

Marilyn Fitchett editor/591-2300

Thursday, May 21, 1987 O&E

(F)C

By Tom Henderson
staff writer

Lou Trama rose to the presidency of Giffels/Hoyem Basso, a Troy-based engineering and architecture firm, the old-fashioned way.

Trama, 36, didn't get such a post at that age by fast-tracking from firm to firm. No highly paid headhunter lured him to town. He made it to the top by starting at the bottom as a co-op student while attending the University of Detroit in 1971.

"The opportunities here were always excellent," Trama said. That and "loving the business" have kept him at Hoyem Basso for 16 years, during which time the firm has grown from just a small engineering company to an employer of 140 whose billings were \$3.7 million last year.

HOYEM BASSO is in its 25th year, and Trama will be happy if the next 25 are as rewarding and as prosperous as the last one. "We worked a lot of overtime last year," Trama said.

- Consider the highlights of 1986 and early 1987:
- The firm's CBS/Fox Video building opened in Livonia to much acclaim and many awards.
- Work began on the Jack Breslin Student Events Arena at Michigan State, a \$35-million, 15,000-seat arena to replace antiquated, leaking Jonson Fieldhouse.

'We want to diversify so we can control our destiny a little better. One of my goals is to cut out some of the valleys and peaks, to bring the valleys up.'

— Lou Trama

- Hoyem Basso contracted for and nearly has completed a \$15-million, 200,000-square-foot expansion of the physical education complex at Saginaw Valley State College and began a \$28-million engineering building at Michigan Tech.
- A \$6 million energy project was started for American Airlines in Tulsa.
- Awards came in faster than contracts. The firm's Plant and Soil Sciences Building at MSU won the 1987 Eminent Contributor for Engineering Excellence Award; an employee, now departed, was named Young Architect of the Year by the American Institute of Architects; the CBS/Fox building was named best building by the Engineering Society of Detroit, won the Masonry Award by the Masonry Institute of Michigan, and won the Consulting Engineers Council of Michigan's Award of Merit.

THE NATURE of the business, though, is that famine fol-

On a roll

Giffels/Hoyem Basso marks its 25th anniversary on a high note, following a year of architectural and engineering accolades and the awarding of several hefty contracts.



Lou Trama, president of Giffels/Hoyem Basso, surveys the interior of the CBS/Fox Video building in Livonia.

lows feast the way thunder rumbles through the air after lightning. It's a nature Trama hopes to change as a major priority of his presidency.

"We want to diversify so we can control our destiny a little better," he said. "This is a pretty difficult business. One of my goals is to cut out some of the valleys and peaks, to bring the valleys up."

To do that, Trama plans on continuing diversification into hospital and airport design, and an expansion of business nationwide from what has traditionally been a Michigan base.

Hoyem Basso has managed the \$100 million expansion of Northwest Airlines at Metro Airport since the project began in 1981. And the firm recently announced the appointment of A. James Sterling as manager of its newly formed airport planning and design group. Sterling is a nationally known expert in airport design and expansion and has been involved in projects throughout the country.

ALTHOUGH TRAMA is primarily an administrator now, he is a mechanical engineer by trade and plans to remain active in hands-on engineering.

"Our firm believes in the working principal philosophy. I'll still have my fingers in the pie," he said.

The firm also believes in energy-efficient, understated buildings that, unlike many of the new buildings in suburban Detroit, don't cry out: "Look at me."

The firm believes in energy-efficient, understated buildings that, unlike many of the new buildings in suburban Detroit, don't cry out: 'Look at me.'

The CBS/Fox Video building is a prime example. From Seven Mile Road, the building is almost unnoticed, tucked behind trees that were there well before the building.

"We built the building with the environment in mind," said Trama. "We lessened the building's impact, as you can see trying to find it off Seven Mile."

And, unlike some new buildings, it doesn't try to overwhelm its inhabitants. A large building, it is a people building, too, dominated by a cafeteria, of all things — a cafeteria that rises for three stories, one wall of which is glass that overlooks ducks and a fountain on a pond. Plants grow there, and tables are far enough apart for intimate and relaxed conversation.

"It's a place you'd like to have a sandwich," said Trama.

And, if you're a competitor, a place you'd like to have built.

Kast takes contracting honors

By Carolyn Carmen
special writer

Contracting Business Magazine has named Kast Heating and Cooling of Pontiac 1987 Residential Contractor of the Year. The award is given annually to the leader in the heating and cooling contracting industry.

Kast is owned by Doug Carney, company president who credits computerization for putting Kast at the top.

"I was chosen for the way we go about running our business and the way we take care of our customers," Carney said.

"I evaluated the situation and I began realizing that computers would represent an opportunity for us to grow more efficiently," he said. "A computer would also allow us to get

the information quicker and more accurately which, in turn, would help us improve our response time."

