

Thursday, November 27, 1980

Big bucks needed to lure specialists

Higher salaries are being forecast for 1981 to attract skilled personnel specialists into the corporate ranks.

Daniel Mistura, president of Professional Personnel Consultants Inc. of Southfield, says employers expect to pay salaries almost 17.5 percent above 1980 levels nationally and 18 percent locally.

A recent nationwide survey of hundreds of small, medium and large U.S. companies in every industry group reports that 1981 salaries will rise most sharply for compensation specialists at all levels. Next come employment recruiters and managers, plant personnel managers and specialists in benefits, manpower planning, labor relations, training and safety and other areas.

Salaries also will climb for vice presidents, division personnel directors and plant personnel managers, the National Personnel Consultants group survey suggests.

The survey indicates there is little demand for entry-level personnel job seekers with a master's of business administration or undergraduate degree.

THE ANNUAL survey is conducted in more than 100 major national markets. It is considered an accurate barometer of personnel job-salary trends by members of the NPC.

"The sharply rising 1981 salaries being forecast reflect the increasing importance of

the entire personnel function in the modern corporate picture," Mistura says.

"Today's personnel specialists are often the only professionals in the entire company with enough know-how to provide top management with sound advice in such critical areas as compensation and benefits, safety and equal employment opportunity compliance, manpower planning and development," Mistura adds.

He adds that top personnel executives have become valuable as the prime source of ideas and guidance on how to use the company's human resources most profitably.

"CORPORATIONS today have been swept

by the winds of social and economic change as well as by increasing governmental involvement in every area of corporate life," Mistura says. "Legislation has created the potential for substantial penalties for the employer of a mismanaged work force."

The survey reports that the government's influence on corporate life is the single biggest factor in the changing face of the personnel function.

"The impact of government can be seen in virtually every employee area — in IRS's impact on compensation policies, in the ERISA impact on benefits programs, in OSHA's affirmative-action impact. Compliance with all these inputs has greatly increased personnel specialists' responsibilities," Mistura says.

market place

CATALANO/SHAW & Associates Inc. of Southfield was selected as the leasing agent for 6001 Adams Woods, a \$4-million executive office building in Bloomfield Hills near I-75 and Adams Road. It is scheduled for occupancy in late 1981. The two-story, 72,000-square-foot structure features a garden-style atrium. The project was designed by ASR Multi Inc. of Troy with Realinvest Corp. of Birmingham serving as the development company.

THERE WAS a 4 percent increase in retail sales in metropolitan Detroit for October compared with October 1979, according to the Greater Detroit Chamber of Commerce. October retail sales figures for the area compared with the same month last year are: department stores up 4.7 percent; women's apparel down 3; men's wear up 3; and an increase of 6.3 percent for cards, shoes, hardware, jewelry and other items.

SEVERAL AREA companies are joining the Marine Corps Reserves "Toys for Tots" program this year to help insure every child will have a Christmas. Some of those participating in the program are Realty World of southeastern Michigan, Gorman's Furniture of Southfield and Troy, McDonald's Restaurants and AAA offices in the metro area. If you have any toys to donate, drop them off at any of the above companies or at a Marine Corps recruiting station.

datebook

THE WESTERN Wayne Oakland County Board of Realtors will host a homebuying seminar 7:30 p.m. Nov. 25 at the Livonia City Hall. The seminar features a panel of experts talking on the roles of realtors and attorneys, affordability, financing, loan qualifications, the buying process and related subjects. Each attendee is furnished with a kit of background materials for reference. The presentation is open to the public free. Reservations are requested by calling 478-1700.

business people

ROBERT KELLEY was named manager of Detroit Edison's Oakland Division succeeding JOHN LOBBIA who began a management development assignment. Kelley was manager of the Wayne Division since 1975.

J. JAMES ROOSEN of Southfield was named manager of the company's Thumb Division succeeding WESLEY KAPPLER who becomes assistant manager of the Detroit Division. Roosen was general superintendent of the St. Clair-Belle River area since 1979.

The Chamberlain Real Estate Co. has announced several appointments. J. DONALD KELBER of Birmingham was tapped vice president-



sales manager of the company's Birmingham office. He was in charge of the firm's Bloomfield Hills office since 1971.

FRANK KUHN of Bloomfield Township was appointed vice president-sales manager for the Bloomfield Hills office. He was named realtor of the year by the Birmingham-Bloomfield Board of Realtors in 1979.

CHARLES SOWER of Orchard Lake was appointed vice president-sales manager of the West Bloomfield office. He opened the West Bloomfield office as manager in 1978.

WILLIAM BARKER of Bloomfield Hills is vice president-sales manager of the Farmington Hills-Franklin office. He managed the firm's Rochester and West Bloomfield offices.

STANLEY THOMPSON was appointed group vice president-operations for Wyandotte Paint Products Co. of Troy.

HAROLD BROWNFIELD of Bloomfield Hills was appointed director of product service, Fisher Body Division of General Motors. He was senior engineer-in-charge.

SIDNEY KAYE was elected president of the Mortgage Bankers Association of Michigan. He served in the same position in 1966. He succeeds William Matzenbach, president and CEO of Manufacturers Hanover Mortgage Corp. in Farmington Hills. Kaye recently retired from active service as vice chairman of Advance Mortgage Corp. of Southfield after 31 years.

RICHARD CHAPIN advanced to vice president after serving last year as secretary-treasurer. He is executive vice president of Graham Mortgage Corp. of Southfield.

LARRY GUTTENBERG of Beverly Hills was elected secretary-treasurer. He is president and CEO for Republic Mortgage Corp. in Southfield. Elected to the board of governors in addition to Guttenberg were WARREN CARR of Manufacturers Hanover Mortgage Corp. and LARRY EASTHAM of Manufacturers National Bank. Also board members are Kaye, Chapin, Matzenbach plus JOHN GEHRKE, ROBERT WILSON JR., PAUL CONWAY, NORMAN ZINK, LAWRENCE SOUTHWELL, RICHARD JARVIS, GEORGE HEARTWELL SR. and JACK HAGENBUSH.



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