

business people

JOSEPH BONAFILIA of Troy was named product marketing manager for thermostat reinforcements of CertainTeed Corp.'s Fiber Glass Reinforcement Division. He was a plastics salesman for Rohm & Haas.

MARY BLANFORD and GLEN BODARY have joined the Southfield-based agency of the Life Insurance Co. of Virginia as representatives.

GARY DRAINVILLE was promoted to vice president in training and development and JOSEPH KUHN to vice president in branch administration by Michigan National Bank of Detroit.

FREDERICK SATTLER was named research director of WRIF-FM Radio in Southfield. He replaced FRED JACOBS who assumed a newly created position as director of research for ABC-FM Radio Stations. Sattler was a media analyst for Campbell-Ewald Advertising in Detroit.

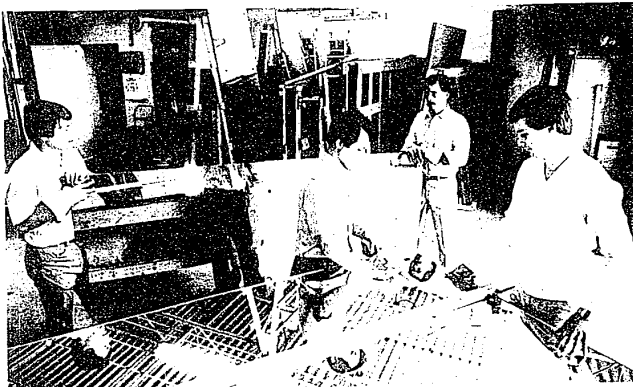
Sturleys make work a family affair

By CORINNE ABATT

The image reflected in the mirrors of Birmingham Glass and Mirror, Inc. is that of a young, growing, family-owned business.

Three brothers, Bill, Dave and Mike Sturley of Royal Oak, formed the corporation in 1978 and a year later opened an office and fabricating center in Troy's industrial complex. If present plans go as anticipated, they will have a retail outlet in Birmingham by next April.

If the company's rapid growth sounds like a lucky break, it wasn't. The combined talents of the Sturley brothers, hard work and dogged persistence had much more to do with the growth than luck.



Saturday is family day at Birmingham Glass & Mirror. That's when all the Sturley brothers are working in the shop or on installations together. Mike, left, and Dave Sturley hold a mirror in the background while Bill measures a mirror to be cut while Scott keeps it steady. (Staff photo by Dick Kelley)

Dave Sturley, 27, is the only one of the three who works full time at the firm. He is the expert on design and installation and does a large part of the selling. He was in the business for nine years before his brothers joined him and formed the family corporation. Mike and Bill Sturley have full time jobs and work in the family business part-time.

Bill, 35, who has an MBA from the University of Michigan, said, "My favorite course in college was how to start a small business." Evenings and weekends, he handles marketing, promotion, customer relations and the financial side of Birmingham Glass & Mirror.

Mike, 33, lives in Lansing and drives in weekends to work on installations. He is presently studying to take the exam for a builder's license, not to start in the building business, but to add depth to his already extensive technical skills.

Noting that there are about 280 glass companies in this metropolitan area ranging in size from the man who works off the back of a truck to nationally known companies, Bill Sturley said, "I'm absolutely amazed that a tradesman can acquire all the skills he needs to survive — maybe that's why so many go under."

A list which he quickly enumerated included the many technical skills: bookkeeping and billing, filing government financial reports, dealing with employees and their concerns, advertising, promotion, customer relations, writing publicity releases and letters, and keeping up with new developments in the trade.

Maybe that's too much for a loner, but the Sturleys divide the responsibilities, share some of them with employees whom they like and respect, and spend most of their off-hours developing the business.

THE COMPANY DOES commercial and residential installations of windows and mirrors in the metropolitan area. Their clients are individual home owners, interior designers and architects as well as builders. They handle anything from replacing a shower door or a storm window to installing a mirror on the walls and doors of the boxes in the Joe Louis Arena.

"The Joe Louis Arena," said Bill Sturley, "has been a boon to a lot of people, particularly small businesses like us." Bill is also the strategy planner for the company. One of the

first decisions he made was to build a portfolio of color photographs of some of their outstanding mirror installations in private homes in the Birmingham-Bloomfield area. He hired well-known Troy architectural photographer, Balthazar Korab. The result was an impressive piece illustrating how mirrors can be used lavishly and effectively in interior residential design — fireplace walls, mirror walls in almost every room of the house, mirror ceilings and on panel and single doors.

While, like everyone else, Birmingham Glass & Mirror is in business to turn a profit, Bill Sturley said, "A long time ago, we brothers got together and established our goals. One of them was that when someone refers to the company, he (or she) would say, 'they're an alright bunch of guys.' It's very hard to earn that kind of reputation."

To achieve this, like Hertz, they're trying harder. The mirrors they install have polished edges (not true for all of their competitors). Mirror walls must fit exactly, even if the wall construction itself is slightly out of plumb. And, whenever possible, no double or triple images in a mirror wall or ceiling that's installed in sections. Multi-images are a giveaway that the sections aren't perfectly matched. While it's sometimes impossible, because of flaws in basic construction, a single image is the optimum.

