

market place

THE UNITED STATES is on the threshold of another Golden Age of engineering, according to Gerald Meyers, chairman and chief executive officer of American Motors Corp. Meyers told the Engineering Society of Detroit that a new breed of engineer will combine technical and human skills, will be more broadly educated and more expert in the humanities than their predecessors. "Our resources are limited only if we continue to keep our blinders on. In my view, the Age of Limits is a fiction, a description contrived by a shocked and older generation when it ran out of ideas and not an acceptable viewpoint for the new generation of engineers. . . . Getting more (not more from less) will be the major challenge of the '80s and '90s. . . . It is one thing for government to draft the design of a better society, but it's the professional engineer who will convert those ideas into reality," Meyers said.

CHAMPION Home Builders Co., a leading national producer of manufactured homes, has increased its unit sales and market share despite the country's severe slump in site-built housing. Champion also has been outpacing the manufactured housing industry in unit sales for several months. In the first calendar quarter of this year, the company's unit housing sales, continuing to climb, were up 15 percent, compared to the same year-ago period. In the three-month period this year, the company shipped and sold 3,432 homes. Champion shipped 15,420 homes last year to its nearly 1,400 independent retail dealers, up 4 percent compared to the previous year's shipments while the industry's shipments were up less than 1 percent in 1979.

MORTGAGE loan delinquencies at the nation's savings and loan associations declined last month to match the lowest March total on record, according to the United States League of Savings Associations. The March delinquency rate was 0.73 percent, compared to February's 0.77 percent and January's 0.78 percent. Last month's figure matched that of March 1979 and was the lowest March delinquency ratio since the League began collecting delinquency data in 1953.

WHILE NO recent government action has eased the plight of prospective homeowners faced with record interest rates, the need for such steps is increasingly being heard in Washington, according to the Western Wayne Oakland County Board of Realtors. The strongest "voice of the property owner" is that coming from the 762,000-member National Association of Realtors backed by local boards across the nation. "One of our goals during the conference was to meet with congressional leaders and advise them of the problems of buyers and sellers in today's real estate market," said John Haiser, president of the WWOBR.

AMERICANS spend about 23 cents of every dollar of take-home earnings to pay off debts for houses, cars, home furnishings, clothing and other consumer goods. Sometimes their debts exceed their income. Information to help the consumer who needs credit is available from the American Bar Association. A booklet designed to help understand how to obtain and use credit. Your Guide to Consumer Credit and Bankruptcy, cost \$1. Copies are available through the American Bar Association, Order/Billing 157, 1155 E. 60th St., Chicago, IL 60637.

JACKSON National Life Insurance Co., with offices in Southfield, reached the \$3 billion mark after 19 years in business. It took the company 16 years to reach the \$1 billion mark, but three years to triple that amount. The company ranks in the top 12 percent of all 1,800 U.S. life companies in total amount of insurance in force and the top 5 percent in amount of new life insurance sold in 1979.

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 preceding our Thursday publication date. Please include a contact person and telephone number.

Family illness sparks business idea

By KEVIN ROSEBOROUGH

For some, the ownership of one's own business is the culmination of a long-time dream. For John Craicum, the creation of his own business was induced by a personal tragedy.

Five years ago, Craicum's father was diagnosed as having cancer. In caring for him at home during his illness, Craicum experienced a great deal of difficulty in securing the necessary medical supplies.

Following the death of the elder Craicum, John, now 35, and his brother Lawrence, 32, began thinking about some of their difficulties — renting a hospital bed, and securing oxygen for breathing assistance.

"After our dad died, a couple of years later, we investigated the need for home medical care," said Craicum, an Avon Township resident. "There were other companies, but none in the immediate area."

"When we established our company, we found the majority of suppliers of oxygen for home care medical purposes were welding companies. They were the only businesses equipped with trucks (to deliver)," he said.

Armed with that knowledge, the Craicum brothers two years ago formed Professional Breathing Associates Inc. in Avon Township. John, as a certified public accountant, had a good deal of business experience.

LAWRENCE, A registered respiratory therapist, was a lung specialist. The two decided to create a company

that emphasized service to those with breathing difficulties. That has turned out primarily to be treating a portion of the 3.5 million Americans suffering from emphysema, a lung condition.

Emphysema manifests itself in labored breathing and increased susceptibility to infection among patients. Craicum and a staff of three therapists currently service a clientele of

nearly 50 patients. Craicum, who also employs two other persons for office needs, estimated that 90 percent of his clients were afflicted with emphysema. The business' territory includes

Romeo, Clarkston, and Oxford to the north, and ranges south to Madison Heights and Berkley. He said his firm was capable of servicing up to 300 patients.

"All our business comes from referrals," said Craicum, who also conducts an accounting operation from his small office in Avon Township's Industroplex development. Industroplex is located northwest of the Crooks-M59 intersection.

"We employ no salesmen. All our equipment is prescribed by physicians."

WHEN PATIENTS deal with Professional Breathing Associates, said Craicum, they receive 24-hour service.

