

Business

BUSINESS PEOPLE

M. ALLEN COFFIN has been appointed sales manager of the Royal Oak office of Schweitzer Real Estate Better Homes and Gardens. He became a broker in 1973 and is a past director of the South Oakland County Board of Realtors.

RONALD MURRAY, of Avon Township, has joined the Marc A. Chalut and the Northwest Insurance Agency of Rochester-Troy as a full partner-president. He is a former high school counselor at Rochester High School and recently was employed as a sales associate for Girardot, Inc.

M. SCOTT MITCHELL of Bloomfield Hills, has been named chairman emeritus of Connecticut General Life Insurance's Company Gold Circle Cabinet for 1979. He is a national account executive at the Southfield-based insurance office and among Connecticut General's top ten group sales personnel nationally to attain membership in the cabinet.



COFFIN MURRAY MITCHELL

Rochester resident J. KINDER ESSINGTON has been elected senior vice president of the Detroit Division of the J. Walter Thompson Co. He was named to his present position in 1976 after joining the firm as an associate creative supervisor the previous year.

MICHAEL CROSSON has been named director of client relations and **STANLEY WINTERS** has been named vice president in charge of company operations for Jon Greenberg & Associates, store designers and planners of Southfield.

EDWARD SCHULTZ of Sylvan Lake has been promoted to second vice president and consumer banking office at Manufacturers National Bank of Detroit.

SHIRLEY MEDLYN has been appointed manager of public relations for the Troy-based Kelly Services, Inc. an international temporary help firm. She joined Kelly as account representative for sales promotion and public relations in 1976.

CHARLES WHITMAN has been appointed vice president, corporate development for the Birmingham-based Cadillac Plastic and Chemical Co.

DR. JAMES HURRELL has been elected president of the Oakland County Veterinary Medical Association. Vice president is **DR. MIKE MCLAUGHLIN**, and **DR. KENNETH MAYHEW** of Orchard Lake is secretary-treasurer.

HELEN LEVENSON of Southfield has joined Yaffe Stone August, Inc. of Southfield, working in internal control and traffic. She formerly held a similar position at Simons Michelson Zieve, Inc. of Troy.

MICHAEL FOLEY has been elected manager of the national division office of Lawyers Title Insurance Corp. in Troy supervising servicing of large national accounts in the area.

ALAN MARSHALL has joined the Troy-based E.A. Robinson, Inc. as executive creative director specializing in complete marketing programs for consumer packaged goods accounts.

RICK HALE of Farmington Hills was appointed to the medical social work staff at the Harper Hospital Division of Harper-Grace Hospitals in the Detroit Medical Center.

MARGO ROONEY has been promoted to media planner in the media department at D'Arcy-MacManus & Masius Advertising. The Troy resident has been with the firm for the past 10½ years.

KENNETH FIL of Beverly Hills has been appointed assistant administrator at Providence Hospital in Southfield. He joined the hospital staff in 1974 as central stores manager.

JUDY KRALOVEC of Birmingham has been appointed to the new position of assistant to the president of the Rehabilitation Institute, Dr. Joseph Schaeffer. She joined the Institute staff after serving for the past two years as director of sales for the Ramada Inn in Southfield.

The National Bank of Detroit has appointed **ANTON VANEK, JR.** of Troy as loan officer in its regional banking division. In his four years with the bank, he has worked as a credit analyst and loan review officer in NBD's credit administration department.



FIL KRALOVEC VANEK

MICHAEL GRAHAM of Birmingham, has been promoted to account executive; sales promotion-advertising with D'Arcy-MacManus & Masius Advertising. Bloomfield Hills. Graham joined the agency in 1976 as a traffic supervisor in the production and traffic department.

DAVID CARLSON of Southfield, has been named president and chief executive officer of International Automated Machines, Inc. Before joining IAM, Carlson was a vice president of Allied Supermarkets.

KEVIN CONKLIN of Troy, has been named manager of Hurley's at the Northfield Hilton Inn.

KEN KOTIZA of Bloomfield Hills, has been appointed assistant vice president of the National Bank of Detroit's international division. Kotiza joined the bank five years ago.

DANIEL LOGAN of Farmington has joined the automotive group of Inmont Corp. as a market manager of OEM finishes. Before coming to Inmont in Troy, Logan was associated for more than 12 years with Celanese's automotive coating division.

