

Solar energy first

Utility, engineers monitor home

A new home in Troy will receive half its heating needs from the sun next year. And it won't use solar panels — only conventional building materials.

Built by Bing Construction Co. in co-operation with Detroit Edison, the house should be completed by February or March, said Edison officials at a news conference last week.

The house will be open for public display the first year, then sold to a private owner. It's energy efficiency will be monitored for two years after it is sold, Edison officials said.

Although similar "passive" solar homes have been built in Michigan, this is the first that will be monitored by utility and solar engineers, Edison officials added.

"The passive solar home holds great potential," said Charles M. Heide, executive vice president for operations at

Edison. "It does away with the mechanical gadgetry connected with other solar homes."

The design of the house and the use of heat absorbent materials does the work of collecting solar energy.

The house faces south so it benefits from the sun's strongest rays. Sunlight enters the large, double-paned windows on the south side and strikes a thermal mass, usually concrete or masonry, which absorbs the heat and releases it later.

ABOUT 50-60 PERCENT less energy will be used by the house than if it were heated by conventional methods, Edison officials said. The additional construction cost is about 10 percent, but the pay-back period is 10-15 years using current energy rates, they said.

The passive solar design uses about

12,000 more bricks than conventional home designs, said Otto Bingsger, president of Bing Construction Co. When finished, the house should sell for about \$200,000 at current market prices, he added.

A two-story greenhouse, considered part of the house's living space, acts as the central collection area, with the rest of the house wrapping around it on three sides. On a sunny winter day, the room will reach 80-90 degrees, Edison officials said. The interior brick walls with their concrete cores store the heat for use later.

"Brick is a good modifier of temperature swings," said Greg Presley, an architect with Detroit Edison. He explained that besides the isolated heat gain that the greenhouse provides, the house also uses direct and indirect methods of passive solar heating.

Direct gain is used in the living room, where sunlight strikes the quarry tile floor, and is stored and released later. In the bedrooms, indirect gain is made by having a solid masonry wall with a black surface behind the windows, absorbing the heat. The walls provide privacy as well as heat storage.

An electric heat pump is the back-up heating method, and a heat pump also used with the hot water heater. The house uses six inches of fiberglass insulation in the walls and 15 inches in the ceiling, and triple-paned glass in the windows on the other sides of the house.

In the summer, overhangs on the windows and vents in the greenhouse allowing fresh air to circulate will aid air-conditioning, officials said.

marketplace

FIRST FEDERAL Savings of Niles has merged into Standard Federal Savings of Troy. The move was approved by the Federal Home Loan Bank in Washington, D.C. Oct. 15.

THE MERCURY Network, a computerized system developed by Florists' Transworld Delivery of Southfield for the transmission of intercity floral orders, handled more than three million orders during its first year of operation. Some 5,600 of the 19,900 FTD members utilized the system this year.

ALLEGHENY Ludlum Credit Corp., an asset based commercial lender, opened a regional office at 3000 Town Center in Southfield.

DEGROOT and Company, an audiovisual producer, relocated to Troy from Royal Oak. New headquarters are 6 W. Square Lake Road.

ACRYLICUS Optics Corp. opened a new office at the Tel-Twelve Shopping Mall in Southfield.

PARKER, Wilcox, Fairchild & Campbell Advertising Inc. has relocated to 21540 W. Eleven Mile in Southfield. Offices were at 19111 W. 10 Mile Road.

MANUFACTURERS Bank of Southfield opened its eighth office at 25250 Evergreen at Jeanette this month. The new branch offers full service banking.

MCNAMARA Associates Inc., an advertising graphics firm, relocated its headquarters from Detroit to the Robbins Executive Park West in Troy. The staffs of the Warren and Troy satellite studios are combined with the Detroit operation at the new building, 1250 Stephenson. The firm will continue to operate a Dearborn studio.

business people

RAY PETERSON of West Bloomfield was named vice president in charge of the commercial mortgage department for Lambrecht Realty Co.

RONALD GOULD of West Bloomfield was named plant manager at Ford Motor Company's Michigan Truck Plant in Wayne. Formerly assistant plant manager, he succeeded WINFARD CARTER who became manager of Ford's Metuchen, N.J. Assembly Plant.

GINO GIOCONDI of Troy was named director of Chrysler's service and parts sales division. He was executive assistant to the executive vice president — sales and marketing.

B. KEN GRAY of Bloomfield Hills, director of Emergency and Ambulatory Medicine at William Beaumont Hospital in Royal Oak, was selected president-elect of the American College of Emergency Physicians and to its board of directors.

MICHAEL NATALE has joined Livingston Associates and Paul Livingston Inc. of Farmington Hills as general manager.

The Michigan Automated Clearing House Association elected **EDWARD DEYOUNG** president, **CHARLES LEAHY** vice president, **ARTHUR NOREN** secretary and **THOMAS STEINBAUER** treasurer. DeYoung is senior vice president and controller of First Federal Savings of Detroit. Leahy is executive vice president of Ann Arbor Bank & Trust. Noren is senior vice president at Michigan National Bank. Steinbauer is president and chief administrative officer of Peoples National Bank & Trust in Bay City.

WALTER NOON of Troy was appointed manager of international business projects for GMC Truck & Coach Division. He was director of production and material for GMC's van plant. **JAMES LOESCH** was appointed administrative assistant in systems-data processing at the division. He was su-

pervisor of financial records.

RONALD KRUMAN, formerly an account executive for the Observer & Eccentric Newspapers, has joined WXYZ NewsTalk Radio in Southfield as account executive.

DONALD MAILLOTESE of Troy was promoted to vice president at Graham Mortgage Corp. He was in charge of single family loan origination.

MARTIN CHOINSKI and **DAVID IRVINE** were promoted to associate media directors for D'Arco-MackNanus & Masius Advertising of Bloomfield Hills. Both were media supervisors.

GREGORY KEMP of Troy has joined Tom McGuane Industries Inc. as a general sales manager.

DOUGLAS MILLER of Southfield has joined the Detroit News as labor relations manager of labor contract administration.

GERALD WAGNER was appointed vice president of utility service and one of the officers of Professional Engineering Associates Inc. in Birmingham. He is responsible for the company's Southfield office. **DICK GRAHAM**, former director of public works for Troy, joined the company as vice president and consulting engineer. He is a resident of Troy.

ALBERT GREENE of West Bloomfield was named associate administrator of the Grace Hospital and **THOMAS FEURIG** of Birmingham was named associate administrator of the Harper Hospital of the Harper-Grace Hospitals in Detroit.

DANIEL MEYVIS of Troy was appointed vice president-marketing for Stanley Vermco, a division of the Stanley Works.

ROGER BLASER was promoted to vice president of Kelter-Thornor Inc. of Southfield.

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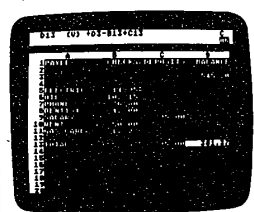
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