

Executive suite

How to be classy on a shoestring budget

market place

AMERICAN Mot. Chairman Gerald Meyers says the automotive industry will see more cooperative arrangements such as the one between American Motors and Renault because few companies have the resources, transnational marketing strength and in-depth technical capabilities to be totally independent. "Cooperation will grow and will cross oceans and national boundaries. Few companies will have the muscle to go it alone — not even with government support. So there will be alliances, joint ventures and other mutual projects on a wide scale." The emerging global automotive industry will require careful strategic planning and only these companies that have a battle plan will be among the survivors, he says.

FORD MOTOR Credit Co., Ford's finance subsidiary, provided record levels of automotive financing support for Ford vehicle sales in 1979. Ford Credit purchased \$41.500 automotive retail contracts in the United States for a gain of nearly eight percent from 1978. According to John Dean, chairman, he added that although some banks and credit unions have curtailed auto financing because of present money situation, Ford Credit has stepped up its financing activity. Ford Credit services about 5,000 Ford and Lincoln-Mercury dealers in the U.S. through 152 branch offices.

ELECTRIC vehicle and battery development progress will be discussed by Conrad Weinlein at the American Technion Society Detroit Chapter meeting Feb. 13 at 7:30 p.m. at the Ramada Inn on Telegraph Road in Southfield. For more details, call 559-5190.

SMALL business have an alternative to a full-scale audit. Review services have recently been approved by the American Institute of Certified Public Accountants. This service offers small businesses an opportunity to have their financial statements analyzed without an audit. Business wishing more information on the service can obtain a free publication called "Reporting on Financial Statements" from the Detroit office of Mann Hurdman & Cranston, CPA. Their address is 333 W. Fort St., Suite 1850, Detroit, 48226.

LAMPE Communications, Inc., of Orchard Lake will specialize in low-cost product publicity in trade magazines. The new service provides press releases on new products or services. A fixed fee to the client covers writing, printing, list selection, mailing and postage. For more information, contact Seth Lampe at 362-5769.

WALTER Netchel, a design partner in Skidmore, Owings & Merrill, one of the top architectural firms in the nation, will speak in the Lawrence Institute of Technology School of Architecture's Visiting Professional Lecture Series 7:30 p.m. Feb. 14 at the school, 21000 Ten Mile Road in Southfield. The public is invited to attend free of charge.

THE FEB. 21 meeting of the Detroit Chapter of the National Association of Accountants will feature Alastair Carlyle, senior vice president of Manufacturers National Bank of Detroit, speaking on banking technology in the 80s. Dinner starts at 6:30 p.m. at the Standard Club in the Renaissance Center 400 Tower. Members and guests are invited. For reservations, phone Anne Beck at 354-6900.

FIRST OF Michigan Capital Corp., whose principal subsidiary is First of Michigan Corp., announced consolidated revenues for the period ending Dec. 31, 1979 were \$3,581,874 compared to \$2,857,167 for the same period the year before. Net income was \$161,219, equivalent to 33 cents per share versus \$86,776 or 18 cents per share for the thirteen weeks ended Dec. 29, 1979. FOM officials said that was a 25 percent increase in gross revenues and an 85 percent increase in net income. FOM Capital Corp. is the largest Michigan based underwriter of common stocks and corporate and municipal bonds.

By ALICE COLLINS

Interested in starting a business with a classy address but with only a shoestring budget to go on?

You can rent an "office suite" in Birmingham's high-rent district, employ professional secretarial help, and have your own private telephone communications system at a maximum rate of \$50 a month. That's the executive package.

If it's too steep for you, there are the scaled-down \$35 and \$30 per month packages.

If these cost figures sound like something from out the distant past, ask Birmingham businesswoman Barbara Poulos. She will assure you they are the current rates.

If you decide on one of these packages, only your closest friends and associates need know that your "suite" is in the Elm Professional Building, 295 Elm St., Birmingham, measures 5-by-15 inches and is constructed exactly like a U.S. post office box.

Your telephone communication system will be an answering service and your secretarial work will be done by a typist for \$5 an hour.

MRS. POULOS is the owner and president of Office Suites Inc., a service business she opened in July in the Elm building. From her small suite she offers private postal boxes with their own "suite" numbers, telephone answering and secretarial services.