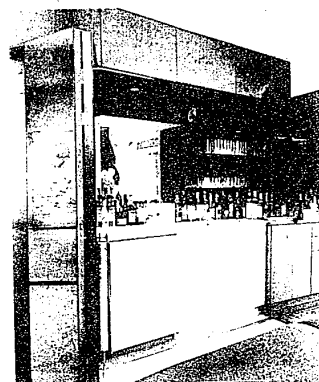
THE DIFFERENCE BETWEEN average and excellent mirror workmanship is subtle, Bill Sturley said. "You have to know what you're looking for."

To educate clients, he's planning to publish a regular newsletter which will contain information on new developments as well as items indirectly related to the field. That's a long range goal.

A shorter range one is to host a seminar, "Space for the 10s," later this year.

"It deals with how to expand shrinking space in the home and how to integrate mirrors and mirror designs into home decor," Sturley said. "It's not a company pitch. It will just make people aware of the hundreds of design ideas which can be utilized."

The Sturley brothers are presently negotiating for a retail site in Birmingham. They chose their company name because they wanted to be associated with this area. That desire is about to become a reality.



A hideaway bar with mirrored doors bears the mark of the Sturley brothers. (Photo by Balthazar Korab)

market place

KNOLL INTERNATIONAL, which operated an office in Birmingham, has opened its new Detroit sales office and showroom in the 400 Tower of the Renaissance Center. It is a New York-based international design firm that designs and manufactures modern furniture and fabrics.

DETROIT WILL host the Midwest Graphics 80 conference Sept. 6-9 at Cobo Hall. This sixth annual show sponsored by Printing Views will feature the latest operating printing press and auxiliary equipment and trade services designed for commercial, newspaper and private printing plants. For more details, contact the Midwest Publishing Co. at 312-539-8540.

BAKER, ABBIS, Cunningham & Klepinger Inc. Advertising and Public Relations was named agency of record for Vinyl-Fab Industries of Livonia, manufacturers of swimming pool covers. BAC&K is a Birmingham-based full service advertising and public relations agency.

PRUDENTIAL PROPERTY and Casualty Co. will reduce rates on homeowners policies for medium and higher priced homes in Michigan. Rates for homes in the \$50,000-125,000 range will decrease from 2-7 percent in most parts of the state effective Aug. 18. The company expects about 50 percent of the company's current policyholders would see rate reductions on their policies in Michigan.

BUSINESSES WISHING to submit items for the Business Page should send them to Ron Garbinski, Observer & Eccentric Newspapers, 1225 Bowers, Birmingham 48012. Please include a contact name and telephone number along with the release. Notice of promotions or appointments, meeting or seminar dates, and activity are considered for publication. Items must be received by the Monday preceding Thursday publication date.

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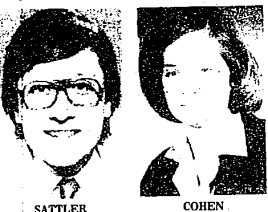
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SHARI COHEN of Southfield was named marketing officer of Manufacturers National Corp. She joined Manufacturers in 1978 and is assigned to the corporate marketing department.

KEITH McGLADE, formerly of Birmingham, was named publisher and chief operating officer of the Hartford, Conn., Courant. He was vice president and general manager of the Akron Beacon Journal.

Price Waterhouse & Co. has appointed the following accountants to Detroit office managers: RONALD FLEMING, ALBERT SENCHUK and NICHOLAS VARVERIS of Birmingham and PETER BEVERIDGE. Senchuk has been with the company since 1974 and the others since 1975.

NORBERT SYLVESTER of Birmingham was appointed to the board of directors and vice chairman of Manufacturers National Bank of Detroit. He was a vice president.

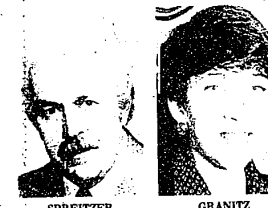


PAMELA BOURGEOIS was named media buyer/traffic manager at Leo J. Brennan Advertising Inc. in Troy. She was employed by the city of Fraser and Michigan Telephone Co.

JOHN HANCOCK was elected president of the Birmingham based Society of Manufacturers' Representatives. He is president of John Hancock Sales Co. Inc. of Ann Arbor.

The Bendix Corp. Board of Directors elected four corporate vice presidents: DONALD SPEYER, management services, FRANK ADAMS and STANLEY DEMAIN, corporate vice presidents, and MARY CUNNINGHAM, corporate and public affairs. DAVID TAYLOR became director of external communications while WILLIAM HANEY continues as director of internal communications.

WILLIAM SPREITZER of Beverly Hills and head of the transportation and design department at General Motors Research Laboratories, was elected a Fellow of the Engineering Society of Detroit.



BEVERLY GRANITZ of Southfield was named manager of Towne and Country Interiors-Dearborn. She has been with the company for 10 years.

LORI ROBAK of Troy was hired as a communications assistant at Liberty Mutual Insurance Co. in Boston.

WILLIAM BUFE, JOSEPH CUNNINGHAM and JOHN SIRHAL were admitted to the partnership of Planie & Moran, CPA's in Southfield.

ESTHER SHAPIRO was named to a two-year term on the Southern Michigan Home Owners Warranty Corp. She is director of consumer affairs for C Detroit.