

business people

Jay Rosen has been named vice president of finance for Lason Systems Inc. of Southfield, a direct mail marketing company. Rosen had been with Touche Ross, where he served as senior consultant for five years.

Patty Betzold has been named assistant executive director at the Specs Howard School of Broadcast Arts in Southfield. Betzold will oversee the admissions, public relations and clerical departments.

Paul von Jankowsky has joined French & Rogers Inc. in Troy as account executive. In his new position, he has account service, copywriting and public relations responsibilities for Lamb Technicon, Tree Machine Tool Co., Ellison Machinery and SMW Systems, Inc.

Leroy C. Ritchie of Birmingham has been elected vice president and general counsel of Chrysler Motors. Ritchie joined Chrysler Corp. in 1983.

John E. Dailey has been named account manager for C&T Technical Services in Troy, a Cross & Trecker Corp. Dailey will be responsible for marketing the firm's contract services.

Chuck Miller has received one of the sales awards that KitchenAid Inc. presents annually to 10 of their best salesmen. Miller is associated with Charles Miller Inc., a sales representative firm that merchandises and sells KitchenAid mixers, food processors and attachments.

Robert E. Wallace of Beverly Hills has been named account executive for the Detroit office of Alexander & Alexander of Michigan. Wallace's responsibilities include the servicing of existing accounts and assisting in additional business opportunities. Previously, he served as a self-employed financial consultant.



Rosen



Betzold



von Jankowsky



Ritchie



Dailey



Miller



Wallace



York



Brown



Volz

Jerome B. York of Rochester has been named vice president of truck operations at Chrysler Motors. York will be responsible for truck marketing, sales, and related functions, as well as truck program management activities.

Betty J. Brown of Southfield has been named vice president of deposit accounting at Manufacturers Bank.

William H. Volz of Birmingham has been named dean of the School of Business Administration at Wayne State University. Volz has been serving as interim dean for the past 17 months.

Joseph Giordano, district manager with IDS Financial Services Inc. in Rochester, complete the College for Financial Planning's Certified Financial Planning Education Program and received his CFP designation.

Marc D. Katz of Southfield was named Michigan branch manager at Longman Financial Services Institute Inc. Katz was formerly training director for the Blit School, a subsidiary of Longman.

John Gibson joined Berkfield & Co. Ltd. in Birmingham as personal lines manager. Gibson will be responsible for management of the personal lines marketing and service functions.

Gary Buckland of Farmington Hills has been named associate director of marketing of W.B. Doner and Co. in Southfield. Buckland joined Doner from Armour-Dial, Phoenix, Ariz., where he was group product manager in the area of food/new products.

Marcia Gotsberg of Birmingham has joined WDIV-TV Channel 4 as business manager. In her new position, Gotsberg is responsible for the station's accounting, payroll, financial analysis and building services.

Gregory G. Gusko of Bloomfield Hills has joined Ross Roy Inc. as account supervisor on the Dodge account. He will supervise and handle the account management of the Dodge Truck merchandising programs. Previously, he was senior account executive at Campbell-Ewald Advertising.

David C. Welch has been appointed president of Saatchi & Saatchi Compton's Detroit office. He will be responsible for helping to build upon the Detroit office's relationships with present and future clients.

Carolyn E. Brunz recently attended a family/mature market school at the home office of the Century Co. of America, Waverly, Iowa. Brunz, who joined Century Companies of America in January 1985, is

an associate of the Bernard Allen Agency of Farmington Hills.

John D. Jones has been named junior computer programmer at Harry M. Gordon & Co.'s Bloomfield Hills office. Jones is a graduate of DeVry Institute of Technology, Columbus, Ohio.

Timothy A. Casal has joined Hoyem-Basto Associates as an associate and senior designer in the architectural department.

Rosemary Ann Elskant of Birmingham has been appointed president of Michigan National Bank West Oakland. Previously executive vice president, Elskant will now assume responsibility for bank and lending administration, operations, regulatory compliance and budgeting, as well as strategic, profit and capital planning for West Oakland's six branches. A 14-year veteran of the bank, Elskant has served as senior vice president of Michigan National Bank West Oakland as well as vice president of lending and control at Michigan National Bank West Metro.

Four Oakland County residents have been named to Gov. James Blanchard's Entrepreneurial and Small Business Commission. They are: Harold Berry of Bloomfield

Hills, president of Federal Broadcasting Co. of Southfield; Henry J. Aguirre of Franklin, president of Mexican Industries, Detroit; Florentine Van Tien of Bloomfield Hills, president of Middle Market Managers, Bloomfield Hills; and Craig Smith of Birmingham, executive vice president of Berger, Lewiston, Smith Realty Corp. of Southfield.

Frank P. Houke has been named sales manager of Hydralink Corp., Farmington Hills. Houke will be responsible for all sales and marketing activities. He most recently served as a sales representative for Hydralink, and has previous experience as an original equipment manufacturer sales representative for Gulf & Western Manufacturing Co.

Michael T. McClintock has been appointed a registered representative for Century Investors of America Inc., with offices in Farmington Hills. In order to become registered, McClintock successfully completed a National Association of Securities Dealers examination.

