

## Spreen won't sign

## Deal rejected, 17 deputies face cuts

By Suzie Rollins Singer  
staff writer

Seventeen Oakland County sheriff's deputies will be laid off Jan. 1 as planned after failure of an effort by County Executive Daniel T. Murphy to save their jobs.

Sheriff Johannes Spreen and Murphy were unable to reach agreement on a plan to present to the Board of Commissioners to reinstate the deputies.

Republican Murphy signed a proposal Wednesday, but Spreen refused.

INSTEAD, Democrat Spreen met with the Democratic caucus on the county board and drafted a separate agreement.

The Republican-controlled board, in a 13-8 party-line vote, refused to discuss it.

"I had some reservations about the agreement (that Murphy drafted). The whole thing is quite hasty," Spreen said.

Murphy said he was through discussing the issue with Spreen and wouldn't sign his proposal.

"There's no way I'll sign any agreement with him. He can't agree to anything for 24 hours. There's no way we can negotiate anything," Murphy said.

A KEY POINT of the agreement, Murphy noted, was for Spreen to convince the command and patrol officers unions to accept a 6-percent wage increase for 1982 and no increase for 1983.

Spreen repeatedly refused to do so, however, saying it wasn't his place to intrude on the bargaining units.

"He's got to get the unions to agree to negotiate their salaries to get the money out of his budget," said Murphy. "It's a dead issue otherwise. The board is not going to move a bit on it."

Commissioner Alexander Perinoff, D-Southfield, said he opposed his colleagues' draft of an agreement.

"You're making a monstrous thing out of this — presenting half-assed agreements. The question is, do we need the deputies or don't we? If we do, then it should be in the budget. If we don't, then leave it be. We shouldn't be

making agreements with anyone," he said.

Commissioner Lawrence Pernick, D-Southfield, disagreed. "If this (agreement) can be a mechanism to resolve these differences, then it's worth trying to get an agreement. Our draft urges a greater sensitivity for cooperation."

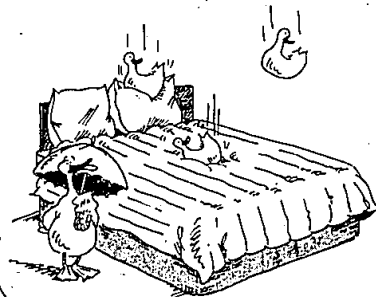
## No pay hike for Oakland commissioners

The Oakland County Board of Commissioners voted 14-7 not to accept pay increases in 1983 and to receive the same percentage increase as other county employees in 1984.

Commissioners presently earn \$14,881. The chairman earns \$16,203 and the vice-chairman earns \$15,542.

Voting against the pay freeze were Republican commissioners G. William Caddell of Walled Lake, Marilyn Gosling of Bloomfield Hills, George Berton Jackson of Birmingham, James Lanni of Royal Oak, John Olsen of Huntington Woods, John Peterson of Rochester and Democrat James Doyon of Hazel Park.

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## Ford taps, tests 6 consumer groups

Ford Motor Co. is listening to individual consumer groups in an approach it calls "contemporary marketing" according to Darryl Hazel, the automaker's marketing programs and strategy manager.

He said Ford has identified six major contemporary markets: Hispanics, women, blacks, mature, youth and affluent consumers. And within these markets, the company recognizes sub-groups such as professional working women.

Addressing the National Hispanic University conference in San Francisco, Hazel said "it's the consumer who ultimately should be directing our decisions regarding what Ford does in production, styling, selling and all our communications, as well."

OBJECTIVES are developed and extensive research is undertaken "to determine how the company and its products are perceived at present, how the target market perceives the competition and their products, and what the target market feels the most im-

portant aspects of the product are," among others, he said.

"It's the willingness to make the investment into these market segments that represents the change in today's marketing psychology," Hazel said.

The next steps are "developing a series of test marketing programs — constructed according to the needs, concerns and preferences expressed by the target audiences." The programs are developed and evaluated and, finally, implemented regionally or nationally.

"TO DATE, we've developed and implemented programs, primarily at regional or test levels, for the women's segment and the mature market, and we're just getting started with Hispanic research programs."

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