"The Birmingham business address

'The Birmingham business address definitely has snob appeal. Earlier advertisements for the service invited people to seek a prestigious business address. Recently, we changed prestigious to classy, and it seems to be working even better.'

Barbara Poulos

definitely has snob appeal," said Mrs. Poulos last week. Earlier advertisements for the service invited people to seek a "prestigious" business address.

"Recently we changed 'prestigious' to 'classy,' and it seems to be working even better," she added. Mrs. Poulos is currently serving about 60 individuals and businesses.

In addition to the address, "the service allows people who can't afford an actual business office to go ahead and operate. They may want to test out a business, to see if it's going to fly before making a major investment," said Mrs. Poulos.

OFFICE SUITES Inc. caters particularly to mail order businesses, promotion-marketing companies, manufacturers' representatives, salespeople.

Mrs. Poulos said she looks for stability in her clients. "We stay away from the mail solicitation-type business that may run a sales promotion, get the money and take off." The firm requires

references from its clients "and if there's the slightest thing that doesn't sound right, we check the references, especially if it has anything to do with a mail order scheme."

MRS. POULOS believes her private postal box service, which is in competition with the U.S. Post Office, is the first of its kind in this section of the country.

"Last February I read in a magazine that these private boxes were very popular in California and I thought they just might work out here," said Mrs. Poulos.

"I called all post offices in the area to find out how many of their post office boxes were being used," she continued, "and found out that many of them had waiting lists."

"So I knew there would be a demand for our type of service."

Her next step was to place a newspaper advertisement to see if she'd get a

response. "Thirty-eight people answered the first ad," she said.

"Originally, I was thinking about renting a store-front type office in Birmingham and just offer the mail boxes. But as I talked with the callers, they let me know what their needs would be."

"That's when I decided on the combination of services."

Her firm now has 100 postal "suite" boxes "U.S. Government approved as to size." About half are currently being rented. The cost is \$15 per month. A \$5 key deposit is additional if the client is not taking a special package.

THE MAIL is delivered daily by the post office and the clients may come in a pick up between 9 a.m. and 5 p.m. Monday through Friday and from 9 a.m. to noon on Saturday.

Clients who would rather not come in regularly, may authorize Office Suites Inc. as its delivery agent. The firm then may take the mail from the private box, repack it and forward it to the client.

A business that wants its telephone answered by name, may pay to have a private line installed at Office Suites. "We can answer the phone, say that that person will be in later in the day and take a message," said Mrs. Poulos. "The caller never has to know we're an answering service."

"Or, we can receive their calls on our own line, answering 'Office Suites.'"

Mrs. Poulos hires two part-time clerical employees to help her run the business.

THE EXECUTIVE package includes a suite box for \$15 a month, a private telephone line for \$25 and two hours of secretarial typing for \$10.

The intermediate package includes the box for \$15, the company telephone line (\$42-1452) for \$15 and one hour of typing for \$5.

Packages also include limited use of a photocopier.

Rates are also available for individuals and for individual services.

Office Suites Inc.'s competition, the U.S. Post Office in Birmingham, currently has small post office boxes available for \$20 a year. Postmaster J.B. Williams said when he was first contacted by Mrs. Poulos, his office had a waiting list for the boxes. "But we got some new ones in and they're now available."

However, the post office in Southfield reports being "filled up every month." A spokesman said the Southfield office doesn't maintain a waiting list, but rents any available boxes on a first-come, first-served basis.

A spokeswoman at the Troy Post Office said there were boxes available there because a new section of boxes had been added recently.

MRS. POULOS is considering branching out into other address areas "maybe next summer," she said. She's thinking about Detroit's Renaissance Center as a possible location. "I think the Ren Cen sounds like a good classy address."

BUSINESS PEOPLE

DEDRIA BRYFONSKI was named vice president and associate editorial director of Gale Research Co. She has been with Gale since 1974, most recently as senior editor. Bryfonski is a resident of Beverly Hills.

DALE R. DeVRIES was appointed manager of data processing operations at GMC Truck & Coach Division. DeVries since 1968 has held several positions at GMC, including senior supervisor, staff systems analyst and general supervisor. DeVries is a resident of Rochester.

