensen Co. McBride was first employed 17 years ago as a sales trainee in Los Angeles and progressed to the position of manager of inside sales. **PAUL LEMAY** has replaced McBride as assistant general manager at Detroit. He comes from Dallas where he was first employed in 1965.

MORTON ZIEVE, chairman, and **JAMES MICHELSON**, president, of Simons Michelson Zieve Inc. Advertising in Troy, announce the promotion of **HELEN CHAREWYCH** from assistant treasurer to vice president of finance, a new position. She continues as agency accounting department head and as a member of the management committee.

HERB E. EVERSS has been named account manager for the Bendix Corporation's Electronics and Engine Control Systems group. Everss was formerly with Univocal Inc.



DANIELS

BAGGETT

SMITH

VYNER R. DANIELS has been named a sales associate with John F. Kolar Associates, Birmingham sales organization serving the automotive industry.

WILLIAM "LES" BAGGETT, of Bloomfield Hills, has been named vice president/marketing, Heritage Dental Laboratories, Division of Sybron Corp. In addition to marketing the company's full range of dental prosthetic device services, Baggett directs the company's 18-man professional sales force.

RICHARD A. SMITH of Avon Township has been named director of Programs Management, TRW Division. Smith is responsible for all major expansion and capital programs of the division and its four manufacturing plants. Smith was director of Plant Operations since 1978.



JOHNSON

DUANE

CHRISTIE

W.C. DUB JOHNSON of Birmingham has been named director of sales and marketing, Europe, the Middle East and Africa, for the Automotive Operations of Rockwell International. He'll open a sales office in London as part of Rockwell's plans for growth.

RAYMOND F. DUANE of Avon Township has been appointed to the newly created position of assistant manager, Car Distribution, Dealer Communications System for GMC's Pontiac Motor Division. Since 1977, Duane had been sales promotion coordinator in Pontiac's central office sales promotion department.

HOWARD S. CHRISTIE, JR. has been appointed director of Marketing Policy and Dealer Relations for the General Motors Marketing Staff. Christie, who has been sales promotion manager for the Pontiac Motor Division, replaces **JIMMY C. PERKINS**, who has been appointed regional manager of the Atlantic Coast Region for the Chevrolet Motor Division.

TIM O'CONNOR has been appointed Director of Catering of Northfield Hilton Inn in Troy. He is responsible for all social, civic, commercial and private functions at the inn. O'Connor has been associated with the inn since 1977.

KARL J. KRAPEK of Bloomfield Hills has been appointed superintendent of Industrial Engineering for Pontiac Motor Division. He was a general foreman in Pontiac's car assembly plant since 1976.

Recruiter seeks best for job market draft

It happens every fall — on Saturday afternoon late in the season when college football teams are battling for the national championship.

The players perform their gridiron heroics before the eyes of fans, alumni and the student body.

Also in attendance are professional football scouts looking for top prospects for the National Football League.

But this search for collegiate talent isn't limited to the athletic arena.

Quietly, with far less fanfare, recruiters from private industry also visit college campuses to interview students about job opportunities with major companies.

While football scouts rely on statistics and a stopwatch, the industry recruiter has to develop his own set of tools in gauging talent.

That's Gene Herman's task. The West Bloomfield resident is director of personnel and recruiting for Arthur Andersen & Co., in Detroit, an international accounting firm.

"Every recruiter is different, but most recruiters look for qualities that most persons possess," explains Herman.

The secret in determining those qualities is being able to familiarize yourself with the student during a 30-minute interview.

To do this, Herman says recruiters must look beyond the obvious facts presented in an interview because test scores, grades and campus activities are apparent to everybody.

"IT'S GETTING beyond those things that presents the real challenge. I try to

listen a lot and make the recruit feel comfortable. We ask open-ended questions about something that catches our attention on the resume so the person can tell us about his or herself.

"It used to be fashionable 15 years ago to conduct 'stress' interviews — two on one interviews or really tough questioning — but you can lose a lot of talented people who don't respond well in those kinds of situations," the veteran recruiter says.

