

Business

BUSINESS PEOPLE

EDWARD C. RITCHIE of Troy has been appointed general service manager of AC-Delco division of General Motors. Ritchie had been manager, field office administration and distribution records since 1974. In his new position, Ritchie replaces **ROBERT C. JONES, JR.**, of Rochester, who is retiring under the provisions of the GM retirement plan. Jones has been general manager since 1975. Prior to that time he spent 28 years in the replacement sales activity of AC Spark Plug division.

Michigan National Bank of Detroit has announced the promotion of **RICHARD L. SCHICKEDANZ**, of Birmingham, to vice president in the Commercial Loan division. His new responsibilities will be for a Metropolitan accounts loan portfolio. He joined the bank in 1975 coming from Chase Manhattan in New York.



RITCHIE

JONES

SCHICKEDANZ

EUGEN H. STIEPFELMAYER has been appointed district sales manager in Michigan for Chemplast Inc., working out of the firm's Birmingham office. Stiefelmayer will be responsible for the sale of Chemplast's high-performance engineering plastics in Michigan and Northwestern Ohio.

WILLIAM KORTE, SR., president of Maurice V. Rogers Co., was elected president of the Associated General Contractors of America, Detroit Chapter, Inc. **LAWRENCE C. DAILY** of Bloomfield Hills of R. E. Dalley & Co. and O. L. PFAFFMANN of Woods Construction Co. were elected first and second vice presidents respectively. **RICHARD L. LINTON** of Utley-James, Inc. was elected treasurer. **LAWRENCE BARTON** of Barton & Barton Co., **WILLIAM FORDON** of Fordon Construction Co. and **ROBERT JOHNSON** of Ekin, Johnson & Korb Inc. were elected to two-year terms as directors. Three-year term directors elected were Korte and Dalley. Directors with continuing terms are Richard Lynch of Freeman-Darling, Inc., Donald Emanuel, The Emanuel Co., Floyd Wieland, Barton-Malow Co., John Tocco, Cronk & Tocco, Inc., Marvin C. Watkins, Roth, Watkins & Wise, Inc., as well as Lintington and Pfaffmann. William E. Stewart was reappointed executive director and begins his 24th year with A.G.C.

Liberty State Bank & Trust of West Bloomfield announced the appointment of **PETER W. SMITH** as manager of the bank's Redford Township office. Smith was formerly a branch manager for Detroit Bank & Trust. He joined Liberty State Bank & Trust in 1978.

BOB KLEIN and **OWEN JOHNSON** have joined ABC-TV Spot Sales as account executives. Klein and Johnson will fill a newly-created position and a vacancy resulting from Gary Schneller's move to ABC Spot Sales in New York. Klein served two years as an account executive with WXYZ-TV, the ABC owned and operated station in Southfield, and was also an account executive with WWJ-TV, Detroit and WHIP-FM, Southfield, an ABC-owned station. Klein resides in West Bloomfield. Johnson comes to Detroit from Blair TV, San Francisco, where he was an account executive for the past 10 months. Prior to joining Blair, Owen sold locally at WTOP Radio in Washington, D.C. Johnson resides in Birmingham.



YORK

DIEHL

JACKMAN

SCANS Associates, Inc. in Livonia has appointed **ROBERT E. YORK** of Birmingham, to the position of vice president and general manager of the corporation. He spent six years in Europe as managing director of SCANS International and in 1976 returned to Livonia as vice president for international operations, world wide.

Troy resident **LINDA J. DIEHL** has been promoted to second vice president and investment officer in the trust department of Manufacturers National Bank of Detroit. Diehl joined the bank as an investment analyst in 1969. She was appointed an investment officer in the Trust department in 1973.

Appointment of **LLOYD S. JACKMAN** of Birmingham to the newly created post of director of special services was announced by Perry Drug Stores, Inc. Jackman joins the Pontiac-based chain from Allied Supermarkets, Inc., Livonia. There he was director of general merchandise and drug division manager.

ROBERT A. BERLOW of Southfield was appointed to the newly created post of corporate counsel by Perry Drug Stores. Berlow joins the Pontiac-based chain from the Southfield law firm of Radner, Hadner, Shefman & Berlow.

PAUL C. KOHLER of Southfield has joined Employers Insurance of Wausau as sales representative. He will work out of the national insurance organization's Detroit region headquarters in Southfield.

HELLMUTH BICKENBACH of West Bloomfield has been appointed general manager of Ford Motor Co.'s Transmission and Chassis division, headquartered in Livonia. Bickenbach was general operations manager of engine and foundry operations for Ford of Europe Powertrain Operations in England. He replaces John W. Guterman, who has retired from the company.