PATRICIA A. LACEY of Birmingham was appointed to officer status as an assistant trust officer in the trust investment department at DETROITBANK Corp. Lacey joined the bank in 1979 as an investment officer in the investment technology division.

PHILIP D. MATZ was elected a senior vice president of Kenyon & Eckhardt Advertising, Inc. Matz has been K&E media director since 1976, beginning as a media trainee in 1959. Matz resides in Bloomfield Hills.

Baker, Abbs, Cunningham & Klepinger Advertising of Birmingham appointed **CHERYL COLLINS** to media planner for the agency. Collins was formerly media buyer and planner for a firm in Southfield.

National Bank of Detroit appointed **J. ERIC LEHMANN** of Birmingham as loan officer in its regional banking division. During his 2½ years at NBD, Lehmann has worked as a loan review analyst.

DEBORAH M. MORRIS of Birmingham was named director of human resources for Credit Counselors of America.

RUSSELL DOBSON has joined Simons Michelson Zieve Inc. Advertising, as an account supervisor. Dobson, former owner and partner in Creative Impressions Advertising, is a resident of Birmingham.

JOHN H. GREENING of Birmingham was named president of the Power Transmission Division of Ex-Cell-O Corp. Since joining Ex-Cell-O in 1972, he has been vice president and general manager of the power transmission division.

BRUCE P. ANDREWS of Franklin was appointed general manager for the Detroit office of Kenyon & Eckhardt Advertising, Inc. Andrews has been senior vice president and most recently management supervisor on the agency's Chrysler-Plymouth advertising account.

TIMOTHY R. ADAMS was appointed director of international product group for American Motors. He joined American Motors in 1976 as a senior analyst for international technical services, and later named manager of overseas manufacturing program.

VITO G. CASTIGLIONE was named president of the packaging systems division of Ex-Cell-O Corp. He was named vice president-international in 1973, vice president-marketing in 1978, and prior to this appointment, was vice president. Castiglione is a Bloomfield Hills resident.

GAY M. ALLSHOUSE of Troy was named assistant cashier by Fidelity Bank in Southfield. She has been with the organization for 10 years.

DENNIS P. MONTONE has been named director of manufacturing planning for American Motors in Southfield. Montone joined American Motors in 1968, serving on the corporate manufacturing staff and later as general superintendent at the company's Milwaukee body plant.

THOMAS N. McVETTY of Birmingham was appointed manager-car line product planning for Chrysler Corp. He joined Chrysler in 1949, and prior to his appointment, he served as manager-small car planning.

Metropolitan Savings Association promoted **MICHAEL L. ANDREWS** to vice president-business development. Andrews has been affiliated with the industry for over 10 years. He is a director of the Southeastern Michigan Chapter of the Society of Real Estate Appraisers.

Three new managers for American Motors Corp. are: **CHARLES N. BUSCH**, appointed to the newly established position of manager of operations — South America; **ROBERT R. GUERTIERREZ**, named manager of special projects; and **ZEALAND B. THIGPEN III** appointed manager of sales-Central America and the Caribbean.

JAMES EASTMAN of Birmingham was elected vice president of employee relations by the Federal Mogul board of directors in Southfield.

MELVIN A. PULLIN of Birmingham has been promoted to coach sales manager at GMC Truck & Coach Division in Pontiac.

Metropolitan Savings Association promoted **SUSAN J. SABA** to assistant vice president-employee relations.

JAMES W. CRELLIN has been appointed assistant director of public relations for Chevrolet Motor Division in Warren.

Perry Drug Stores, Inc., named **MICHAEL J. SANBORN** of Troy manager of the Perry Drug store in Taylor.

Clayton Environmental Consultants, Inc., of Southfield promoted **RICHARD J. POWALES**, P.E. to director-Environmental Control. D.L. GREAVES JR. has been named consultant.

GEORGE LAPLATE of West Bloomfield and **JOHN McDUGALL** of Bloomfield Hills have been elected to the board of trustees of the William Beaumont Hospital System in Royal Oak.

Judge La Plata presides in Oakland County Circuit Court. McDougall is executive vice president-operations for Ford North American Automotive Operations, and Ford Motor Co.

