Business

market place

THE DETROIT Chapter of the National Association of Accountants will meet April 17 in the Detroit Plaza Hotel's Cabot Room at the Renaissance Center with dinner starting at 6:30 p.m. John Barnds, vice president and head of the business and banking analysis department of National Bank of Detroit, will speak on "Economic Outlooks in the Year Ahead." Members and guests are invited. For reservations, call Anne Beck at 354-4600.

LOCAL REALTORS will observe Private Property Week April 13-19. "We are undertaking a number of projects to mark this special week. Included is the issuance of proclamations by officials in local communities," says John Halser, president of the Western Wayne Oakland County Board of Realtors. "Our basic intent is to draw public attention to this year's theme, 'Private Property Rights — Protect Them.' Most of today's adult Americans have grown up enjoying the right to own property, while perhaps not recognizing that this right is constantly being eroded."

A NEW TYPE of home loan, the renegotiable rate mortgage (RRM), should be approved for nationwide use "as soon as possible," says U.S. League of Savings Associations Staff Vice President James Hollensteiner. Under a Federal Home Loan Bank Board proposal, lenders would be permitted periodically to adjust the interest rates on RRMs as market interest rates change. This would benefit mortgage borrowers as well as lenders because it would help assure that funds for housing credit would be available through the ups and downs of economis cycles, he said. The mortgage interest rate could be raised or lowered to the level of then prevailing mortgage rates on new loans, or it could be adjusted according to an interest rate index. In Miehigan, a RRM would conflict with the state's usury law. But Hollensteiner says federal "pre-emption" of state laws might be one solution to this problem.

THE DETROIT Lumbermen's Association and six of its members will collectively pay the state $100,000 in the settlement of an antitrust suit filed by Attorney General Frank Kelley. The settlement, filed in Wayne County Circuit Court, was negotiated by the attorney general and the six defendants — Detroit Lumbermen's Association, Erb Lumber Co. of Birmingham, Gibbs Lumber Co., Groesbeck Lumber and Supply, Haggerty Lumber and Supply Co. of Walled Lake, National Lumber Co. and Wallich Lumber Co. In the original suit filed last year, Kelley charged that from 1970-77 the defendants violated the state antitrust laws by producing a market report which set the prices dealers were to charge and customers were to pay. Kelley said state agencies and individuals were deprived of the benefits of full, free and open competition in the purchase of lumber and related products. All six dealers pleaded nolo contedere to federal antitrust violations. All but Groesbeck Lumber were charged a total of $240,000 by the federal government.

WOMEN AND BUSINESS, Your Personal Development as a Women in the Business World, will be the topic of the April 15 Council on Small Enterprises Seminar of the North Oakland Chamber of Commerce. Time is 8-10 a.m. at Roma's of Bloomfield. Fee is $4 for members and $5 for non-members. For more details, contact the chamber office at 335-6148.

THE DETROIT Chapter of the Planning Executives Institute will host a "Strategic Planning and the Challenges of the 1980s" conference at Meadowbrook Hall in Rochester April 17 and 18. The seminar will focus on comtemporary concepts in business planning. Eleven noted planning experts will be featured speakers. Fee is $130 for members d $150 for non-members. For more details, call Conference Chairman Charles Patterson at 649-1000, ext. 261.

BUSINESSES wishing to submit items for Marketplace should send them to Ron Garbinski, Observer & Eccentric Newspapers, 1225 Bowers, Birmingham 48012. Notices of meetings must be received by the Monday preceeding our Thursday publication date. Please include a contact person and telephone number.

Noon delights

Eateries report downturn in lunch crowds

By ALICE COLLINS

The fingers of the economic recession are beginning to dip into Birmingham's collection of eating spots.

Some restaurants are reporting good business as usual. But others say the trend is downward and competition for the shrinking dollar is on. March was not a good month, they say.

Luncheon specials and smaller portions at reduced prices are being offered in an attempt to recapture the lunch crowds that gradually are slipping into the habit of eating at the office.

One restaurant, P.J. Clark's in the Continental Market, has decided to fight the trend by lowering the price of its hamburger from $3.25 to $2.95.

"IT WILL BE a little bit smaller," said Clark's manager Eric Cantow, "but we feel customers would rather have it that way and pay a little less for it."

Machus Enterprises' popular julienne salad has spawned an offspring at the downtown Alley Door restaurant. "We're calling it Julienne Jr. and it's selling for half the price of the regular julienne," said John Wood, Machus general manager.

Cantow said P.J. Clark's new menu was at the printers. "On it we'll also be introducing special combinations of sandwiches and soups and sandwiches and salads that will sell at fixed prices, lower than those items sold separately."

Cantow said business was "off some" beginning with last month.

