The Eccentric

business

Ron Garbinski coordinator/644-1100

market place

W.B. DONER AND Co. of Southfield will open its fifth office in St. Petersburg, Fla., May 1. Other offices are in Baltimore, Los Angeles and Houston. Doner is the 42nd largest advertising agency in the nation with annual billings of $83 million. It represents national clients as Chiquita Banana, General Mills' Fundimensions Toy Division, McCormick and Co., CBS Sports, Scott Paper Co. and G. Heileman Brewing Co.

BOSSES, DON'T forget that April 20 through April 26 is National Secretary Week. The North Oakland Chamber of Commerce and Kelly Services will sponsor a secretaries luncheon Tuesday at noon at the Pontiac Silverdome Banquet Room. Kate Rand Lloyd, editor-in-chief of Working Woman Magazine, will be keynote speaker. Price is $10, includes lunch and corsage for each secretary. For more details, call the chamber office at 335-6148. Reservations required.

H&H TUBE and Manufacturing Co. moved into expanded facilities in the Prudential Town Center in Southfield. H&H, with plants in northern Michigan, is a major supplier of copper and brass tubing and parts to the automotive, air conditioning, refrigeration and plumbing industries.

JON GREENBERG & Associates of Berkley won international awards for its work on the Designer Shoe Department of Hudson's Oakland store and for the major remodeling of the Claire Pearone Store in Somerset Mall by the National Association of Store Fixture Manufacturers and the Institute of Store Planners during the 10th annual Store Interior Design Competition.

VILLAGE TRAVEL of Birmingham reports it is one of the first travel agencies in the midwest to install a computerized multi-access reservation system to reduce time in making reservations for travelers. It provides direct connections between the agency and the computerized reservation networks of participating airlines, hotels, car rental agencies, cruise lines and other travel services. The difference between the present system and the old one is that Village Travel can now connect to several different airlines rather than just one.

THE HARRISON Piping Supply Co. moved into new corporate headquarters in Livonia. The company, which serves wholesalers in pipe, values and fittings to firms in Oakland, Wayne and Macomb counties, will increase it payroll by 56 workers. The new headquarters is 53,000 square feet and comprises both offices and warehouse.

THE BUILDERS Exchange of Detroit and Michigan in cooperation with Don Porter Associates will offer a one-day "Effective Time Management" seminar at the Michigan Inn, Southfield, April 24 starting at 9 a.m. and wrapping up around 4:30 p.m. For more details, call the Exchange at 567-5500.

THE APARTMENT Association of Michigan will offer a one-day seminar on "How to Rent Apartments" 9 a.m. to 5 p.m. Friday at the Northfield Hilton Inn in Troy. The cost is $90 for association members and $125 for non-members with a 25 percent discount provided the fourth person from the same company. Call 569-0644 for more details.

THE DETROIT Chapter of the American Marketing Association will present a workshop April 24 on "All You Wanted to Know About Focus Groups and were Afraid to Ask" at the Holiday Inn in Southfield. Workshop begins at 11:45 a.m. and ends at 5 p.m. Lunch is included. Five presentations are planned on focus group research. For more details, call Dana Blackwell at 569-7182.

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.

NBD ranks state's largest bank

The National Bank of Detroit's assets dipped slightly in 1979, but at $9 billion it was still twice the size of Detroit Bank & Trust, the number two bank in the state.

NBD heads the list of the top banks in Michigan for 1979, according to a published report in the Michigan Manufacturer & Financial Record.

DB&T placed second with $4.45 billion in assets. Manufacturers National Bank of Detroit was close behind with $4.42 billion in assets.

Performances included in the report are:

• Bank of the Commonwealth, Detroit, was the only one of the state's top 20 banks to report a loss for 1979 with $269,000 in the red. That's up from the $2,936,000 it recorded in 1978.

• City National Bank experienced a poor fourth quarter but still earned $1.5 million on the year. Other banks also recorded losses in the fourth quarter of 1979.

