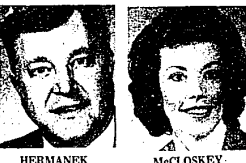


business people

ELI ZARET of West Bloomfield was named reporter-weekend anchor in WDIV's sports department. He will continue his duties as sports director for WRIF-FM radio.

THOMAS CLIFFORD of West Bloomfield was appointed plant manager of the Fisher Body Fleetwood body assembly plant on Fort Street in Detroit. He was manager of the division's Detroit Central Plants.



FRANK HERMANEK was named manager of technical services at Alloy Metals Inc. in Birmingham. He was manager of coating development at the General Electric Aircraft Development Group's Manufacturing Technology Laboratories.

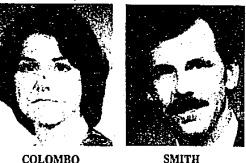
SUZAN MCCLOSKEY of Birmingham was appointed to the newly created position of director of leasing and marketing administration, for the packaging systems division of Ex-Cell-O Corp. of Troy. She was manager of lease accounting.

PATRICIA GROVES joined Grossman & Associates as an account executive for advertising and public relations accounts.

KEITH LA ROCHELLE, a former member of the Observer & Eccentric Newspaper's art department, was promoted to art director at Keller-Crescent Co., Indiana's largest advertising agency. He was a design director.

JAMES JOHNSON was named administrative assistant to the senior vice president for growth planning at the Farmington Hills based Real Estate One Inc. He was the former superintendent of Ecorse Public Schools.

THOMAS DEGREGORIO of Rochester joined the CPA firm of McEndarffer, Hoke & Bernhardt in Bloomfield Hills.



JAYNE COLOMBO of Troy was appointed assistant vice president, public relations, for the Detroitbank Corp.

THOMAS SMITH of Birmingham was promoted to second vice president and marketing officer at Manufacturers National Corp.

JOHN McCABE of Birmingham, president of Blue Cross and Blue Shield of Michigan, was elected vice chairman of the Blue Shield Association board of directors, a national coordinating organization for the 68 Blue Shield Plans around the country.

LINDA MESSINA was named administrative manager of Henry Ford Hospital West Bloomfield Center, replacing Robert Scavone.

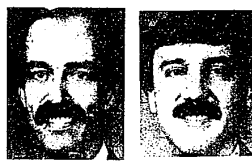
HARRY MOODY, director of investor relations, Manufacturers Hanover Mortgage Corp. in Farmington Hills, earned the designation of certified mortgage banker by the Mortgage Bankers Association of America.

LAWRENCE KRAFT of Farmington Hills was appointed vice president, marketing and sales for Serta of Detroit. He also serves on the board of directors.

MARY JO GALLI of Bloomfield Hills was named public relations manager for United Technologies Automotive Group. She was public relations representative for the group.

NARINDER KATHURIA of Troy was promoted to secretary and general attorney for Great Lakes Gas Transmission Co. He was staff attorney and assistant secretary.

Hoyem-Basso Associates Inc. of Bloomfield Hills advanced several persons to associate status including **DAVE BOURGEOIS** of the marketing department, **ED MEIER** and **HARRY DIMOND** of the architectural department, **DAVE MARKS** of electrical engineering, **JOHN MENTZER** and **RICHARD JIRKOVSKY** of mechanical engineering, **LYNNE KRAJEWSKI** of data processing and **ED BISSON**, **RONALD BURT**, **ROLAND PLESS** and **JASON WANG** from the energy management department.



CRAIG HALL of Farmington Hills, head of medical planning group, and **ALGIMANTAS BUBLYS** of Birmingham, director of design, were named associates at Rossetti Associates/Architects Planners.

CHARLES VALDEZ, president of Marrs Management & Realty Inc., was elected 1981 president of the Michigan Chapter 5, Institute of Real Estate Management. Other officers elected were **GLENN PELOT**, Lincoln-Rowe Management Co., vice president; **MARY COURTNEY**, C.W. Babcock & Lawsons Inc., secretary; **EDDIE EDWARDS**, Manufacturers National Bank of Detroit, treasurer.

EDWARD DARLING of West Bloomfield was named director of development for Lutheran Social Services of Michigan. He was assistant to the president and director of development and public relations for the Detroit Institute of Technology.

Industrial Fuels Corp. appointed five management associates at its Troy headquarters: **CONRAD ZEMENS**, administrator of accounting; **JAMES BEAUVAIS**, administrator of budget and taxes; **MICHAEL WEBER**, sales representative; **BETTY MIERNICKE** of Birmingham, personnel and office administrator; and **WILLIAM HOLMEIDE** of Bloomfield Hills, administrator of contracts and planning.

JOSEPH BARDONI was named assistant vice president and senior trust officer, **JERRY DUNLAP** was appointed assistant vice president and operations officer and **RICHARD MIESCH** was named assistant vice president and auditor for the Wayne Oakland Bank.

New bakery eyes local competition

By TOM RIORDAN
Executive Editor

An East Coast bakery will move to Livonia to compete with Awrey Bakeries and the Sanders chain in the metropolitan area.

Entenmann's, owned by Warner-Lambert Corp., plans to begin distribution of its baked goods in this area on Jan. 13, according to Jim Cook of North Lake, Ill., the firm's Midwest manager.

A 22,000-square-foot building on Newburgh Road, one block south of Schoolcraft, will serve as a transfer point for boxed cakes, pies and cookies. The structure, owned by Paragon Properties, also will house a thrift shop.

Jack Klausung, formerly with Awrey Bakeries, will serve as Entenmann's sales manager in Livonia. He presently is being trained at North Lake, where a 330,000-square-foot bakery produces Entenmann's sweet goods.

