

business people

Emily Safford was named senior art director at McCann-Erickson Detroit in Troy. Safford joined McCann-Erickson Detroit in 1981.

Michael Shear of Birmingham was named director of food and beverage at Omni International Hotel at Milender Center. Formerly he was director of food and beverage at Arrowwood of Westchester.

Eric T. von Schmid was named director of Entrepreneurial Services for Arthur Young's Michigan office in Troy. Von Schmid joined Arthur Young in 1978 as a business advisor.

Cliff Sevakis was named creative director at the Reicheld Corp. in Farmington Hills. Previously he worked as a senior writer for Ross Hoy and J. Walter Thompson.

Robert O. Lindblade, Edward C. Lindblade Jr. and Harry Siefanak were appointed vice presidents of the home office of Independence One Mortgage Corp. in Southfield. Lindblade had been vice president and secretary of MNC Mortgage Co. Lindblade has been assistant vice president of the Lucas & Nettleton Co. Siefanak had been vice president and servicing manager of MNC Mortgage Co.

Harold G. Jones of Rochester was named manager of international advance manufacturing planning at Chrysler Motors Corp. Prior to his new appointment Jones served as plant manager of Chrysler Motors' Dodge City Complex, Warren Truck Assembly Plant.

Kathryn G. Savitsky was named media director at Simons Michelson Zieve Inc. of Troy. Savitsky previously worked for Bexel, Jacobs Kenyon & Eckhardt as a media planner and for Kolon, Blitker and Desmond as media director.

Jan Willem van Bergen Hengenouw of Troy was named food and beverage director of the Northfield Hilton in Troy. Prior to his appointment, Van Bergen served as food and beverage director at the Lafayette Hotel in Boston and the Royal Sonesta in Cambridge, Mass.

Elaine Denice McCree of Southfield joined the United Foundation as communications associate for the communications department. In her new position, McCree will serve as editor for UPI publications and coordinate all print production.

John Dennis of Troy was named assistant to the vice president of finance at Gaylord Printing Co. Dennis previously was employed with Collins, Buri & McConkey of Birmingham.

Nora J. Swovland was named controller for Atrac Medical Labs of Southfield. She will be responsible for financial analysis and accounting. Swovland was previously accounting manager at McKesson Drug Co.

Michael E. Lewis was named sales manager at Ekstrom Industries Inc. of Farmington Hills, a subsidiary of the E.J. Brooks Co. Lewis had been Ekstrom's eastern regional product manager.

Alison Hughes was named account executive on the United Technologies Automotive account at the Phoenix Group Inc. in Farmington Hills. Suzanne Gavin named to account executive on the Lincoln-Mercury account with the Phoenix Group.

Maxine and Stewart Sherman of West Bloomfield won the Image Package given away at the Business Expo by MarketPlace Advertising & Graphics and Northwestern Printing Company. The Image Package is worth up to \$1,499 in marketing and graphic services.



Sevakis Lewis



Bailey Shear



von Schmid Jones



Carson van Bergen



Katz McCree

Warren F. Boos, a vice president and investment executive in Troy, was named to PaineWebber's President's Council. Boos, who joined PaineWebber in 1957, has more than 20 years of experience in the securities industry.

Aileen R. Kutz of West Bloomfield was named account assistant at MG and Cusey Communications Inc. in Southfield.

Raymond J. Carson joined MG and Cusey Communications Inc. in Southfield as an account assistant.

Michael Goldman of West Bloomfield was named associate administrator at Grace Hospital in Detroit. Goldman joined Harper-Grace Hospital in 1979.

Eliza J. Ayers of Beverly Hills was named assistant banking officer for Fidelity Bank's Maple and Adams office in Birmingham.

Sister Mary Felicity Wardzinski was appointed associate professor of

philosophy and as chair of the philosophy department at St. Mary's College in Orchard Lake.

Arthur E. Rooney of Birmingham is retired from Latrobe Steel Co., a subsidiary of the Timken Co., after 30 years. Rooney joined the specialty steel manufacturer's Detroit district office in 1959 as a sales representative, the position he held at retirement.

Diane Marie Bailey of Birmingham has joined the staff of United Foundation as associate director-capital fund division. In her new position, Bailey assists in the day-to-day administration of UF capital fund division grant requests and allocations.

Eliza J. Ayers of Beverly Hills was named director of the counseling service department at Brighton Hospital, and Joseph Petty of West Bloomfield was named Assistant Director of the department.

Charles H. Tashjian of West

Bloomfield was named vice president of Manufacturers National Bank of Detroit — Woodward-Hunt Boulevard office in Birmingham.

Frank Morgan of Southfield was named assistant director of development at the University of Detroit. Prior to joining the U of D staff, Morgan was the owner of a corporation that imported Mexican goods.

Peter J. Basco of Rochester was elected vice president and corporate consultant at Giffels Associates Inc.

Basco will continue as president of Hoyem-Basco Associates Inc., a wholly owned subsidiary of Giffels.

Peter J. Basco of Rochester was elected vice president and corporate consultant at Giffels Associates Inc.

Basco will continue as president of Hoyem-Basco Associates Inc., a wholly owned subsidiary of Giffels.

Reicheld, he developed and launched a radio campaign for auto emissions testing services that specified locations and details about the services.

Adrian F. Vonderhaar of Birmingham was appointed to the board of directors of Dura Corp. Vonderhaar recently retired as vice-president and commercial loan officer of the National Bank of Detroit.

Design your own loan payment

\$

Only at the Big E

You're the expert.
Nobody knows better than you
what kind of loan fits your needs.

That's why the experts at the Big E let you design your own loan. You tell us how much you'd like to borrow. You choose the monthly payments you can afford. You decide between a fixed and variable rate. You even pick your own payment date. That's the kind of flexibility you won't find anywhere else.

Whether you're looking for an auto loan, boat loan, home improvement loan, or any kind of personal loan, we'll work together—one expert to another—to give you a loan that fits your individual needs.

And if your application is in by noon, we'll even give you same day approval.

At the Big E, you even decide how to apply for your loan—by phone or in person. Just visit your nearest branch or call

Smartline, 1-800-THE BIG E

(1-800-843-2443)

9 A.M.-9 P.M., 7 days a week.

Talk to the experts



Empire of America

Family of Companies

Michigan, Indiana, Ohio, and West Virginia

Michigan, Indiana, Ohio, and West Virginia