• Michigan National Bank-Oakland moved up from 19th to 18th place and returned 19.6 percent on average equity.

• Overall, Michigan's 20 largest banks increased their assets by roughly $1.8 billion during 1979. Assets at six of the institutions declined by varying amounts.

• Net income (or a loss decreased) at 12 of the 19 reporting banks (Union Bank & Trust is a closely held corporation and figures aren't reported) balanced out to an additional $10 million in profit for the top 20.

ROUNDING OUT the top 20 in terms of assets were:

4 — Michigan National Bank, Lansing, with $1.89 billion in assets.

5 — Michigan National Bank, Detroit, with $1.68 billion.

6 — Old Kent Bank & Trust, Grand Rapids, $1.28 billion.

7 — City National Bank of Detroit, $1.15 billion.

8 — Bank of the Commonwealth, Detroit, $1.11 billion.

9 — Citizens Commercial & Savings, Flint, $1.01 billion.

10 — Genesee Merchants Bank & Trust, Flint, $738.3 million.

11 — Security Bank & Trust, Southgate, $625 million.

12 — Union Bank &Trust, Grand Rapids, $536.7 million.

13 — First National Bank & Trust, Kalamazoo, $533.9 million.

14 — Community National Bank of Pontiac, $511.6 million.

15 — Pontiac State Bank, $465.2 million.

16 — Second National Bank of Saginaw, $440.1 million.

17 — Wayne—Oakland Bank, Royal Oak, $438.2 million.

18 — Michigan National Bank-Oakland, Southfield, $357.3 million.

19 — American Bank & Trust, Lansing, $341 million.

20 — Peoples National Bank & Trust, Bay City, $310.3 million.

OTHER LOCAL banks with assets more than $10 million include:

24 — Michigan National Bank-North Metro, Troy, with $256.9 million.

26 — Michigan National Bank-West Metro, Livonia, with $246.7 million.

51 — Dearbon Bank & Trust, $145.6 million.

53 — Warren Bank, $140 million.

63 — Detroit Bank, Warren, $117.1 million.

67 — Manufacturers Bank of Southfield, $107.6 million.

69 — Michigan National Bank—Dearborn, $105.3 million.

73 — Brighton State Bank, $100.5 million.

88 — Michigan National Bank of Macomb, Warren, &85.9 million.

90 — Michigan National Bank-West Oakland, Novi, $83.8 million.

103 — Detroit Bank-Southfield, $69.8 million.

131 — Wayne Bank, $52.7 million.

135 — First Independence National Bank of Detroit, $52.2 million.

138 — Fidelity Bank of Michigan, Birmingham, $50.2 million.

139 — Detroit Bank-Troy, $49.9 million.

147 — National Bank of Royal Oak, $46.5 million.

169 — National Bank of Rochester, $40.4 million.

177 — First Citizens Bank, Troy, $38 million.

188 — Manufacturers Bank of Livonia, $34.9 million.

194 — Madison National Bank, Madison Heights, $33.5 million.

197 — Detroit Bank-Sterling Heights, $33.2 million.

200 — State Savings Bank of South Lyon, $32.5 million.

207 — Metropolitan National Bank of Farmington, $31.3 million.

211 — First National Bank of Plymouth, $30.6 million.

215 — Michigan National Bank-Farmington, $29.2 million.

226 — National Bank of Dearborn, $27.8 million.

248 — NBD Troy Bank, $23.5 million.

262 — Michigan National Bank Sterling Heights, $21 million.

329 — Fidelity Bank of Southfield, $10.6 million.

business people

The Southfield-based firm of Maccabees Mutual Life Insurance appointed two new executives. VINCENT MERCER is vice-president, advanced markets/services. ROBERT HOGUE is vice-president of the individual acturial department.

LARRY HERB of West Bloomfield has been named as general agent for the Northwestern Mutual Life in Southfield.

JONES

JOHNSON

WILLIAM C. JONES was promoted to director of vehicle safety programs for American Motors Corp. in Southfield. Jones will direct corporate planning and programs to assure compliance of AMC automobiles and Jeep vehicles with applicable state standards for vehicle safety.