Carney said every function of the company is on the computer from sales reports, callback reports on sales, servicemen's reports and summary service reports.

KAST RECORDED sales of \$5 million in 1986, up from \$3.5 million in 1985 and \$2 million in 1982. Even with a mild winter, Carney expects sales to increase about 40 percent in 1987.

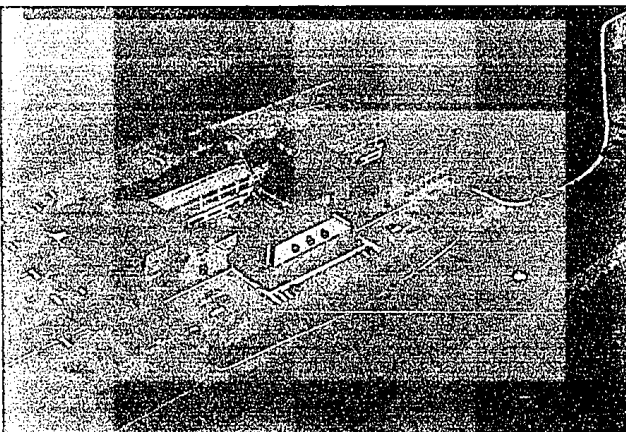
With its 50-55 employees, Kast is primarily involved in addition or replacement of existing equipment and service work, including upgrading equipment to become more energy-efficient.

Kast deals only with Lennox heating and cooling systems.

Carney is state president-elect of the Air Conditioning Contractors of America and active on its educational committee. He is also involved with educational and certification programs for service technicians and contractor educational programs offered at Ferris College, Macomb County Community College and Henry Ford Community College.

He received a master's degree in business administration from Michigan State University and worked for General Electric as a market analyst in New York for a year before returning as a sales representative with Kast.

He succeeded his father as president of the company in 1975. A former Birmingham resident, Carney is currently living in Farmington Hills while awaiting completion of a new home in Franklin.



The architects for Michigan National Bank's headquarters are Luckenbach/Ziegelman and Partners Inc. of Birmingham. The site was bought by the corporation from Jonna Con-

struction of Farmington Hills, which will build the complex. Occupancy is expected by autumn 1988.

Michigan National unveils new headquarters complex

By Tom Henderson
staff writer

Michigan National Corp.'s new, \$25-million headquarters at I-96 and I-96 roads in Farmington Hills will look more like a small college campus than an office complex.

The four, two-story buildings will be tucked into a heavily wooded site and set up against a wooded ravine and stream. Workers and visitors will reach the parking lot on a large, wooden bridge, with the four buildings grouped around two outdoor courtyards.

The complex, plans for which were unveiled at a press conference Tuesday, will include a fitness center and an outdoor running path.

"This is a holistic approach toward supplying an environment for our people," said Robert Mylod,

chairman and chief executive officer of Michigan National.

"What we were trying to capture here was the spirit of some of the more traditional values of society (and) project a forward-looking attitude at the same time. We are delighted with it. It captures everything we wanted to capture and say with this building," said Mylod.

THE CAMPUS look and feel were no accident. The architects were Luckenbach/Ziegelman and Partners Inc. of Birmingham. Robert Ziegelman worked for years with architect Eero Saarinen, son of the famed architect Eliel Saarinen. Eero Saarinen designed the GM Tech Center in Warren and, with his father, designed many of the buildings in the Cranbrook complex in Bloomfield Hills. Before deciding on a style for

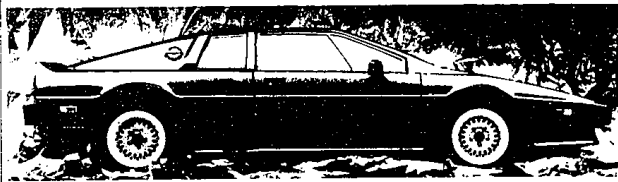
the new headquarters, Carl Luckenbach and Mylod toured Cranbrook, the University of Virginia, Harvard and the historic site of Monticello and Colonial Williamsburg.

Groundbreaking at the site began late in the winter, and occupancy is expected for the fall of 1988.

Michigan National Corp. is a multi-bank holding company with total assets of \$7.9 billion, according to bank officials. Subsidiaries operate 243 branches and 540 automatic teller machines statewide. The corporation also owns a mortgage company with 30 offices outside the state of Michigan and overall employs about 7,000 people, including those of its Independence One Bank in Iowa and its Morris International investment firm in Minneapolis.

Please turn to Page 2

LEASING A LOTUS HAS NEVER MADE SO MUCH SENSE.



FOR THE FEW
WHO KNOW THE DIFFERENCE.

\$870.00* A MONTH

*Excludes closed-end lease. One month security deposit and first monthly rent due at inception. Taxes and registration extra.

BIRMINGHAM MOTORS, LTD.
825 WOODWARD
1 MILE NORTH OF SQUARE LAKE RD.
332-8000