The American Institute of Kitchen Dealers (A.I.K.D.) elected officers for 1980-81: President **JAMES R. ALLCORN**, C.K.D. of Bloomfield Custom Kitchens in Birmingham. Vice president, **BRUCE KEVELIN** in Farmington Hills, treasurer, **KEN JONES** in Flint, and secretary, **WILLIAM WEINLIN** in Detroit. Also elected **ALEXANDER C. ROBINSON JR.** of Birmingham as assistant vice president in its U.S. Corporate Group, United States Division.

VINCENT J. STYRNA of West Bloomfield was appointed manager of dealer communication systems at GMC Truck & Coach Division of General Motors.

TERRY M. BARDEN was appointed to assist product manager of piston equipment for Sperry Vickers, North American Group in Troy.

VIRGINIA ANDERSON, account supervisor for D'Arcy-MacManus & Masius, Inc., was transferred to the agency's New York office from DM&M/Chicago. She is a former resident of Bloomfield Hills.

HARRY B. PRICE of Bloomfield Hills was promoted to vice president-business development of Hoad Engineers, Inc.

STANLEY LESZCZYNSKI joined E. F. Hutten & Company Inc., as an account executive.

PAUL T. BROSHAHAN of Birmingham was appointed general manager of Ford Motor Company's Steel Division.

DR. MARY FRANZEN CLARK was appointed executive director of Health Saving Services (HSS) in Southfield. Clark has been an advisor and instructor at Henry Ford Community College.

Cadillac Plastic and Chemical Co. in Birmingham appointed **HENRY A. DEUTSCH** as product manager-gloves for Cadillac Plastic and Chemical Company's safety products business. Before joining Cadillac Plastic, Deutsch was an account executive for a national metals commodity house and national sales manager for a manufacturer of industrial gloves.

GAYLE MAURER was promoted to manager of public relations in the Bloomfield Hills office of D'Arcy-MacManus & Masius Advertising. Maurer joined the agency in 1976 in the Media Department. A short time later she was named assistant director of public relations.

RAYMOND W. GAUSS of Bloomfield Hills was appointed assistant to the vice president, machine tool sales and marketing for Ex-Cell-O Corp. After joining Micromatic Operations of Ex-Cell-O as a clerk in 1958, Gauss rose to vice president and general manager.

JOYCE A. HAMILTON was appointed employment opportunity administrator by Sperry Vickers in Troy. Prior to joining the company, seven years ago, she was administrative assistant at the Mental Treatment Center in Champaign County, Ill.

DAVID P. RICHARDSON of Birmingham was appointed the division's advertising manager of the Ford parts and service division. Richardson began his career with Ford in 1957 and has held numerous merchandising, product planning, and analysis positions, and most recent positions as manager of Product and Business Planning Department.

J.R. HAGGERTY of Birmingham was appointed director of Technical Development-Health Care Facilities of Cunningham-Limp. He is branch director of the American Society of Civil Engineers.

PATRICK RYAN of Rochester was named director of purchasing at General Motors Fisher Body Flint assembly plant. Ryan began his automotive career with the GM Engineering staff in 1956. He has since held positions as material control supervisor, assistant in the material handling and control, and production superintendent.

Sperry Vickers appointed **TERRY BARDEN** assistant product manager of piston equipment for its North American Group in Troy. Barden joined the company in 1966 as a technical writer. He recently served as market product manager for mobile control.

Real Estate One transferred **JOHN HUSSEY** to Orlando, Fla. to assume the position of chairman and chief executive officer. Hussey is currently a member of the Birmingham Bloomfield Board of Realtors.

Anchor Motor Freight, Inc. promoted **J. SEPH A. WIDINA** of Troy to vice president-operation. Widina joined the company in 1965 as accounting clerk in Ohio. He has since served as office manager in Flint, terminal manager in Mass., and New York, and director of operations in Southfield.

VICTOR E. DUNCANSON has been named director of business development for the Palmer-Smith Co., in Southfield. Duncanson will be responsible for marketing and sales for the company.

WILLIAM J. SCHMID of Bloomfield Hills was appointed assistant vice president in National Bank of Detroit's regional banking division. During his 10 years at NBD, Schmid has held a number of managerial positions in the bank's branch system.

RICHARD A. KRAMER of Troy was named vice president-personnel of Erb Lumber Co., Birmingham. Kramer joined the company in 1972 and served in sales and retail management at Erb until his appointment as director of personnel in 1977.