"We make deliveries at some unusual hours," he said. "All of our therapists carry beepers."

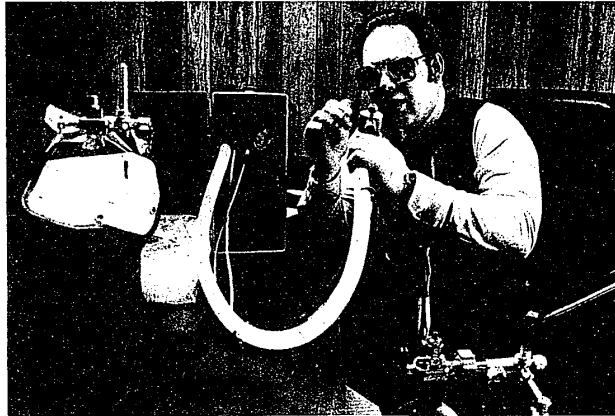
Professional Breathing maintains a van for deliveries, and owns a four-wheel-drive vehicle for the usually-severe Michigan winters.

As the name implies, Professional Breathing Associates deal primarily in breathing aids.

Lined up in the storage room are green tanks of oxygen, ranging in size from 247 liters to just over 3,000 litres capacity.

The 3,000-liter tank, which is about four feet tall, is good for 12 hours of continuous usage. Rental for that tank is \$240 per month.

Other equipment the company frequently rents are oxygen concentrators, which enrich a room's air with the gas, and Intermittent Positive Pressure Breathing (IPPB) machines.



John Craicum shows how his breathing device forces medication into the lungs of emphysema sufferers. (Staff photo by David Frank)

For a healthy economy

By JOHN W. FISHER

Editor's note: The writer is chairman of the National Association of Manufacturers.

It is fundamentally true that business and the consumer are on the same side of the issues that are being discussed today, from excessive federal spending to regulation, from the need for a strong, healthy economy to the desire for American products to be competitive abroad.

Although some people prefer to focus on differences, to develop what appears on the surface to be an adversary relationship between business and the consumers it serves, business and consumers are partners. They depend on each other.

A great majority of the alleged differences can be attributed to the heat of the debate. Business people talk in the technical language natural to their own industries but unfamiliar to many people.

Consumer advocates find it easy to point a finger at a specific problem with a product or company.

Specific problems may exist and

trends

This column offers business leaders an opportunity to express views and concerns on the business environment. Persons wishing to submit an article for consideration should contact Ron Garbinski at the Observer & Eccentric by calling 644-1100.

should be corrected. But it is important to realize that, in this country, hundreds of thousands of products are produced each year.

THUS, THE occasional defective product does not necessarily indicate an unconcerned management.

After all, business executives use these products, as do their families, friends and neighbors.

And a defect does not warrant general legislation or regulation: If your neighbor's child defaces a school bus, the remedy for that is not to tie all children's hands.

Excessive government regulation of industry is the same as tying up the innocent along with those who cause the

problems. Such unneeded regulations by their nature are costly to the consumer since the consumer ultimately pays the tax.

In 1979 alone, the tab for regulations was \$103 billion. The burden on small business is especially great since the cost of regulatory compliance is spread over fewer production items, making them more costly.

Business and the consumer both want clean air, clean water and safe products. However, nobody can be sure that each dollar spent for regulation contributes to the attainment of these goals. A close look reveals that many regulations are counterproductive, not helpful.

MOREOVER, REGULATIONS often conflict with each other, generating a

massive bureaucratic mound of red tape, loss of productivity and shackled initiative.

In some sense, we are all victims of the great expectations which were raised during the last 20 years.

American industry blossomed, providing one of the highest standards of living in the history of the world for the American people. But in the world of oil cartels and double digit inflation, we must pause to re-assess the situation.

It is fundamentally true that it is easier to raise expectations than to meet them, to promise good things than to deliver them, and to have worthy motives than to produce workable legislation and good programs. But it is necessary to be realistic.

Working together, American business and the American consumer can make good things happen again. We are not adversaries. When we think issues through clearly, business and the consumer are on the same side: All people want a better life, more productivity, a strong economy.

Working together as allies, we can move toward these shared goals.

business people

Fortune Magazine announced two appointments in the magazine's Detroit advertising sales office. BILL KENYON, currently Detroit manager, becomes Fortune's north central regional manager. Kenyon, a Birmingham resident, has been with the company since 1955. TED KIDD, a member of the Detroit sales staff, was appointed Detroit manager. Kidd, a Bloomfield Hills resident, has been with Time Inc. since 1950.

JOCK T. FRITZ was appointed sales manager for WVED-TV. Fritz joined WVED in 1976 as an account executive. Before that he was with WPON radio in Pontiac. He is a resident of West Bloomfield.



LILLIAN PIERCE was promoted to senior associate, interior design for the Ford and Earl Design Associates. Ms. Pierce, a resident of Birmingham, joined Ford and Earl in 1971 with 15 years experience in interior design and was named an associate in 1978.