JOHN K. JOHNSON has joined D'Arcy-MacManus & Masius as an account executive assigned to the Dow Chemical Co. account. Prior to joining DM&M, Johnson had worked for Ken Schmidt Co. in Milwaukee, Funk Seeds International in Illinois and Carnation Co. in Los Angeles.

HELMRICH

CARIS

JAMES W. HELMRICH of Bloomfield Hills was named Michigan Bell's community relations manager for the Birmingham-Pontiac area. Helmrich succeeds CHARLES B. WOODHEAD of Rochester who is retiring after 41 years with Michigan Bell.

DARL F. CARIS, former engineer in charge, power development group, engineering staff, General Motors Corp., was honored by the Society of Automotive Engineers through election to SAE's Fellow grade of membership. Caris is a Birmingham resident.

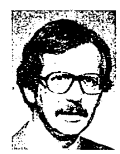
Simons Michelson Zieve Inc. Advertising in Troy announced that JAMES BEERS has joined the agency as an art director. He was an art director with Barkley & Evergreen in Southfield.

BRIAN BREMNER was promoted from associate creative director to vice-president, associate creative director at Burton Advertising. Before coming to Burton, Bremner was a creative supervisor with BBDO and Campbell-Ewald. He is a West Bloomfield resident.

FRED WEBB of Avon Township has been promoted to general purchsing agent in the purchsing department of General Motors Chevrolet Division.

The Specs Howard School of Broadcast Arts in Southfield has hired CELESTE HERPEL. The Southfield resident is a Michigan State University graduate.

BURKHOLDER

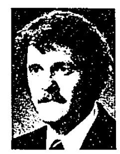


MAZURKIEWICZ

J.W. BURKHOLDER was promoted to sales manager-automotive, TRW Valve Division. Burkholder joined TRW as an automatic feeder in 1949 and worked at several different jobs of increasing responsibility. The Bloomfield Hills resident will relocate in the Cleveland area.

GREG MAZURKIEWICZ was named an account executive for Lapp Associates Inc. in Birmingham.

GORDON N. ZIMMER was appointed assistant chief engineer for axles, wheels, brakes and special engines for the GMC Truck & Coach division. Zimmer joined the company in 1970 and returns to product engineering after two years as product service manager in the technical service department. He resides in Birmingham.



HARRELSON

DOWD

THOMAS R. HARRELSON was named assistant manager of Automobile Club of Michigan's Birmingham office. Harrelson was branch underwriter with the club's Warren office since 1977. He began with the organization in 1970 as an underwriter at the northwest Detroit branch.

Detroit Bank & Trust appointed JOHN S. DOWD of Troy to officer status as an assistant cashier in the Roseville City Loan Group. Dowd joined the bank in 1977 as a credit analyst.

LORRAINE H. SCHULTZ was named director of the Autoleather Guild. Ms. Schultz, formerly director of marketing, resides in Birmingham.

BETTY LOU BELOUNGEA was named vice-president of Leonard Bros. Record Service Center in Troy. Ms. Leonard had served as vice-president of the center since 1970. She is also vice-president of Leonard Brothers Moving & Storage Co. — North.

The J.L. Hudson Co. honored area residents into their 25-Year Club recently. From Farmington was NATALIE STAWARZ and CALVIN BOGART, HAROLD HARRIS, FREDDA KOORHAN and IRMA MALFANT of Southfield.

Survey examines white collar crime

There is no general rule why most employees steal from their employers.

That's the top response in a survey conducted by George Odiorne Associates Inc. of 100 members of the Michigan Association of Certified Public Accountants on the reasons why employees steal or embezzle from their employers.

"The opinions of CPAs, even on the modest scale involved in this survey, can be very insightful on the issue of white collar crime. While the results may not be profound, they deserve attention and should spark an interest in research of this type," said Jack Bologna, president of the Plymouth management consulting firm which conducted the survey.