The following persons have been named to new positions at Detroit Monthly. They are: Martin A. Flischoff of West Bloomfield to executive editor; Susan Stobojan Wyland of Birmingham to editor and Diane Broek of West Bloomfield to managing editor.

Kary Michael Zate of Southfield has been named assistant account executive at the Berlinc Group in Birmingham. Most recently, he served as account executive for Thompson Recruitment Advertising.

Bryon D. Walter of Farmington Hills, who was estate planning manager and vice president of Manufacturer's National Bank of Detroit, has become counsel to the law firm of Mott, Desenberg, Bayer & Behrendt.

Jeffrey Bell of Rochester has been named office real estate specialist, Mark Bortolotti of Farmington Hills has been named industrial real estate specialist and Claire Ahearn of Rochester has been named office manager of A.P. Shaw & Associates office-industrial real estate specialists in Birmingham.

Tom Burns of Rochester has joined Anton's Gentlemen's Apparel as manager of its Oakland Mall store. He will be responsible for all store operations, which include overseeing the sales staff, customer relations, sales development, tailor shop control and administrative duties.

Steven B. Roby has joined Inter-Lata Transports Inc. of Farmington Hills as general counsel.

datebook

SMALL BUSINESS TRAINING

Week of July 28 - Three six-week courses in small business management training: "How to Start a Small Business" starts Tuesday, July 29. "How to Run a Successful Small Business" begins Wednesday, July 30. "Managing for Profit" starts July 29. Fee: \$295 for each class. Sponsor: Small Business Management Schools, 1111 S. Woodward, Royal Oak. Information: 542-4220.

ADVANCED LOTUS

Tuesdays and Thursdays, July 29-Aug. 7 - Lotus Symphony Advanced, including telecommunications, will be offered 7:30-9:30 p.m. in Bloomfield Hills. Fee: \$75. Information: 645-3635. Sponsor: Cranbrook Schools.

LEADERSHIP TECHNIQUES

Friday, Aug. 8 - "Leadership Techniques for Staff Professionals" from 8 a.m. to 4 p.m. at McGregor Conference Center, Wayne State University. Sponsor: American Society of Training and Development and International Association for Personnel Women. Fee: \$75 by July 30, \$95 after. Information: Trudy Klesowetter, 577-2403.

SMALL BUSINESS MARKETING

Friday, Aug. 8 - "Marketing for Small Business" seminar offered in Detroit. Fee: \$45. Information: 577-4665. Sponsors: WSU College of Life Learning, U.S. Small Business Administration, Small Business Development Center.

PROFESSIONAL SERVICES

Friday, Aug. 8 - The Society for Marketing Professional Services meets 4-5 p.m. in Detroit. Information: Adrienne Malley, 594-9123.

PROJECT MANAGEMENT

Wednesday-Friday, Aug. 20-22 - Engineering Project Management course offered from 9 a.m. to 4:30 p.m. at the Michigan State University Management Education Center in Troy. Fee: \$625. Information: Clark E. DeHaven, (800) 428-4284. Sponsor: Michigan State University.

DIRECT MARKETING

Thursday, Sept. 18 - One-day seminar on new techniques and future of direct marketing offered at the Michigan Inn in Southfield. Information: Cheryl Handolph, 355-6155. Sponsor: Direct Marketing Association of Detroit.

HOME & ENERGY SHOW

Thursday-Sunday, Sept. 25-28 - Home and energy show runs for four days in Detroit. Information: 569-8280.

BASIC SUPERVISION

Wednesday, Oct. 1 - "Basic Supervision" offered from 9 a.m. to 4:30 p.m. in Troy. Fee: \$225. Information: Clark E. DeHaven, 1-800-428-4284. Sponsor: Michigan State University.

BARTER EXPO

Wednesday, Oct. 8 - Barter expo in Southfield. Information: 569-8280.

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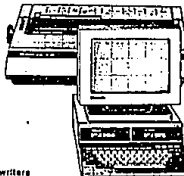
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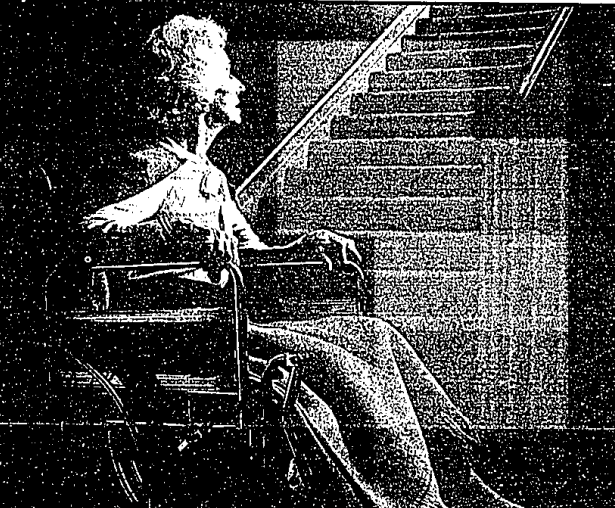
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