

Business

BUSINESS PEOPLE

DR. DOMENIC BITONDO has been appointed to the newly created post of executive director of research and development for The Bendix Corp. Bitondo will work with Bendix divisions and groups to identify broad-based technical strategies. Bitondo was most recently director and general manager of Bendix research laboratories.

SALLY LEE FOLEY, an attorney from Birmingham, has been elected to the Board of Directors of the Women Lawyers Association of Michigan and is the Oakland County Regional Director of the association.

RICHARD M. WING, has been appointed technical engineer of the Masonry Institute of Michigan. He will be responsible for providing technical assistance on masonry design and construction to architects and structural engineers in outstate Michigan. Wing has served as materials technologist and field engineer for Soil and Materials Engineers, Inc., in Livonia.

FRANK DIPIETRO of Southfield has been appointed director of production engineering at the Fisher Body Central Engineering facility in Warren. He succeeds **STANLEY KRMAER**, who was named director of engineering shops at the division's Warren headquarters. DiPietro had been director of product planning and tooling for the GM Assembly Division since 1974.

JEFFREY M. PARKO has joined Simons Michelson Zieve Inc., Advertising of Troy, as production manager. Parko, who was formerly print production manager for Yaffe Stone August Inc., will be responsible for all SMZ print and collateral production.

JOHN L. CATALANO of Bloomfield Hills, formerly of The Hartman Group, Inc., and **ARTHUR F. SHAW** of Rochester, formerly of A.F. Shaw & Associates, have formed a new corporation known as Catalano/Shaw & Associates, Inc. The new company is in the Manufacturers Bank of Southfield Building at 29201 Telegraph, Southfield, and will specialize in office and industrial real estate to service Oakland, Wayne and Macomb Counties.

SHARON K. LEWIS, R.N., M.A., of Southfield, has been appointed assistant director of nursing for Kingswood Hospital, a non-emergency and non-profit psychiatric hospital. Ms. Lewis joins the Kingswood staff with 14 years of progressively increasing responsibilities with Southeastern Michigan hospitals and health-care institutions.

LOYD HAFNER has been appointed senior vice president of Lord & Taylor. Hafner joined the company in 1976 and he will be in charge of the Chicago, Detroit and Houston stores.



SCHUTTE

TULL

HINTZ

DAVID M. SCHUTTE, of Birmingham, was appointed manager special products for the McLaughlin Steel Corp. He previously held the position of Detroit district sales manager. **JON B. SCHOPF**, of Troy, was appointed to the position of Detroit district sales manager for the corporation.

W. DAVID TULL, of West Bloomfield, was appointed group vice-president in the commercial loan division, Michigan National Bank, and **DAVID J. ZIEGLER**, of Troy, was appointed vice-president in the commercial loan division.

TOMMI ANN HINTZ, of Troy, was appointed administrative officer in the National Bank of Detroit's regional banking division.

'Kleberworks' collects money in 'real world of fund raising'

By JACKIE KLEIN

Charles F. Kleber was frustrated as a board member of several volunteer groups. He knew the non-profit organizations needed help raising funds for their projects. And as an advertising executive he knew the kind of help they needed.

Kleber now provides that help and in turn has created a thriving business of his own.

The Southfield-based Charles F. Kleber and Co. Inc. was founded in Birmingham in 1975. Kleber calls his nationally-oriented firm a consulting plus enabling operation.

That means combining the strongest aspects of management consulting and actual involvement with organizations to implement and follow through what was agreed upon in the consulting stage, he said.

"As a volunteer on a number of boards of trustees, I was conscientious and I wanted to help organizations dealing with health, religion, education and other worthwhile endeavors," he said.

"But I was frustrated because I believed strong organizations could be stronger with better planning, marketing, communications and fund-raising techniques."

"I resigned as president of an advertising agency to assist non-profit organizations primarily. I was motivated because I figured I had one life to live, so why not help somebody? When I was head of an ad agency, I couldn't begin to contribute what I thought I could."

With a staff of five, including William J. Field, vice president and Mary Lou Irons, executive secretary, the company recently expanded its operation in the Congress Building on Southfield Road.

DURING THE past year, Kleber said, the company has been concentrating on working with organizations in southeastern Michigan involved in the arts, health, religion, education and social welfare. Clients include the Detroit Concert Band, the Pontiac Oakland Symphony Orchestra and the Salvation Army, which the company is helping with its capital funds campaigns.

The firm charges from \$1,000 to \$4,000 a month for broad management analysis, consulting, implementing and fund-raising, on a continuing or project basis.

"We have something to offer non-profit organizations which are taken for granted in business," Kleber said.