"The survey item which surprised me most is ranked fourth and suggests most white collar thieves are caught by accident rather than by audit or design. For accountants to rank the item that high is at least a mild surprise, since they generally design and install internal control systems which are supposed to thwart thievery," Bologna said.

"Their response may be the result of a growing recognition among management experts that there are no foolproof systems of internal controls; that most organizations have to operate on the basis of a reasonable amount of trust," he added.

"I HAVE A HUNCH that most white collar frauds, thefts and embezzlements are not just stumbled over. I believe that if we began to accumulate some reliable data on the matter, we would soon find that audits, controls and design features of systems do in fact pinpoint problems and provide a workable detection tool."

Results of the survey in order are:

• Each theft has its own preceding condition and each thief has his/her own motives so there is no general rule as to why employees steal.

• They feel they can get away with it and not be caught.

• They think "stealing a little from a big company" won't hurt it.

• Most employee thieves are caught by accident rather than by audit or design. Therefore, fear of being caught is not a deterent to theft.

• Employees steal for any reason the human mind and imagination can conjure.

• They fail to consider the consequences of being caught.

• They feel frustrated or dissatisfied about some aspect of their job.

• They think "everybody else is stealing so why not me?"

• They feel abused by their employers and want to get even.

• The company's internal controls are so lax that everyone is tempted to steal.

• Employees aren't encouraged to discuss personal or financial problems at work or to seek management's advice and counsel on such matters.

• Employees tend to imitate their bosses. If their bosses steal or cheat, then they are likely to do so.

• They feel that "beating" the company is a challenge and not a matter of economic gain alone.

• They think they desperately need, want or desire the money or articles stolen.

• They feel frustrated or dissatisfied about some aspect of their personal life that is not job related.

Fighting high interest

Land contract offers buying alternative

With mortgage interest rates going sky high, land contract terms have become more appealing to home buyers.

And to help home hunters and sellers understand the problems in today's tight mortgage market and escalating interest rates, the Birmingham-Bloomfield Board of Realtors conducted a seminar on land contracts Monday at the Bloomfield Township Public Library.

More than 300 persons attended a panel discussion by James Simpson, a Birmingham attorney; David Gilkes, National Bank of Detroit mortgage specialist; W. Michael Cotter, Kingsway Associates; and Gerald Hitchcock, president of Master Title Service Inc.

Here's a recap of the questions:

Q: What is a land contract?

A: It is a contract in which one party agrees to transfer ownership of real property to another on completion of certain conditions including payment of the purchase price and observance of certain other terms. Title is transferred only upon fulfillment of all the terms and conditions of the land contract. With the current limitation of land contract interest to 11 percent by Michigan law, as compared to 18 percent or more for a first mortgage, this method of purchase is of increased interest to both buyer and seller.

Q: What does a seller do if the buyer defaults on land contract payments?

A: There are two ways to go — forfeiture and foreclosure. Both have benefits and problems. If you are facing this kind of problem, retain a competent attorney who understands real estate law. Take no action without checking the current status of the title.

Q: Can you increase the interest rate on a land contract if and when the present 11 limit is raised?

A: The best course is to maintain the current legal interest rate.

Q: Can land contracts be sold to a third party?

A: Yes, this is commonly done by discounting. For example, a $50,000 land contract may be purchased for some lesser figure — for example, $40,000.

Q: If a land contract is written for three years, and at the end of the time the purchaser wants to refinance, how can this best be done?

A: First step would be to request an extension of the land contract.

Q: Does the Michigan intangibles tax still apply if the seller moves out of state?

A: The liability goes with the individual.

Q: As real estate people, how can we best protect the interest of both buyer and seller in a land contract situation?

A: Urge both buyer and seller to engage an attorney who knows real estate law.

Q: Is there a fee for collection of land contract payments?

A: Yes, a small fee.

Q: If the land contract is for more than $100,000, is it legal to charge more than 11 percent interest?

A: This question is not clearly solved. Consult an attorney.