Borden Chemical's Consumer Products division in Ohio has appointed **KAREN MANGOLD** of Rochester as assistant product manager for its line of Elmer's adhesives and home improvement products. Before joining Borden, Ms. Mangold was manager of communications and merchandising for the Chicago-based Microdot Products division of Microdot, Inc.

JAMES P. CRAWFORD has been named a development manager in Prudential Insurance Co.'s Southfield-based Northland ordinary agency.

Mid-career

Executives return to school to enhance skills

By KATHLEEN MORAN

They're moving up the corporate ladder, earning substantial salaries and establishing reputations as shining stars in their fields.

So why are these executives devoting two years of their lives to a rigorous, advanced management degree program offered by Michigan State University?

Frank Bird, the director of the MSU program who has taught in Troy, thinks the answer is logical.

"When people get into a career, the program they specialized in in college helps them in their early career. But as they progress in the company, they gradually assume more and more management responsibilities. They're involved more in managing people and money — and they haven't been trained for that."

Largely at the request of the auto companies, MSU began its mid-career executive program in Detroit in 1964. At that time, it was the only program of its type in Michigan and the second in the country.

Fifteen years later it's still the only program of its kind in Michigan, but the concept of mid-career executive education has "exploded," said Bird. Now 15 executive MBA programs are offered at U.S. universities and colleges.

Students in the MSU program come

from all types of fields. The class of 1980, for instance, has the usual sprinkling of attorneys, auto company executives and engineers, but also includes a Catholic nun, dental surgeon and U.S. Navy commander.

What do they have in common? "They're all in management and they're all highly motivated," said Bird. "They're the type that probably have the least amount of spare time and who put pressure on themselves."

THE FIRST CLASS was composed of 36 students from a wide variety of fields. It was dubbed the "million dollar class" because of the combined salaries of the students. The classes first were held in a variety of places, including Oakland University and Mercy College. Eventually the business program grew to the point where its own facility was needed.

A fundraising effort was launched and the MSU Management Center was built in Troy on Square Lake Road at Crooks. Besides housing the management program, the facility is used as a convention center.

MSU has graduated 700 executives since its program first started, and all were similar to the class which received master's in business administration degrees at MSU's recent commencement exercises. Job titles of the 1979 graduates ranged from national account manager for American Tele-

phone and Telegraph Co. to vice president of finance and administration for K-mart Corp.

In the course of the program's 15 years, several aspects have remained constant. No more than 60 students are admitted each fall into the two-year program. The average age of the students is 37, though the range runs from 30 to the mid-50s, said Bird. All students must be nominated for admission by their companies and, in most cases, the company pays the tuition.

Students meet on Tuesday and Thursday evenings for dinner followed by class. "We always start with dinner," said Bird. "When the students sit down and break bread together, it adds to the interaction of the group."

The fixed course list ranges from financial management to industrial relations and marketing management. Professors travel from East Lansing to teach the advanced management course.

But it's the "rub-off" effect which Bird believes makes the program unusual. Students learn from their colleagues about different aspects of business.

"A big feature of the program is the interaction in the class," said Bird. "Our students have said they learn a lot just from the other people in the program."

Although the program is never lacking for students, Bird is always on the lookout for new businesses interested

in sending employees for mid-career training.

"WE TRY TO" have a wide variety of businesses and fields represented in each class."

More than 250 businesses have nominated employees for the program, he noted. Among those are General Motors, Ford, Chrysler, Rockwell International, Bendix, Kelsey Hayes, Inland Steel, Blue Cross, K-mart, Detroit Edison, Michigan Bell Telephone and both state and local governments.

During the rigorous two years, the students form a closely knit group, working in study groups evenings and weekends.

"It's a stiff commitment," Bird noted. "They don't do much else. Their golf handicaps go to hell."

Not surprisingly, the program can put a strain on family life. For that reason spouses are honored with an "Nth degree of frustration tolerance" at the same time the graduate receives his or her MBA. "We know it puts a lot of pressure on the family," said Bird. "We like to recognize the sacrifice of the spouse."

"This is no ticket to success," said Bird of the program. "But its one dimension that can be added to their overall experience."

"They're careers are established, they're there. This supports and contributes to further success."

Lease locators will open doors

By ALICE COLLINS

N. Marcia Zale spent a lot of years working for others — observing selling techniques, soaking up business know-how and getting experience.