"That includes management, discipline, policy, budgeting, marketing and promoting."

"We provide services to organization leaders who want to build on strength or make a good thing better. When di-

vine discontent leads managers or leaders to just know the organization could be stronger with first-rate people or resources, we try to give them a blinding glimpse of the obvious.

"Sometimes fantasies and opportunities never seem to materialize. Organization leaders want to follow through with planning and ideas, but time and people are never quite available to make it happen. That's when we can come into the picture."

THE COMPANY also provides services when there are vacuums or partial gaps in the organizational structure, Kleber said. Sometimes there's a

need for one-half of a functional position, but only for a 100 percent qualified persons. There could be a need for a part-time person with full-time credentials, he said.

The firm, Kleber said, has related closely to a number of foundations in Michigan and throughout the country.

"We have a complete library on foundations," he said. "We're directly involved in every aspect of seeking grants and developing proposals. Our company has written or helped write a broad range of proposals including two \$100,000 building and equipment plans which were funded and a \$148,000 pro-

gram funded by the Mott Foundation."

The company assisted the Hemophilia Foundation of Michigan develop and write a grant proposal for \$45,000 in 1978 which was fully funded by Detroit Free Press Charities Inc. The corporation funded four of 56 proposals received for a total grant of \$95,000, Kleber said.

"We've discovered people give money to people, not to causes or programs," Kleber maintained. "It's human nature to give a donation to someone you know and to refuse a stranger who comes to your door soliciting funds."

"There's nothing illegal, immoral or fattening about that. It's the real world of fund-raising. The dynamics of asking for money are that you won't love it but you won't be afraid of it."

THE COMPANY, Kleber said, throws in some good ideas, but its main function is to help implement the innovations of board members who know what they want to do but lack the discipline to follow through.

Kleber still works for some for-profit businesses, he said, but through word of mouth he gets more and more involved with non-profit organizations.

"Some people call our company 'Kleberworks' and think we're an ad agency," Kleber said. "Actually, we hire outsiders for design and other projects. We even paid someone to do our own public relations because we're too close to the forest to see the trees."

"One of the most important things we do is to help organizations describe and present themselves to targeted audiences. You'd be surprised how difficult it is for some board members to tell what the group is and what it does."

"The targeted audience of a mental health organization, for example, could be funding sources, the legislature or government agencies. Wisdom doesn't begin with knowing the answers but by asking the right questions."

Kleber is currently involved with a foundation proposal in Toronto, the Lansing Museum of Surveying and Natural History and the Walsh College of Accountancy and Business Administration in Troy as well as a desk-full of other projects.

"Many organizations function for self-perpetuating themselves," Kleber maintained. "They need to be more business-like. People don't necessarily want to be told what to do, but they want help doing it. That's why I help organize volunteers and teach fund-raising workshops."

"I was aware of the possible economic risks of this business when I went into it. I'm not going to make a financial killing, but I love what I'm doing and the company is doing better than I ever dreamed it would."



KLEBER: "Sometimes fantasies and opportunities never seem to materialize. Organization leaders want to follow through with planning and ideas, but time and people are never quite available to make it happen." (Staff photo by Mindy Saunders)

Nelson systems improve fuel efficiency

By MARY KLEMIC

Imagine that there was a little machine you could put in your car that would improve the car's fuel economy as well as its performance. Impossible? Something out of the distant future? Actually, the devices are available today, said Jeff Nelson, owner of Nelson Fuel Systems and Equipment, 1840 Thunderbird in Troy. Nelson said that such devices as capacitive ignition dischargers, water injection systems, exhaust headers and turbochargers can improve a car's fuel efficiency. Most of the devices can be installed in a car in one day.

"There is no magic wand, no magic carburetor that will give you 100 miles to the gallon," he said. "But you can get two or three miles to the gallon here and there, and little things add up."

"Think of it in terms of little steps that lead up to efficiency," he said. But Nelson cautioned motorists to think carefully before ordering any of the devices. For example, a driver shouldn't be eager to put extensive systems in his car if he isn't planning to keep the car very long. Also, drivers shouldn't expect overnight results.

"You have to weigh what you get out of what you spend," Nelson said. "You can put in a device at \$175 and not pay for it in a week. It'll take a year or two years for the average person (to pay

for it in terms of efficiency.)"

NELSON ALSO warned drivers to be careful about the less expensive fuel efficient "gimmicks" that are available. "A good scale to remember is, you get what you pay for," he said. He said that, for example, a good capacitive discharge device won't sell for under \$100.