Designs to withstand stress

Charles Chan goes to China

CRAIG PIECHURA

Why would someone intentionally change his name to Charles Chan?

And why would mainland China welcome that man after a 30-year absence? To clear up this mystery, a little explanation is in order.

Charles (he prefers that to Charley) Chan went to Ann Arbor from Canton in 1949 to attend engineering school at the University of Michigan. His house mother couldn't pronounce his first name, Sal-Ip, so she dubbed him "Charles Chan," after the inscrutable movie detective.

The name stuck and Chan had it legally changed when he decided to become an American citizen. Chan has lived in Southfield, with his wife Pei-Lei and daughters Evelyn and Claire, for 12 years.

A structural engineer with Giffels Associates Inc. of Southfield for the past 26 years, Chan went back to his homeland last month after being away for three decades.

Although he went to China for non-business reasons, he managed to swap construction talk with Chinese engineers at Shanghai-Jiao Tong University, a school he once attended. He also spoke before the Academy of Building Research of the State Capital Construction Commission.

"The talk was technical, not political," Chan said.

Chinese engineers and students, Chan said, wanted to know how Americans design buildings that withstand the stress of an earthquake. China suffered a devastating earthquake two years ago at Tangshan, east of Peking.

At Giffels, Chan oversees many projects that must be designed to withstand stress. His latest project is an experimental magnetic fusion reactor being built at Princeton University in New Jersey.

"THEY ASKED what would be a building material suitable for design against seismic factors," Chan said. "Structured steel and reinforced concrete and light-weight cold-forged sheet metal are common here, but not there. Our construction also makes use of pre-cast, pre-stressed girders."

"They don't have structural steel as a rule. They buy some from West Germany and Japan, but for the most part they rely on concrete. The bad part is concrete weighs more and that weight is not helpful in an earthquake."

According to Chan, the bulk of China's industrial belt is located in the northeast, right along a fault line.

What does an engineer make a point

of inspecting when he visits China? The Great Wall, of course, one of the engineering wonders of all time.

For Chan it was his first look at the Wall.

"Like most people, that would have to be the highlight of my trip," Chan said. "I had never seen it before and it is something out of this world. I remember in 1969, when we landed on the moon, the astronauts said the Great Wall is the only man-made structure that can be seen from space."

"I took a picture of the part they didn't refurbish," Chan said. "They have reinstated most sections but where they haven't it is pretty crumbly. But you can't believe it has been standing nearly 2,600 years. Being a structural engineer, that's why I look at it."

Another high point of the trip was a visit to the U.S. Embassy in Peking, where Chan met with U.S. Ambassador

Leonard Woodcock and posed for a picture with him on the embassy steps.

Chan said he was surprised with the knowledge the Chinese had about fast-changing politics and technology in the world.

"They knew about the world situation," Chan said. "During the time I was over there China went into Vietnam and to my surprise they knew all about it. They knew about the Formosa situation, which I didn't think they knew about."

"Oh, and they were all crazy about this American folksinger, what's his name, John Cash, no, that's not right, John Denver. They were crazy about his cowboy songs and wanted his tape recordings."

"I don't even pay attention to (popular music), so I didn't know who they were talking about. I guess I'm 30 years behind the times."

Chan's wife Pei-Lei and youngest daughter Claire are accomplished class-

sical musicians, so he took notice of the tumultuous reception conductor Seiji Ozawa received in China when he toured the country with the Boston Symphony. Ozawa is an American conductor of Japanese ancestry who was born in China when Japanese occupied the mainland.

"Cultural things have been restored," Chan said. "The Boston Symphony was a big hit — I saw long lines."

THE SYMPHONY'S tour of China came shortly after Vice Premier Deng Xiaoping visited the United States and was serenaded by John Denver, among others. That command performance was televised in China, which accounts for John Denver's sudden popularity in Peking.

Chan also went back to some of his old haunts to see how they changed over the years.

He visited his old university, and checked to see if any of the old professors were still around. They weren't. And he got to meet his wife's parents for the first time.

Chan said his in-laws "had a difficult time during the Cultural Revolution" because they were professionals when farming was encouraged. But now they are happy, living in retirement on a government pension. When Deng took over, Chan said, his in-laws received some compensation for property they owned before the revolution.

