

Knart's world headquarters is an after-dark beacon. (Staff photo by Charlie Kidd)

## Troy rates as corporate headquarters capital

The Detroit area may be considered the automotive capital of the world, but the City of Troy must be the headquarters capital of Michigan.

Within its 38 square miles, Troy houses world headquarters for several major corporations, most of which are located on Big Beaver or Maple roads.

Many companies chose Troy for their headquarters because of its proximity to I-75 and its convenience for employees who live in the northern suburbs. Some have found it conveniently located to smaller business customers.

Troy's two small airports, the Troy Oakland Airport and Big Beaver Airport, as well as the access to Metropolitan Airport via a helicopter service and Pontiac Oakland Airport, persuaded some businesses to locate their headquarters in Troy. Among the city's major tenants are:

**SPERRY VICKERS**, 1401 Crooks, is believed to be the first major business to locate its world headquarters in Troy. When the facility was being built in 1956, it was surrounded by farmland and wide open stretches.

The company is a leading manufacturer of high technology fluid power components, including hydraulic pumps, motors, transmissions and valves.

A division of Sperry Rand Corp., based in New York, Sperry Vickers employs about 8,900 worldwide including about 700 in Troy. It has operations in 32 countries and distributorships in 43.

**KMART INTERNATIONAL**, 2401 Big Beaver, may not have been the first, but its \$27 million modern building is one of the most outstanding structures in Troy. Currently, the building has 560,000 square feet of office and laboratory space.

When it first moved from Detroit to a 30-acre site in Troy, two reasons were given for the corporation's expansion northward. H.B. Cunningham, then board chairman and president of the mass merchandising chain, said the company wanted to assure having "the most efficient, functional and economical housing of our present and future operations." The modular design, arrived at by the architectural firm of Smith, Hinchman & Grylls, has proven functional and allowed the company to start construction on a 350,000-square-foot addition to help accommodate the 2,000 employees at the headquarters.

Cunningham also cited "accessibility from the Detroit area expressway network and acceptable travel distances for the majority of our people," as another reason for moving to Troy in 1972.

**FORD TRACTOR Operations**, on Maple Road east of Coolidge, houses the management and engineering offices as well as a small parts depot. As the worldwide headquarters for Ford Tractor, the building houses more than 1,800 employees. It formerly housed Dearborn Motors before that operation relinquished its marketing function to Ford.

**ROCKWELL INTERNATIONAL**, 2135 Maple Rd., located its world automotive headquarters in Troy in 1975. The Rockwell complex contains 170,000 square feet of office space for 28 departments and their staffs. The complex also houses a 200,000-square-foot automotive technical center with a staff of more than 500 recognized scientific, engineering and technical authorities from 15 disciplines.

**THE BUDD CO.**, 3155 Big Beaver,

moved from Philadelphia to Troy in 1972. "We found the Troy community had the office facilities that could most closely meet our needs," Paul Siebert, director of public relations, said. "The expressways also provide an important link to our plants in Michigan and the proximity of the airport was a major ingredient in our choice to locate here."

The company has 275 employees at its office building on Big Beaver and plastics research facility at 355 Executive Drive.

**EX-CELL-O CORP.**, 2855 Coolidge, moved its executive offices to Troy five years ago from Highland Park. When the decision to move was made, Ex-Cell-O officials conducted a complete study and found Troy "one of the best locations in the area," according to Hugh Dundas, director of public relations.

In addition to its proximity to the expressway, Troy proved to be "close to home for a high percentage of our existing employees" at the time, he noted.

The company employs 16,500 persons throughout the United States, including 150 in Troy. A manufacturing concern, Ex-Cell-O produces packaging materials, aircraft parts, machine tools, automotive components, agricultural equipment, computer peripherals and contractor's equipment.

**ZIEBART INTERNATIONAL CORP.**, 1290 E. Maple Rd., completed its world headquarters building in 1975. The "It's Us or Rust" headquarters provides offices for its top management as well as a warehouse, training center and laboratory and an operating Ziebart station.

With 700 independent Ziebart dealers, the company has outlets through-

out the United States and in 28 countries.

At the training center, two instructors conduct classes regularly on how to rustproof vehicles. The training is provided at no charge to the students.

**STANDARD FEDERAL Savings**, 2401 Big Beaver, located its headquarters in Troy in 1973 because of the community's "central location," said Bill Yaw, marketing director.

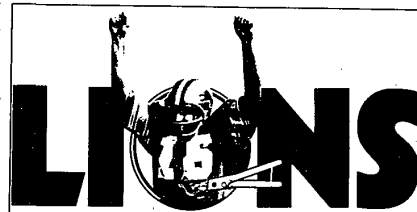
"We enjoy our location next to Somerset Inn and Mall and the other major businesses," he said. "It's also close to the expressways and is close to our branches."

Standard Federal, which has nearly 400 employees in its Troy headquarters, has 43 branches in Wayne, Oakland, Macomb and Washtenaw counties. With about 950 employees statewide, the company houses its mortgage processing operation, accounting, purchasing, personnel, computer and legal departments in Troy.

**KELLY SERVICES**, at 999 Big Beaver just west of I-75, moved its headquarters from Southfield to a 10-story office building it purchased. Although the company let previous tenants remain in the building, it expects to utilize 60 percent of the building.

"We think Troy is an ideal location for us because there is a very fine labor pool in Troy and the surrounding area and the Big Beaver location will give us good access to I-75," Terrence Adderley, Kelly president, said at the time of the move.

The Troy facility houses 420 full-time employees and coordinates the work of 250,000 temporary employees in 360 offices in the United States, Canada and Europe. Kelly Services did \$278 million in temporary employment services in 1978.



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