In addition, there are some simple steps a motorist can take to help improve his fuel efficiency, such as cleaning the car's air filter, changing its oil and checking the tires regularly. Use of a graphite motor oil, a petroleum-based oil with a graphite additive, can cut frictional losses of the motor, Nelson said, and the oil is just slightly more expensive than other premium oil.

Nelson said that some of the fuel efficient devices are "passive," that is, they don't modify the engine itself. One passive device is a gauge that moves with the throttle and can help a motorist drive smoothly, and consequently, with better fuel efficiency.

The gauge costs around \$25 and can be installed in or on the dashboard for between \$10-\$25. An arrow on the gauge registers poor, fair or good according to how the driver accelerates. A driver is accelerating "poorly" if he alternately speeds up and slows down. The arrow registers "good" if the ac-

celeration is smooth.

"You'll be learning to drive smoother (with the gauge)," Nelson said. "You could take the gauge out after two weeks."

Two capacitive dischargers, called Compusensor and MSD (multiple spark discharge), help a car to get more use out of the fuel by releasing a more powerful ignition spark. The better the ignition, the better the combustion the car will be. The Compusensor creates a larger gap in the spark plug, while the MSD releases several discharges instead of just one.

The Compusensor costs around \$125, and can be installed for around \$35-\$40. Nelson said that a car with the system must have its rotor and distributor cap in good condition, or else the spark will jump. The MSD comes in various models, costing around \$115.

ONE POPULAR DEVICE is the water injection system. The system injects water or a mixture of water and alcohol into the intake manifold, which distributes air and fuel to the cylinders. The device absorbs heat that can cause knocking, and keeps the combustion chambers clean. As a result, combustion in the car is smooth and long. Violent combustion can cause power and efficiency to be lost.

The systems have to be kept full, and alcohol or windshield washer anti-

freeze has to be added to them in the winter. A water injection system costs around \$80-\$90.

Exhaust headers work to get the exhaust out of the car efficiently. Heat is lost in the car through the exhaust and cooling systems, friction and pumping. Better-made exhaust headers cost around \$125.

Turbo charging uses heat that otherwise would be lost in the exhaust, compressing it and moving it back into the motor. Turbo charging is more expensive than other systems. Cost of the system with installation begins at \$1,500, depending on the design of the vehicle.

Nelson said that turbo charging works especially well on diesel engines, giving the car better power and cutting down on the amount of smoke from the car.

Nelson corrected some mistaken notions motorists often have that can also help fuel efficiency, such as warming the car up too soon. "They think they're helping the engine, but they're not," he said.

He said that the warm-up time for a car should be restricted to what is necessary to drive safely — long enough for the windows to be defrosted in winter and not more than 30 seconds in the summer. "Warming up beyond that (time) is beyond value," he said.



Jeff Nelson says drivers should think of his fuel systems in terms of little steps that lead up to efficiency. (Photo by Gary Wettig)

White Motors moves back to Farmington Hills

By MARY GNIEWEK

White Motor Corp., a billion-dollar-a-year manufacturer of heavy duty trucks and farm equipment, is moving part of its operation back to Farmington Hills.

The company's corporate headquarters will occupy the building it has been leasing to Chrysler Corp. at 34500 Grand River. Chrysler's lease was terminated Sept. 30.

The office between Gill and Drake roads was formerly the site of White's research and design center, which relocated to East Lake, Ohio, a suburb of Cleveland, in 1976.

White Motor purchased the building in the early 1970s via industrial revenue bonds from Farmington Hills. The move will transfer less than 100 employees to the area.

"Though initially a small group, a few new positions will be added," said a company spokesman. "We hope, over an extended period of time, we will be able to hire more."

The spokesman said a new international group will be set up here.

White Motor Chairman Semon "Bunkie" Koudoun, once served as president of the Ford Motor Co. but was fired by Henry Ford II 10 years

ago, leads the corporate entourage which will work in Farmington Hills.

THE MOVE into the new quarters has already begun.

Meanwhile, 75 Chrysler employees who worked at the building buffered from Grand River by a small lake have been transferred to Chrysler operations in Highland Park and Warren. They

work on instrumentation repair and engine design.

A spokesman for White Motor said the relocation was made so that the company could be closer to the auto industry and its suppliers, and because White Motor already owns the building which would have become vacant once Chrysler moved out.

The spokesman emphasized that just the corporate facilities are moving out.

The company has manufacturing plants in Virginia, Utah, Illinois, Pennsylvania, Iowa and out of the country.

Over the next year, further staff reductions may bring an additional 100 employees to the corporate offices.

Besides heavy duty trucks and farm equipment, White Motor builds lift trucks. For the first six months of the year, the company recorded \$824 million in sales.