Last year, Herman and his recruiting team at Andersen interviewed nearly 1,000 students in accounting programs at various Michigan universities.

"No screening process is perfect," he says. "The candidate may be nervous or just have bad chemistry with the interviewer. Our job is to train our people to try and minimize those situations."

Herman joined the Andersen staff in 1967 and recently was admitted to the partnership of the firm. He was transferred to Detroit from New York about a year ago and presently lives in West Bloomfield.

"I'm an accountant by education, not by practices," he says.

Herman says the nature of college recruiting has changed a great deal during his 12 years in recruiting and personnel management.

More emphasis has been added to the relationship between the company and the individual, he says.

"PEOPLE NOW FEEL a need to be part of an organization, but the organization has to respond to the individual's needs. It's a far more personal relationship between the individual and the firm



HERMAN: The best thing a person can bring to an interview is knowledge about the company he is interviewing with.

"People are still interested in working hard, but they're also quite concerned about leisure time and the quality of their existence. You can't segregate work and leisure because the two spheres come together," Herman says.

"In our firm we attach a great deal of significance to communication and how the individual's contribution affects the overall office and firm performance."

The emphasis on communication begins with the initial interview. Highly publicized factors such as the smartest way to

Buying direct is cheaper

Co-op plan could save you \$\$

By JACKIE KLEIN

Factory-direct buying can save the average shopper nearly \$7,000 in mark-up over the next 10 years on every product from toothpaste to new cars.

So claims James R. Brown, president of the Southfield-based Interstate Consumer Service Inc. The company was formed three years ago and now offers a purchasing service for more than 5,000 members in the Detroit area, Brown said.

Interstate is a marketing arm for the 25-year-old Executive Buying Corp. in Cranbury, N.J. founded by Robert Dorich. Among all known buying services, the one pioneered by Dorich is the oldest, Brown maintained.

"Co-op buying started way back in the 1800s when farmers pooled their resources to buy necessities in large quantities at a cheaper rate than they could individually," Brown said. "Dorich, who used to be a retail buyer, conceived a concept in which thousands of American consumers could be amassed into a cooperative purchasing group."

"Dorich's service, operating through franchised dealers, buys products on the group's behalf much like what retailers pay to get merchandise."

A PATENTED, expensive computer system in Cranbury, the central, permanent headquarters for the buying service, holds more than 300,000 products with up-to-date factory prices; members around the country can appeal to for availability and costs, Brown said.

Members order merchandise through a quote system in the mails. Brown said. They send mail forms to the Cranbury headquarters describing items they want to purchase and local price quotations. These are fed into the computer system with the buying service price.

The service buys the merchandise from the manufacturer and it's often shipped to New Jersey for inspection before it's sent to the consumer tax free, Brown said. Delivery takes about two or three weeks.

Brown has a dealer franchise contract with Keyton Corp. of Independence, Mo., the major franchise for the parent company. It costs \$800 to join Interstate Consumer Service Inc. Brown maintains that buyers will save 10 times that amount in 10 years.

The \$800 is a one-time fee, payable over a two-year period, Brown said. Members pay \$30 a year for a buyers' kit with updated products and prices.

"WE APPEAL to the 20- to 40-year-



BROWN: 'People need education to break bad habits like impulse spending and buying promiscuously without comparison shopping.'

old consumer," Brown said. "Recent graduates and young marrieds expect

to buy a lot of merchandise. We sit down and go through a questionnaire with them to identify their awareness of the effects of inflation and projected expenditures ahead of them.

"We can save them an average of 30 percent in retail mark-up prices if they join our service. People need education to break bad habits like impulse spending and buying promiscuously without comparison shopping. There's an intelligent way to buy during inflation and recession without running around and spending your whole paycheck. That's one value of our service."

Members can use lower prices offered by the buying service as a leverage to bargain for reduced costs with local dealers, Brown said. If the buying service price is higher than the retail price, members will be refunded double that amount.

Members also receive a "double the difference savings guarantee." If they don't save \$600 in two years after spending a minimum of \$4,000 for merchandise through the buying service, members will be paid double the difference not saved in cash.