CHARLES ROBINSON, a member of the structural/civil department

of Albert Kahn Associates Inc., was named technical assistant to the chief structural engineer. Robinson, a senior associate of the firm and a registered engineer, joined the firm in 1969. He is a Birmingham resident.

ROBERT LAMBERTSEN of Birmingham was appointed vice president of sales at Cross & Tucker Co. Lambertsen joined the company as a sales engineer in 1957, and was appointed sales manager of the Cross-Fraser Division in 1976.

JAN LEON WOZNICK has joined Sohlgian & Partners Advertising in Southfield as vice president and director of market planning and research. He is responsible for overall market planning and strategy, client market analysis, consumer and media research and new business development.

JOHN E. SATTLER, director, public relations services office, Ford Motor Co., has retired after more than 30 years with Ford. Sattler plans to form Sattler International, a public relations counseling service with offices in Michigan and New York. He is a Bloomfield Hills resident.

Agri Marketing and Agri Educator magazines has announced the appointment of PATRICIA A. WILDE as managing editor. Ms. Wilde is formerly of Beverly Hills.

American Federal Savings and Loan Association in Southfield and

announced the following promotions: DIANE BALAGNA, assistant manager of the Town Center office; BERNARD GOLSKY, vice president, division head of mortgage service division; RICHARD H. KARSTEN, vice president, regional manager of the east region; WILLIAM S. MAGEE, vice president, division head of the cost, budgeting and reporting division; and WANDA M. PARRY, vice president, regional manager of the west region.

Sperry Vickers in Troy announced the appointment of ALFRED N. LEBEL to regional distributor manager for its Cleveland area.

The firm of Broder, Feinberg and Sakenic, certified public accountants, has added SIDNEY D. BLACKMAN, a West Bloomfield resident, a partner.



CHARLES DONNELLY, vice chairman of the board of the Bendix Corp., was named as chairman of the Providence Hospital Advisory Board. Donnelly is a member of the advisory board since 1977, serving

as secretary last year.

National Bank of Detroit has appointed GERALD A. BREUER, of Southfield as assistant banking officer in its corporate cash management group. During his two years with the bank, he has worked as a methods analyst in NBD's comptroller's division.

White Chapel Cemetery in Southfield announced the retirement of WALTER F. KEIP, executive vice president. Keip has been with White Chapel since 1947. He was elected to the board of directors and named executive vice president in 1966.

Perry Drug Stores Inc. promoted two area residents. RICHARD HENCKEN of Southfield was named manager of Perry Drug in Orchard Lake Plaza; and ALVIN WANDER, of West Bloomfield to director.

DONALD W. STOCKER was promoted as manager of group systems for American Motors Corp. in Southfield. Stocker will be responsible for the Detroit systems and programming staff.

CHARLES CRISSMAN has become a partner in Wilson-Crissman Cadillac, Inc. in Birmingham. He was elected vice president and a member of the board of directors. Crissman continues as sales manager, a post he has held for four years.

datebook

CPA'S CAN earn from two weeks in the entire 40 educational hours required for 1980 recalculation in weekend programs offered May 16-18 and June 6-8 by the Division of Continuing Education at Oakland University in Rochester. Deadline for completion of the state recalculation requirement is July 1. Classes will be 7 a.m. to 10:30 p.m. Fridays, and 8 a.m. to 4:30 p.m. Saturdays and Sundays. For more details, call 377-3120.

THE DETROIT Section of the Society of Automotive Engineers will present T.O. Wagner, manager of product and environmental research at Amoco Oil Co., at its May 8 meeting at the Toledo Masonic Center in Toledo, Ohio. Social hour begins at 5:45 p.m. with dinner at 6:30 p.m. For more details, call 692-3100.

THE AMERICAN Management Association will present a seminar May 8-9 on modern personnel management at the Southfield Sheraton Inn for personnel executives and administrators. Larry Emmons will cover new developments in personnel management techniques and laws with a look at computerized personnel record keeping. Costs are \$85 for AMA members and \$670 for non-members. For details, call 358-1515.

THE S.S. Kresge Story will be told in an informal lecture by Steve Spillo at the Detroit Historical Museum 8 p.m. May 7. It's open to the public free of charge and followed by an informal reception. Special guest is Stanley S. Kresge.

THE FINANCIAL Analysts Society of Detroit will host Richard Olsen, vice president-Investor Relations of Transamerica Corp., at its May 7 luncheon meeting at the Detroit Veterans Memorial Building Room 814. Reservations required by calling Robert Swaney at 963-5060 by noon Monday.

THE DIVISION of Continuing Education of Oakland University will present Birmingham attorney Robert Mesmer in a non-degree course for officers, directors and managers of condominium, cooperative and homeowner associations May 7 starting at 6:30 and 8:30 p.m. for five successive Wednesdays. For more details, call 377-3120.

ROCHESTER jeweler Paul Haig will appear on the Mmnday WJBR-TV2 session of "Good Morning, Detroit" talking about graduation gifts. He is the owner of a newly remodeled shop in Rochester featuring jewelry designs, opals, antiques and objects d'art.