

**business people**

William P. Benton of Bloomfield Hills, vice president — marketing, will retire from Ford Motor Co. Nov. 1. Benton joined Ford in 1947 as a sales trainee in the Ford Division district sales office in Charlotte, N.C. He subsequently held key sales and marketing positions in North America and Europe. He was elected a vice president in 1971 and served as vice president/general manager of both Ford and Lincoln-Mercury divisions. Benton was appointed vice president — sales for Ford of Europe Inc. in 1977 and has been in his present position since June 1981.

B.J. Coughlan of Bloomfield Hills was named executive director, marketing staff for Ford Motor Co. Coughlan has been general sales manager for Lincoln-Mercury Division. Coughlan joined the company as a statistical analyst with Ford Division's Pittsburgh district in 1964.

General Motors Truck and Bus Group Engineering Operation named William B. Larson of Birmingham as group director of engineering for the truck and bus group and D. Dean Forster, also of Birmingham, as chief engineer-commercial vehicles.

Michelle Devono and Mary Nicholas, both of Southfield, were named vice presidents of the Reichold Corp.

Richard Beckman of Farmington Hills joined Arthur Andersen & Co.

Jeanette "JB" Ritzo of Birmingham joined D. N. McNabney & Associates Inc.

Art August of West Bloomfield was named vice president and national sales manager for Farah Mfg. Co. in El Paso, Texas.

Ziebart Corp. named William E. Beaver as vice president of marketing, John P. Mulheisen, director of sales, Richard Johnson, director of licensing, and James T. Bender, director of branch operations.

Ralph Helkine of Birmingham was named director of corporate/foundation relations in the Office of Development for Western Michigan University.

Deborah DeBuscher of Birmingham was named account executive with The Berline Group Inc.

Richard P. Averill of Bloomfield Hills was named vice president sales and marketing at Bohn Engine & Foundry Division, Gulf and Western Manufacturing Co.

Ralph J. Miller of Farmington Hills was named senior vice president in charge of the Servicing Division for Manufacturers Hanover Mortgage Corp.

Charles B. Redd Jr. of Southfield was named business development manager of Coca-Cola Bottlers of Detroit.

John H. Sutton of Birmingham the firm of Berkfield & Co. Ltd. as account executive.

Louis W. Kasischek of Bloomfield Hills was named a director on the board of Barton-Malow.

Joseph P. Nigro of Rochester was named director of engineering, quality programs at Chrysler.

The Marketing Group has named



Benton



Coughlan



Larson



Forster



Beaver



Helkine



Averill



Miller



Redd



Nigro

Paula A. Hirtala of Southfield executive vice president and Sherree Hensley also of Southfield as marketing coordinator.

Arbor Drug Inc. named Catherine Laurencelle as administrative coordinator and Tamara Bledsoe Fankler as director of human resources.

Ford Motor Co. named Mervyn H. Manning of Birmingham president of Ford Asia-Pacific Inc. and Robert F. Moglia of Bloomfield Hills general manager of Ford Tractor Operations.

Joseph F. Masurus Sr. of Troy was named general sales manager of Newcor Machine Tool Co.

David G. Stiekel of Birmingham was named vice president and personnel director at First of America Bank in Detroit.

George Wardrip was honored at the 38th Annual Convention for his three years of service to the Ralph Henry Agency Inc.

H. Lyn Bourne of Farmington Hills joined the firm of Neyer, Tiseo & Hindo.

Gerald E. Kahler of Birmingham was named director salaries personnel administration for the General Motors Truck and Bus Group.

Detroit Chemical Industries, Inc. named three vice presidents they are: Mr. L.P. Gowman, Dr. W.T. Brannen and Mr. T.A. McGregor.

Joseph Calcaterra of Birmingham joined Temperature Engineering Corp.

Timothy E. Zimcoy recently attended the prestigious Granada Gala cattle auction and extravaganza in Houston Texas.

Joyce King of West Bloomfield was named vice president of human resources for A & W Restaurants Inc.

James A. Danforth of West Bloomfield was named manager of special supplier programs for the Chrysler Corp.

Don B. Cartwright Jr. was named group director — branch operations at the corporate offices of Kelly Services Inc. in Troy.

Thomas Anton was named executive vice president — branch operations at Kelly Services in Troy.

Daniel L. Schiffer was named associate general counsel for the Michigan Consolidated Gas Co.

Ray Stanley was named vice president and group director — branch operations at Kelly Services Inc.

Weldon Dawson of Southfield was

named toy buyer for Kingsway Department Stores.

Cathy R. Bazas was named group director at Kelly Services corporate headquarters in Troy.

Patty Prosser was named branch coordinator at Kelly Services corporate headquarters in Troy.

**AMC chief adds duties of the CEO**

The American Motors Corp. board of directors elected company president Jose J. Dedeurwaerder to the additional post of chief executive officer.

Paul Tippet will continue as chairman of the board and in addition will serve as chairman of the executive committee of the board.

"Jose Dedeurwaerder and I have accomplished the task the board set for us in 1982 — the successful launch of the Renault Alliance and Encore and Jeep Cherokee and Wagoneer as the first phase of AMC's new product program," Tippet said.

"The board and I have complete confidence that Jose will lead the company to a new level of success as we enter the next phase of our long-term program."

Anita Ludwig of Birmingham was named senior writer on the Ford Parts & Service, Ford and Lincoln-Mercury Dealer Service Advertising Association, Riverfront and The Giraffe Group, Ltd., accounts for Young & Rubicam-Cato Johnson, Detroit.

Betsy Leemon was named account executive for the WRIF Retail Sales Division in Southfield. Dave Scott was

named director of advertising and promotion of the radio station.

Stephen Shocard of Southfield was named to the faculty in the School of Management at Lawrence Institute of Technology.

Albert R. Senchek joined Fruehauf Corp. as manager — federal income tax.

Terry O. Laog of Birmingham joined the Arthur Young & Co. accounting firm.

Submit information on new employees, promotions and retirements to Business Editor, Observer & Eccentric Newspapers, 36231 Schoolcraft, Livonia 48150. Please include city of residence.

## Business Card Directory

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<p style="text-align: center;"><b>WILLIAMS ART GLASS STUDIO</b></p> <p style="text-align: center;">Custom stained &amp; beveled glass windows sandblasted designs in mirror or glass restorations • supplies antique stained &amp; beveled glass windows entry doors • sidelights • French doors showroom hours: 10 a.m. - 6 p.m. M/F 10-3 Sat.</p> <p style="text-align: center;">22 N. Washington (M-24) Oxford      628-1111</p>	<p style="text-align: center;">NBA      State College of Beauty</p> <p style="text-align: center;">2317 S. Telegraph      501 S. Washington Bloomfield Hills, MI      Royal Oak, MI 335-9249      541-1623</p> <p style="text-align: center;">Financial Aid Available Classes Now Forming</p>



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\*I made \$18,000 tax-free on the first house I bought after attending the seminar. It really works!  
Lynn Mitchell