Cook said his division has nearly 100 Midwestern routes in St. Louis, Pittsburgh, Cleveland and Chicago, all served by the North Lake plant.

Trucks leave the Illinois bakery between 8 and 9 p.m. daily and make deliveries to depots in those cities for immediate early morning turning by Entenmann's routemen to points of sale.

In the beginning, 10-12 driver/salesmen will be working out of the Livonia distribution center, Cook said. He added, "Plus it's going to grow over the course of the year."

"There will be an office force and a thrift store force, the size of which are yet to be determined," he said. Unsold outdated sweet goods removed from stores by routemen will be returned to the Livonia facility for sale in the Livonia thrift shop.

The bakery plans to target sales efforts on all metro Detroit supermarket chains, said Walter Weglin of Warner-Lambert in Morris Plains, N.J. Warner-Lambert bought out Entenmann's in 1978 for more than \$200 million.

Weglin says that the bakery was founded in Brooklyn in 1892 by William Entenmann Sr. As it grew, operations were centered in Bay Shore, N.Y.

FAMILY MANAGEMENT of the bakery has been a hallmark of the bakery and continued since the Warner-Lambert acquisition, Weglin said.

"Right now the third generation is running it. William Entenmann is president and Robert Entenmann is chairman."

With his sale to Warner-Lambert, Entenmann's began expanding from its long-time East Coast base. "The move into Detroit is the most important to date," Weglin said.

"There is an Entenmann mystique (when it comes to baked goods) and the company has long maintained its only competitor is the home baker," Weglin said.

He added that his firm will be competing directly with the sweet goods of Awrey Bakeries and the Fred Sanders company.

datebook

THE NATIONAL
Association of Enrolled Agents, Michigan Chapter, will conduct its monthly meeting 6:30 p.m. Monday at the Troy Holiday Inn. Norman Ross, senior partner at Linden, Klein, Israel and Ross, will talk about "Why Computerize Tax Returns?"

BUSINESS, financial and economic leaders will forecast the metropolitan area's economic picture for 1981 at the 15th annual Economic Outlook Luncheon noon Monday at Cobo Hall. The event is co-sponsored by the Economic Club of Detroit and the Greater Detroit Chamber of Commerce. Tickets are \$8.50 through the Economic Club by calling 963-8547.

THE MACOMB County Michigan Chapter of the National Association of Accountants' Dec. 10 meeting at the Georgian Inn on Gratiot will feature Oakland County Prosecutor L. Brooks Patterson speaking on capital punishment. Cost of the 7:30 p.m. dinner is \$12 per person. Reservations required. Call Kathleen Kosmatka at 446-1500 for more details and reservations.

A HALF-DAY seminar on export marketing is offered every month for small manufacturers and service firms by the Michigan District Offices of the U.S. Small Business Administration, the U.S. Department of Commerce and the Service Corps of Retired Executives. Seminars are conducted at the McNamara Building in Detroit 9 a.m. to 12:30 p.m. For dates and registration, call the administration at 226-3523.

AMERICAN Motors Corp. set Dec. 16 as the date for a special meeting of stockholders to approve terms of an agreement it reached with Renault in September to improve increasing the company's capital and cumulative preferred stock. The meeting will be at the company's technical headquarters in Detroit.

Results of inflation studied

Inflation is totally altering traditional analysis of corporate financial results, according to a recent study by Arthur Young & Co.

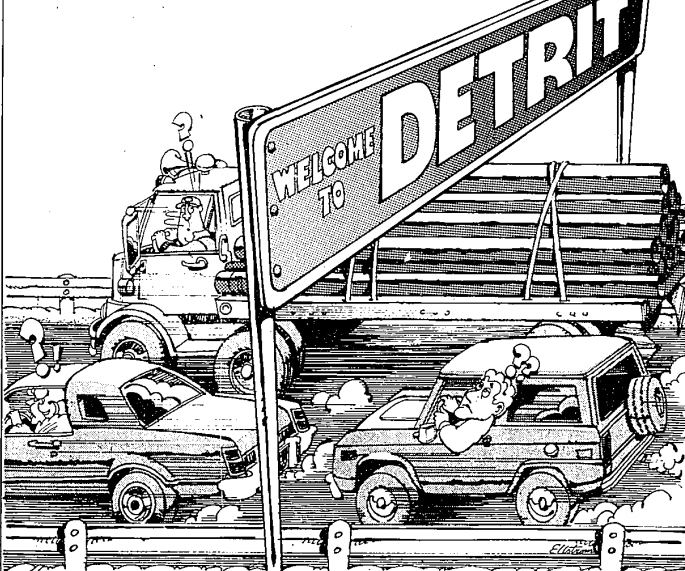
The study analyzed the inflation-adjusted figures now required by the Financial Accounting Standards Board's Financial Accounting Statement No. 33 of approximately 1,500 of the nation's major corporations.

"Inflation has done more than require new accounting figures. It has completely changed the way we must evaluate performance in an inflationary environment. We can

no longer look just to the traditionally reported results because the supplementary information on changing prices required by the FASB may cast financial performance in a different light," says Phil Calder, an Arthur Young partner and director of accounting in the Detroit office.

The 83-page report details graphs, tables and excerpts from the annual reports of various companies. Copies are available through the company's Detroit office in the Renaissance Center or by calling 259-4200.

Without "The Big Oh", Detroit Just Wouldn't Be Detroit!



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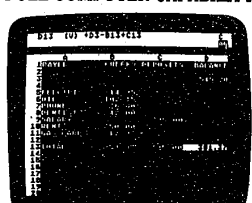
Oh-Oh! We almost forgot to mention the other Detroit favorites on "The Big Oh"—Bob Charlton,

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