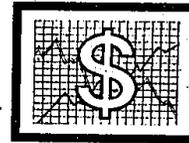


Business

Barry Jensen editor/591-2300



Thursday, January 31, 1985 O&E

(O17C)

business people

Stephan Sharf of Bloomfield Hills has been named executive vice president of manufacturing and component business operations for Chrysler Corp.

Leroy H. Ruak of Farmington Hills has been named vice president of component business operations for Chrysler Corp.

Gary S. Spanski of Bloomfield Hills has joined PaineWebber Inc. in Troy.

Lloyd Edwards has been named manager of Schwitzer's branch office in Troy.

Mary Rita Cuddoby of Franklin has been elected to the board of directors of Knape & Vogt Manufacturing Co., Grand Rapids.

John A. Larson of Franklin has been named vice president in the metropolitan loan division of Manufacturers National Bank of Detroit.

William B. Krag has joined Giffels Associates Inc. in Southfield to handle new business development and long-range planning.

Donald C. Templin has been named vice president of Damone/Andrew Inc., a real estate and land development firm that has been instrumental in the industrial and office-research growth in Troy.

Two new account executives have joined Marketing Communications Interface Inc. in Farmington Hills. They are Thomas J. Sakely, as senior account executive, and Robert A. Anderson, as account executive.

Kyle Scott Davison of Bloomfield Hills has been named assistant loan officer in National Bank of Detroit's eastern regional banking division, center city region.

Martin C. Taft of Troy has been named vice president of Michigan Mutual Insurance Co. Taft received his bachelor of arts degree from Michigan State University.

Randall K. Stephens of Troy has been named assistant loan officer of National Bank of Detroit's western metropolitan regional banking division, metro north center.

Vincent L. Coluccio of Troy has been named assistant vice president of National Bank of Detroit's financial services division.

June Burkeen and Daryl Monfills have been named vice presidents for the Rosenfeld, Sirowitz & Lawson Inc. in Bloomfield Hills. They will continue in their current supervisory positions with the McDonald's Account Group of Michigan.

Young & Rubicam Detroit has



Sharf

Ruak

named Mark S. Zacco of Birmingham as senior account executive on the Unroyal Tire Co. account and Michael Canby of Birmingham as one of two designers.

Gloria L. Nelson of Troy has been named Detroit district manager of McNeil Consumer Products, a Johnson & Johnson company. Nelson will supervise a three-state area: Ohio, Michigan and Indiana.

Robert C. Krueger of Farmington has joined the Ann Arbor office of Merrill Lynch, Pierce, Fenner & Smith Inc. as a financial consultant.

Charles S. "Chip" Himelhoch Jr. of Birmingham has joined the Jaqua Company, Grand Rapids, as account executive. Himelhoch will be responsible for the development and implementation of marketing/communication programs for a variety of Jaqua clients.

Don Holm of Bloomfield Hills has joined WJBK-TV Channel 2 as news promotion producer. Holm is a graduate of the University of Wisconsin, holding a B.A. degree in mass communication.

Alice Champion of Bloomfield Hills has joined Square Lake Counseling Center in Bloomfield Hills as a therapist specializing in substance abuse counseling. She received her master's degree from Oakland University.

Gordon M. Kolb of Beverly Hills has been named to control branch manager of the Employe Insurance Activity for Motors Insurance Corp. with headquarters in Detroit.

Steven G. Hawkins of West Bloomfield has been named vice president and senior trust officer in the corporate trust division at Manufacturers National Bank of Detroit.

Ahmad Al-Amin of Southfield has been named an admissions counselor at Lawrence Institute of Technology.

John A. Powers has been named personnel director of the Truck & Bus Group's truck assembly and Detroit Diesel Allison engine plants in Moraine, Ohio, near Dayton.

Do you have a financial plan?

By Sid Mittra
special writer

The best New Year's resolution is one that imposes upon you the discipline to develop and implement a reasonably well-balanced financial plan. Here are some tips on how you can develop your own plan. Remember: Your plan must cover at least seven areas, represented by seven letters of the word, RETIRED.

Risk Management Planning

Management of risk involves making sure that you are adequately covered by at least the following types of insurance: life, disability, homeowners, automobile, health, and liability.

In addition, you may need business overhead policy if you own a business. It is not always easy to determine what constitutes ade-



finances and you

Sid Mittra

quate coverage. For instance, how much life or disability income do you really need? If you own your home, does your homeowner's policy cover the replacement cost? If your homeowner's or automobile policy has a liability coverage of \$300,000, how would you handle a liability claim of, say, \$1,000,000?