AT MONAHAN's Beef Buffet, 675 E. Maple, owner Karl Poulos said his luncheon cafeteria business has been "off about 10 percent for the last couple of months. I'm sure everyone's affected by the inflation and the recession.

"I don't want to say business is really bad and scare people away thinking we've done something wrong," continued Poulos. "It's just that business is off. We had a good January. But February was down and March was too."

People are eating lighter, "skipping the side dishes," he said. Poulos is promoting daily specials at lower prices.

VANDENBROUCK: "I just slip a can of tuna fish into my purse when I leave home."

CAHILL: "I stopped eating out so much because of the money and because it was a rat race."

WHITE: "It's the money, to a degree. It's also easier."

LEMON PEEL owner John Kale said he's trying to maintain the prices on his menu as "costs keep going up."

"I'll be honest, I really can't tell you how much business is off because a year ago we had a different kind of operation here," Kale said. "But it's down.

"I'm already running specials every day. I add items not on the menu and drop some off, juggling them around. I'm getting ready to add breakfast bacon-and-egg specials to try to get the breakfast trade in.

"This is the worst recession, I've ever seen. We've noticed it for three or four months."

People are ordering less, said Kale. "They order off the board (special of the day) or get a hamburger and coffee and that's it. The average guest check for lunch used to be about $5. Now it's from $2.50 to $3."

WOOD SAID Machus restaurants are experiencing an estimated 5 percent decrease in the number of luncheon customers. "Business held very good through January and February. The downward trend began March 1.

"I'm sure it's due to the economy," said Wood, "but it could also be due partly to the large amount of competition that has come into the area. The number of restaurants has grown more than the population."

Machus has raised prices in accordance with the increase in costs, said Wood. "But we've also added smaller portions for those who are on a budget and want to eat lighter."

In addition to Julienne Jr., Machus has added the half-sandwich and cup-of-soup combination and the one-crepe order instead of two.

AT THE WHISTLE Stop, 501 S. Eton, manager Harold Christy said, "We're still hanging in there." The neighborhood restaurant in Birmingham's industrial section hasn't experienced a noticeable decline, he said.

"We probably haven't raised prices as much as we should have, but that's because we didn't want to lose any of our business," added Christy.

The lunch counter at Kresge's, on Maple, is even busier this year than it was last, said local store manager Michael Livengood. "We haven't had a drop at all." One employee has been added to work at the counter, he said.

MEANWHILE, spot checks at a few offices around town indicated an increase in the number of employees brown-bagging-it for lunch.

An average of 30 employees a day "eat in" at the Detroit Bank and Trust at Woodward and Hamilton.

Melanie Cahill, an assistant manager, interviewed during her lunch break last week, said she "stopped eating out so much because of the money and because it was a rat race. But I think the money is the biggest reason. Three dollars a day really adds up by the end of the week.

"I just bring whatever I have left over from dinner the night before. And we have a pop machine here (in the lunch room) which makes it nice."

EATING WITH Ms. Cahill were bookkeeper Mary Vandenbrouck and Brian White, another assistant manager.

"I just slip a can of tuna fish into my purse when I leave home," said Ms. Vandenbrouck. "It's very convenient.

"You just get bored eating out and the prices keep going up. When I first started working here about a year ago, I ate out more often."

White said he and his friends usually go out to eat on Fridays, but eat in the bank lunchroom the rest of the week. He used to eat in restaurants about three times a week.

"Every once in a while I get a craving for Chinese food and go over to Carrie Lee's or Pearl's. Or maybe we go over to the Midtown's (Cafe) buffet."

His reason for eating in more often? "It's the money, to a degree. It's also easier. I can even make myself an omelet on the stove here."

Ex-college president maps out new career

By KEVIN ROSEBOROUGH

For many, retirement means the golden years, when a great thoroughbred is put out to pasture or when a productive executive finally relaxes after a lifetime of hard work.

That may be the case with some, but certainly not former Wayne State University president George Gullen Jr.

His retirement from the Detroit university (at the mandatory age of 65 in 1978) marked the end of one a career, but also the beginning of another.

Gullen works out of the Oakland Township law offices of his son and son-in-law as a labor arbitrator and mediator.

He is registered with the American Arbitration Association, the Michigan Employment Relations Commission, the Civil Service Division of the State of Michigan and the Federal Mediation and Conciliation Service Panel of Arbitrators.

When labor disputes need settling, Gullen's name is sent for consideration.

If both sides like his qualifications, he is selected to decide the merits of each argument.

If he is called in as an arbitrator, both sides must accept his ruling. If he is retained as a mediator, he merely advises both sides in an effort to reach a settlement.