It's too confusing, she says, to try to explain everything she's done — starting with secretarial work, then getting into the construction field and real estate sales — as an agent and then as a broker.

"I was the one who'd go into the new subdivision home and sit for the builder," said Ms. Zale. "They'd call me in on the dead ones . . . the ones that were hard to sell. And somehow it would always work for me."

"I'd have a gut feeling about something and it would work. Or I guess you could say I have dreams and it always works when I follow them."

"I realized that for a long time I was working things out and organizing businesses for other people. But nothing on my own," continued Ms. Zale. But she was banking her money.

NOW, AFTER 10 years in advertising, custom home sales, the energetic blond in her mid 40s has launched a business of her own.

Lease Locators, 470 Woodward in Birmingham, is a service for the specialized, low-cost marketing of leases. It's still in its beginning stages — its office and staff are small — but starting to grow, she said last week.

The business is designed to bring non-residential lessors and lessees together via a five-by-eight card file. "It's simple and convenient," said Ms. Zale. "It's filling a need, especially for the little guy looking for a small amount of office space."

"We're a one-stop lease facility specializing in commercial, industrial, medical, dental, storage and office lease availabilities."

FOR A ONE-TIME, flat fee of \$25, the lessor's space is indexed in Lease Locators' files by city. The card lists complete information on availability. For an additional \$5, a color photograph will be included. The card remains until the space is leased.

Also for a \$25 fee, a prospective lessee may go through the files during a 30-day period, "gathering whatever lease information is suitable for his or her needs," Ms. Zale said.

Rather than competing with other business services, Ms. Zale said her service can be an added export over for them. "For the \$25 fee, they can use our service too."

Lease Locators is open five days a week. In addition to Ms. Zale, the staff includes office manager Lynn Leaf, a receptionist-secretary and three sales representatives. The sales personnel work on a 25 percent commission basis.

"I'M NOT MAKING a lot of money yet," said Ms. Zale. "But we're having no problem at all getting appointments and listings."

"We're advertising regularly. And we go through newspaper advertising sections and down streets to find leasing signs on buildings."

"We'll knock on a door and ask the rental people if they'd like to use our service. They'll say 'We don't want to pay any commission.' When we tell them there's only a \$25 fee, the door always opens. We're batting .1000," she said.

Ms. Zale expects the Birmingham office to cover all of Oakland County. In the future, she said, she hopes to open an office in Macomb County for that area.

Ms. Zale said she plans to sell Lease Locators to her office manager after it's operating smoothly. She plans to do the same with other businesses she's starting.

"BECAUSE THAT'S what I basically am," she said, "a business organizer. Only now I'm doing it for myself."

"When I first started into this, I was putting together a package to help persons wanting to build their own home. I set out to look for a small amount of office space to rent, and discovered only large building owners normally use the services of agents," she continued.

"So I spent endless hours driving around looking for a place and being a traffic hazard — going slow and jostling down numbers on building signs."

"Often I'd go into an 'inquire within' building and find the sign was a permanent fixture and there was no space available."

"My theory is that after three or four weeks of looking, a person will lease space out of sheer frustration."

LEASE LOCATORS is one of the services Ms. Zale is organizing under Zale Coordinators. Also in the works are an interior design service and residential listings by subdivision.

Ms. Zale and her 14-year-old daughter have been residents of Birmingham for seven years.



N. MARCIA ZALE

During her secretarial years, she was a legal secretary and secretary to the general manager of WXYZ-TV. "Then I went with Gross Realty where I managed the office staff."

"I saw how well the real estate agents were doing and I knew I could do that. I got my real estate license in 1968." Two years ago she got her real estate broker's license.

"I don't ever want to be an old lady in a rocking chair with a portfolio filled with all my ideas that I never did anything about."

Symphony appoints managing director

Ralph O. Guthrie, currently vice president and general manager of the North Carolina Symphony, has been appointed as managing director of the Detroit Symphony. Guthrie, who assumes his post Aug. 1, succeeds Marshall W. Turkin who has accepted a similar position with the Pittsburgh Symphony Orchestra.

Guthrie has held his post in North Carolina since 1975. During his tenure, audience and financial support for that orchestra has increased dramatically. Between 1970 and 1975, he served as business and operations manager of the Chicago Symphony Orchestra where he made substantial contributions toward reorganization and improvement of financial policy procedures.

Moon rocket?

This 50-foot long taper tail section of the nacelle for being constructed at the GM Technical Center in Warren. It will be used to reduce aerodynamic drag and help give better fuel mileage for cars and trucks.