These and other related questions must be professionally answered. Ask your agent or financial planner to assist you in developing an adequate risk management strategy.

Educational Tuition Planning

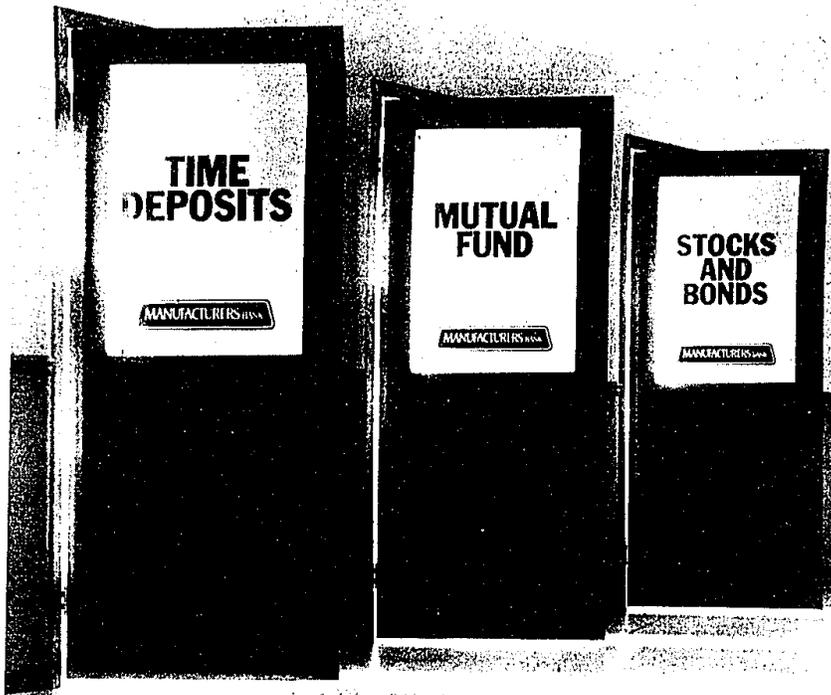
Projections of college costs can be a painful experience, especially if your child plans to attend a big name institution or go into an expensive program (e.g. medical or legal). You may consider putting investments in the name of a minor to have the returns taxed at his or her marginal tax bracket.

Even giving interest-free loans can be an alternative, although the new tax law has severely curtailed its advantages. An advance planning is most essential for developing a sound educational planning strategy.

Educational Seminar: The Observer and Eccentric Newspapers and the Coordinated Financial Planning staff will conduct a seminar 7-10 p.m. Tuesday, Feb. 12, at the Kingsley Inn, 1475 N. Woodward Ave., Bloomfield Hills. This seminar will cover: Strategic planning; Comprehensive and retirement planning; Tactical planning; Insurance, taxes, education, wills; Product Planning; Mutual funds, stocks and bonds, real estate and oil and gas tax shelters. An out-of-town investment specialist will discuss a specific tax shelter. The seminar is free, but registration is required. For more details, call 643-8888.

Sid Mittra is president of Coordinated Financial Planning Inc. of Troy and a professor of economics and management at Oakland University.

KEEP YOUR OPTIONS OPEN WITH AN IRA FROM MANUFACTURERS BANK.



For the greatest financial security at your retirement, it pays to consider all the IRA options open to you now at Manufacturers Bank.

Our featured time deposit IRAs offer interest compounded monthly; the faster you contribute, the faster your IRA will grow.

You can also consider a mutual fund IRA that earns the current money market rate.

Your third option is our self-directed IRA, that lets you plan your investments in stocks and bonds.

With every IRA you can contribute up to two thousand dollars a year. Of course, all

contributions are tax deductible and all interest is tax deferred. So before you close the door on retirement planning, see the professionals at any Manufacturers Bank office and keep your options open.

To find out how much you can earn today with a Manufacturers' IRA, call our **RATE HOTLINE AT 222-RATE**

MANUFACTURERS BANK

Member FDIC
Manufacturers National Bank of Detroit

UTILITY INVESTORS Learn More About DTE, Detroit Edison

read
Prescott's Public Utilities Newsletter
for
John Slatter's interview of
John W. Johnson, Jr.,
Vice President - Finance
Detroit Edison

also
Check Prescott's latest ranking
of 100 Electric Utilities

For your copy, mail coupon or phone 643-8820

Send Prescott's PUBLIC UTILITIES NEWSLETTER to:

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____



Prescott
Ball & Turben, Inc.
MEMBERS NEW YORK STOCK EXCHANGE, INC.
Suite 114
3331 West Big Beaver Road,
Troy, MI 43084