Of a list of 22 appliances, Brown said the total local cost was \$9,261 and the buying service price was \$6,502, a savings of \$2,759 or 29 percent.

Households to rise by 1985

The number of households in the U.S. will increase steadily through 1985, according to U.S. Census Bureau estimates reported by the National Consumer Finance Association.

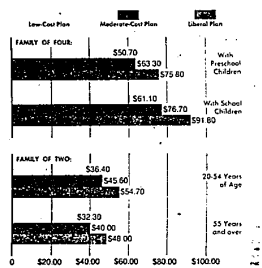
By the mid-1980s, the number of households is estimated at 88.5 million. That figure is a 16.4 percent increase over the 76 million of 1978.

The greatest percentage rise — approximately 60 percent — will be for households in the age brackets 25-54.

Female householders will increase by 26.9 percent from 19.3 million to 24.5 million. Male householders will increase by 33.3 percent from 9.4 million to 13.1 million.

Total householders over 65 will increase by 17 percent, while householders under 25 will increase by 6.5 percent from 1978 to 1985.

Another census bureau report reveals that the cost of similar market baskets of food rose more than 13 percent between March 1978 and March 1979. The chart at right compares the differences in food plans.



This graph shows the weekly cost of food at home for March 1979, the latest statistics compiled by the U.S. Department of Agriculture. Examples of the low-cost plan were \$61.10 for food for one week for family of four with school children and \$36.40 for family of two between 20 and 54 years old compared to \$54.20 and \$32.40, respectively, for March 1978.

Institute features top-brass speakers

What we are not doing about health care costs is the October topic of the Detroit Chapter of Planning Executives Institute's speakers program.

John McCabe, president of Blue Cross/Blue Shield will be the featured speaker at the group's next meeting beginning at 8 p.m. Oct. 10 at the Oakland Hills Country Club.

The monthly speakers program includes talks by outstanding executives

in service fields, ranging from banking, utilities and health care to the automotive industry and publishing.

Future programs include: • "What's Going on in the Board Room?" by University of Michigan Professor Pat Shontz Long, Nov. 14, at the Dearborn Inn.

• "The Development and Use of Planning Concepts at Ex-Cell-O," by J. Paul Cases, president of Ex-Cell-O Corp.,

Dec. 5, at Meadowbrook Hall.

• "The Automotive Industry in Transition," by Alex Mair, group executive technical staff, group of General Motors, Jan. 9, at Oakland Hills.

• "The Energy Crunch, What the Future Holds," Charles Montgomery, president, Michigan Consolidated Gas Co., Feb. 13, at the Detroit Plaza.

• "What's Really News in the News," by William Giles, editor of the Detroit

News, March 12 at the Northfield Hilton.

• "The Changing Banking World," by Stanford Stoddard, president of Michigan National Bank Corp., April 9, at the Dearborn Inn.

The institute is a non-profit international organization comprised of executives, educators and others who have an interest in financial and corporate planning and control.

dress for an interview may have a subliminal effect on a recruiter in only a few minutes. But a good recruiter can withhold judgement and make a final decision based on the entire 30-minute discussion.

"The best thing a person can bring to an interview is knowledge about the company he is interviewing with. We always leave time for the candidate to ask questions and if a person is prepared for the interview he should be able to ask some intelligent questions about the company; not something trite or banal, but insightful questions."

IT'S THAT KIND of quality which makes the interview as important as grades for the recruiter.

"We're looking primarily for intelligent people and grades are only one measure of intelligence. Many smart people have lower grades because of extenuating circumstances — they may have had family or work responsibilities."

"The same holds true for students at smaller schools who might feel anxious about competing with people from the more prestigious schools."

"They still have an even shot, because we're hiring individuals, not the reputation of a school."

"In that respect, it's similar to the NFL draft. Your credentials are relative to your level of competition, but there's a fair amount of talent at every level."

Herman, 35, thanks, in part, his background in athletics for preparing him for the recruiting responsibilities. As an athlete at St. Bonaventure University, Herman earned a brief tryout two years before graduation with the Philadelphia Phillies in 1963.