

Businessmen voice gripes on economy

By SUZIE ROLLINS-SINGER

"We're saying interest rates aren't a way to control the economy."

That's just one of the many complaints heard last week at a brain-storming session of almost 100 local men and women who own small businesses.

They griped about soaring interest rates. They grumbled about high insurance costs. They deplored government regulations. They lamented about scores of other economic uncertainties.

And in the end, they offered ideas the Michigan Department of Commerce could use in helping solve their problems.

This workshop at the Troy Hilton Inn was the seventh in a series of 12 conferences conducted around the state by the commerce department.

The forums allow business people to vent their frustrations and the commerce department to gather suggestions for improving the small-business climate.

Various sessions throughout the day-long gathering focus on specific issues such as taxation, insurance, business incentives, training, international trade, capital availability and government regulations.

Delegates attending the sessions draft proposals outlining their major concerns. These lists will be sent to Gov. William Milliken in February after the 12 forums are completed.

AT THE CAPITAL-availability and state-taxation workshop, the hot topic was high interest rates. The small-business leaders said it was "extremely difficult" to obtain financing for loans under \$100,000.

"I'm a financial specialist who works with small businesses, and trying to get

\$50,000 or less loans is virtually impossible," Bruce Robertson said.

"The feedback I've been getting on savings and loans is that there is a lack of personnel who make small-business loans unless it's a commercial real-estate venture."

Robertson said commercial banks are the only lending institutions which would discuss loans to small businesses. But those loans are still hard to acquire.

"The supply of money should be tied to something other than the interest rates," another business man suggested. "With interest rates at 20 percent no one can even buy new equipment."

Others pointed to the need for a better method of spreading news about loan programs to the public as a potential solution.

Some complained about the amount of paperwork that goes hand in hand with government loans.

"If people want an SBA (Small Business Administration) loan there are a 100 papers to fill out. We need a quicker system," one person said.

OTHERS SUGGESTED expanding exemptions for business. More deductions and tax incentives were the answers to improving the business climate.

Newly elected state Rep. Doug Cruce, R-Troy, called the whole forum a farce, saying Milliken already knows the problem of the small businessman.

Cruce maintained there was nothing the group could do but express their concerns to their legislators who are also aware of the problems.

"All of the problems discussed today have to be solved in the Legislature," Cruce said. "This (forum) may be a place just to ventilate concerns."

Condo conversions to rise through 1985

Condominium conversions will continue to increase through 1985 due to the growing desire for home ownership, according to Warren Deek.

Deek is president of Condo-Mart Inc. of Farmington Hills, a worldwide service which helps home buyers relocate in North America and overseas.

He said that while 59 percent of the 365,000 conversions of rental units to condos since 1970 have occurred in 12

large metropolitan areas, evidence shows that conversions will expand into small cities.

He based his prediction on a recent study by the Department of Housing and Urban Development which revealed:

• About half of all conversions have been in the suburbs.

• Conversions do not signal distressed rental markets.

business people

DEBBIE MARSHALL of Birmingham was appointed director of sales for Northfield Hilton. She was sales manager.

ROBERT FILICHERA of Southfield was promoted to vice president by the Michigan Mutual Insurance Co. with home offices in Detroit. He was assistant vice president in the claim department.

RICHARD LOEDING of Birmingham was named divisional director of materials management for Detroit Diesel Allison Division, General Motors Corp. He had similar responsibilities at GM's Packard Electric Division in Ohio.

DONNA VANDERBERG of Troy was promoted to vice president at Manufacturers National Bank of Detroit. She was an account officer in the metropolitan loan department.

TIMOTHY HOPKINS of Troy was appointed to officer status as a corporate banking officer at Detroit Bank & Trust. He has been with the bank since 1978.

DOROTHY LINDEMAN, owner-broker of Lindeman Real Estate of Beverly Hills, was installed as president of the South Oakland County Board of Realtors Women's Council. Vice president is ROSE GOREN; treasurer is SARAH WHITLOCK; corresponding secretary is JUNE GRIFFITH; and recording secretary is SYLVIA JONES.

SEYMOUR FEUER, Bloomfield Hills, group vice president, Ex-Cell-O Corp. of Troy, assumed responsibility for the aerospace, Cadillac Gage, Remex and Plastics Components Divisions. He was a group vice president for the Davidson Rubber and McCord Gasket, Heat Transfer and Winn divisions.