Qualifications are something of which Gullen has plenty. In addition to his presidency of Wayne State from 1972-78, he was that school's vice president in charge of all personnel, alumni, legislative, and public relations affairs from 1967-72.

BEFORE THAT, from 1955-67, Gullen was a vice president of American Motors Corporation (AMC). His duties there included all of AMC's labor and personnel matters.

"I received a real indoctrination into labor contracts, negotiations, and arbitration," he said. "It's very useful now."

The graduate of Wayne State's law school (class of '36) remains active in several other organizations. He serves as a vice president of the board of directors of the American Automobile Association of Michigan.

He is also chairman of the committee to restore Orchestra Hall in downtown Detroit. Gullen is on the board of trustees of the Michigan Cancer Foundation and Olivet College.

Gullen laughed at comments on his far-from-sedentary retirement. "I couldn't stand it," he said of an inactive life. "I've got to be busy."

"I can make a little money, and do a lot of speaking," he said of the format of his post-65 life. "I enjoy that."

He said he is very happy to be part of the arbitration process, where labor difficulties can be settled without resorting to the economic upset of strikes or lockouts.

"You're an awful lot like a judge," said Gullen, explaining his work. "You're always worried about following or setting a new precedent. There's concern about what the words of certain contracts mean.

GULLEN: "You're an awful lot like a judge . . . . I call them like I see them, like a baseball umpire."

"THERE'S A definite legal nature to these things."

Gullen is aided in his research of cases by son Chris and son-in-law Paul.

Despite similarities, Gullen believes mediation or arbitration have advantages over court proceedings. One is the time and expense often associated with court matters.

Gullen said the costs can range from $200-$400 per day, while "a heavy trial probably would cost more a day." In addition, trials can take longer.

Gullen said once he hears arguments, he has 30 days to come to a decision. He said he attempts to finish his opinions within two weeks, depending on his load of other cases. He is currently considering five disputes.

business people

VITO GUIDA was appointed to director of leasing, eastern region for the Dayton Hudson Properties in Southfield. Guida joined DHP in 1973 as a leasing representative and served most recently as senior leasing manager.

Bennett Brother Inc. promoted **AMY GIFFORD,** formerly of Birmingham, to department head of phone orders customer service. Ms. Gifford has been with the New Jersey-based company for five years.

FRANK R. WHEELER of West Bloomfield was promoted to purchasing office manager for the Ford Motor Co.'s electrical and electronics division. Wheeler was manager of the supply office of Ford's climate control division.

JACK C. TURNACLIFF, luxury-car advertising supervisor for Lincoln-Mercury division, retired. Turnacliff started with the company in 1949 as sales promotion specialist and supervisor of car sales training.

American Federal Savings of Southfield promoted **MARSHALL COULTER II,** manager of the West Eight Mile office; **SANDRA DROUGHT,** marketing services manager; **WILLIAM KNOBELSDORF,** assistant manager of the collection department; and **LIBBY KONIKOW,** as operations manager, Greenfield office.

DENNIS RISANY of Birmingham was named the executive vice president of G&D Communications Corp. of Farmington Hills.

STEVEN VICTOR of Bloomfield Hills was elected to a fourth term as president of the Apartment Association of Michigan. He is a partner in the company of Premier Properties in Southfield.

DALE BELL has been named a Rockwell International Engineer of the Year as part of the company's annual program to honor its scientific and engineering community. Bell is section supervisor in the drive-train engineering department of the company's automotive operations in Troy.

Trevarrow Inc. of Troy promoted **RICHARD DERNBEIGER** to controller. Before joining the company, Dernberger was mnager in the information systems department of the American Natural Resources Co.

Troy resident **JOHN HUNTLEY** was named assistant manager of the Automobile Club of Michigan's building and communicitions department.

CHARLES LICARI was appointed senior straff assistant for public relations at GMC Truck & Coach Division of General Motors. He was public relations supervisor at Pontiac Motor Division.

JOHN HICKEY of Troy was elected a senior vice president of Kenyon & Eckhardt Advertising Inc. Hickey joined K&E in 1954 h New York for the media department and transferred to Detroit in 1956.

Chicago Title Insurance Co. in Southfield promted **PATRICIA CZERWINSKI** to assistant vice president. Czerwinski hs been with Chicago Title since 1969. Before her appointment, Czerwinski held the position of escrow officer and title operations officer.

DENNIS DRABANT was appointed corporate financial coordinator for Cadillac Plastic and Chemical Co. Drabant will be esponsible for the coordination of financial activities between Cadillac corporate headquarters in Birmingham and the company's North American field operations.

Smith, Hinchman & Grylls Associates Inc. appointed **WAYNE HU** of Birmingham as an associate for the firm of architets, engineers and planners.