Overall, his impression of modern China was favorable and in many respects showed vast improvement over the China of 1949.

"Shanghai 30 years ago was a very bad place. Poor, starving people. I saw none of that. China does not have starvation, not like India, and South America, not in that sense."

"As far as the American point of view, say personal freedom, that is a very hard thing to say. It's just like a Pharaoh who has TB and is confined to stay in a sanitarium. He is not free, but for the whole society, it might be a good idea for him to be confined."

Chan's ability to speak the four major Chinese dialects helped him gain insight into the attitude of the man and woman on the street in China. He said he asked a taxi driver (always a good source) why the Chinese liked Deng after years of Mao.

"He said the only difference between the Gang of Four and now is that before they had money but could not buy anything. Now they have money and buy things they want."

Like John Denver records.



Charles Chan of Southfield returned to his China homeland after 30 years and got his first look at the Great Wall — of particular interest to the University of Michigan-educated engineer.

Coffee break

'I can feed 200 in 3-minute stop'

By SUSAN TAUBER

Catering trucks — the box-shaped kind with stainless steel doors that lift to reveal a variety of food for snacks and meals — changed the life of one Oakland County woman.

When Pat Johnson was on vacation in California 14 years ago, she saw one of the food catering trucks.

"I instantly fell in love with the truck," she said. "I knew it was going to change my life."

The catering trucks not only changed Mrs. Johnson's life, they changed the business of truck catering in Michigan.

"People had never seen a truck like this in Michigan when I brought the first one to Rochester 14 years ago. People were skeptical at first. I had a hard time getting food to sell. I bought it from restaurants. When they saw how much I was buying every day, they started making the food for me," Mrs. Johnson said.

She is the first and only woman to register as owner of a truck catering service with Michigan Department of Health.

"I got my start," she said, "when Oakland University was being built. I started selling to the construction workers building the university."

Though 29 and the mother of four sons, Mrs. Johnson couldn't get credit 14 years ago to buy her truck.

"There was no such thing as credit for women then," she said. "My mother, Mary Freilach, had to help me."

SINCE THEN, Mrs. Johnson has built Pat's Catering into a profitable business. After years of developing routes and selling food in Ann Arbor, Mount Clemens, Royal Oak and Whitmore Lake, she no longer has to work 18 hour days every day except Sunday.

She keeps close tabs on her four Rochester-area food trucks, though, via a citizen's band radio in her home.

She hasn't retired, however. She still hires her drivers, buys food from different caterers and drives routes when a driver takes a day off.

Besides, Mrs. Johnson won't retire — the truck catering business is in her blood.

"I love the business still," she said. The business means more than just taking food on the truck and selling it to factory workers."

Part of it means timing stops to coincide with work breaks and feeding the men fast.

"Men aren't fed when they leave their houses in the morning," said Mrs. Johnson. "We get our trucks there for their first coffee break and have fresh coffee and doughnuts for them. There's nothing better for a company than a man who is fed. We can feed 200 of them in a three-minute stop."

After serving the coffee break bunch, the truck drivers begin their lunch routes. There's an afternoon shift of drivers, too.

"Factory workers only get a half-hour for lunch. They can't go to a sit-down restaurant. It's our job to completely service the men's food needs," Mrs. Johnson said.

TO DO THIS, a truck driver's day begins at 4 a.m. The drivers pick up the trucks at Troy Industries. The food trucks are cleaned to a sparkling and stocked with ice after the previous evening's shift.

The drivers stock up on most of the food, picking up the freshly baked

goods at Home Bakery in downtown Rochester. If they're not headed this way, Mrs. Johnson takes the baked food to Troy.

Then the drivers start their route. Each truck can make 70 stops a day, feeding as many as 600 people.

Mrs. Johnson figures out how many cheeseburgers, yogurts, doughnuts and pieces of fruit to stock by counting the number of cars parked in company parking lots.

"I figure each car is one sandwich," she said. "That's basically almost exact. I can figure out the load of money that should come off each truck."

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Pat Johnson (right) revolutionized the catering business with her food trucks 14 years ago. Today, Tina Vigus, a driver for Pat's Catering, helps factory workers enjoy their first coffee break of the day. (Staff photo by Mindy Saunders)