Gino Giocondi

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.

MARY BETH WELTON of Birmingham was appointed special representative in college marketing and promotional activities for the Stroh Brewery Co. She was a hospitality and tour guide.

MARY SWICK has joined Grossman & Associates of Southfield as a media supervisor. She was a media buyer with Simon-Michelson-Zieve.

GENE BORDINAT of Birmingham resigned after 20 years as Ford Motor Co.'s vice president of design. DONALD KOPKA of Bloomfield Hills will succeed Bordinat. Kopka was executive director of advanced and international design, administration and color and trim.

GILBERT TESTA of Rochester joined R.J. Baker Advertising of Troy as vice president/account supervisor. He was vice president with Baker, Abbs, Cunningham & Klepinger Advertising in Birmingham.

GERALD HOOPFER was named general manager and associate broker at Howard T. Keating Associates Inc. of Birmingham. He is responsible for the Bloomfield Hills and Lake Orion offices. He is president of the North Oakland County Board of Realtors.

DAVID KENNEDY of Troy was named merchandising representative for Stroh Brewery Co. He was with the marketing staff of Chrysler Corp.

CARL RASHID JR. has joined the Butzel, Long, Gust, Klein & Van Zile. He was assistant corporation counsel for Detroit in charge of tax and finance.

JACK DYKHOUSE of Troy was appointed executive vice president of T.O.P. Inc., a Troy-based life investors subsidiary serving credit unions nationally. WILLIAM KUNNATH was appointed chairman and chief executive officer.

JACK TEMPLE was appointed executive director of the Great Lakes Fabricators and Erectors Association based in Southfield.

JAMES BEERS has joined Grossman & Associates as executive art director.

JOHN SHEA of Southfield was named vice president-marketing of Electric Auto Corp. He was a sales and marketing executive with General Motors.

JON DADY of Birmingham was appointed vice president of the NBD Troy Bank.

CHRISTOPHER NEENAN and JAMES CALLANAN of Troy were named senior consultants at Touche Ross & Co.

LYLE DAHLBERG of Troy was appointed assistant trust officer in the trust division of the National Bank of Detroit.

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Newsweek leads all U.S. magazines in all four major categories of automotive advertising.

AUTOMOTIVE T-100 Jan.-Sept. 1980	
1. NEWSWEEK	372.79
2. Road & Track	361.57
3. Sports Illustrated	345.35
4. Car & Driver	327.89
5. Time	298.81
6. Business Week	266.69
7. U.S. News	253.68
8. People	225.18
9. The New Yorker	184.11
10. Fortune	149.65

The table at the left gives the latest ad page totals (January-September 1980) for T-100, the PIB automotive category that includes all the others.

Newsweek, the only magazine in the last ten years to have held this 3rd Quarter lead in all four categories, has now done so three times.

FIRST IN CLASS

The following tables show the magazine rankings and page counts for the three major sub-categories that account for most (85%) of the automotive total: Passenger Cars & Vehicles, Domestic Passenger Cars, Imported Passenger Cars.

PASSENGER CARS T-110 Jan.-Sept. 1980		DOMESTIC CARS T-111 Jan.-Sept. 1980		IMPORTED CARS T-112 Jan.-Sept. 1980	
1. NEWSWEEK	318.45	1. NEWSWEEK	155.22	1. NEWSWEEK	162.51
2. Time	272.75	2. Sports Illustrated	142.46	2. Time	142.65
3. Sports Illustrated	247.67	3. Time	128.64	3. The New Yorker	137.33
4. U.S. News	218.99	4. U.S. News	118.02	4. Business Week	119.63
5. Business Week	186.36	5. People	104.64	5. Car & Driver	111.00
6. The New Yorker	184.11	6. Business Week	61.97	6. Road & Track	107.55
7. People	179.64	7. The New Yorker	46.66	7. Sports Illustrated	105.09
8. Car & Driver	152.32	8. Car & Driver	41.32	8. U.S. News	100.75
9. Road & Track	141.71	9. Road & Track	33.66	9. Scientific American	82.00
10. Fortune	116.31	10. Fortune	33.25	10. Fortune	81.27

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