

business people

Jerome Christopher has been named assistant vice president of marketing for Encore International. He was formerly regional sales manager for CMI Corp. of Bloomfield Hills.

Michael J. Simpson of Rochester Hills has joined Giffels/Hoyem Basco as chief of design. He was formerly an owner and partner of GSG Architects in Muskegon, Mich.

Andrew D. Shaw has joined the staff of the Anthony S. Brown Development Co. of Birmingham as financial analyst.

Gary L. Ward of Troy has been named vice president of marketing for Encore International. He formerly served for eight years at CMI Corp. of Bloomfield Hills.

Melth Tan has been named vice president of marketing for Encore International of Bloomfield Hills. He was formerly vice president of marketing for CMI Corp. of Bloomfield Hills.

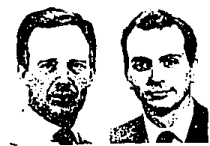
James J. Speers of Birmingham has been named vice president of marketing for Encore International in Bloomfield Hills. He was formerly vice president of sales for the northern region at CMI Corp. of Bloomfield Hills.

Jon J. Reesman of Rochester Hills has been named assistant vice president of marketing for Encore International in Bloomfield Hills. He was formerly regional sales manager for CMI Corp. of Bloomfield Hills.

Gleen D. Essabaggers of Troy has been named assistant vice president of marketing for Encore International in Bloomfield Hills. He was formerly a sales representative for CMI Corp. of Bloomfield Hills.

John A. Tirrell of Birmingham joined AA Gage in Ferndale as vice president of management services. He had been president of his own management consulting firm.

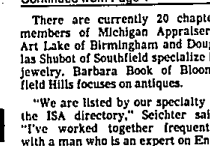
Wendy S. Ruskia of Troy was appointed account manager at Schaefer Design Inc. She was formerly an interior and graphic designer for Giffels Associates in Southfield.



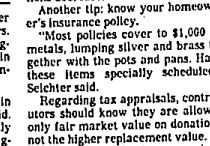
Christopher



Simpson



Shaw



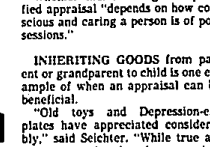
Ward



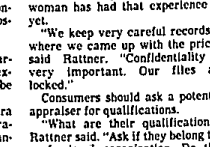
Tan



Speers



Reesman



Essabaggers

James C. Bruno, practicing in domestic and international business law and immigration law, has become a member of the firm, Butzel Long Gust Klein & Van Zile.

Lynne E. Deitch, practicing in labor law and employment discrimination law, has become an associate of the firm, Butzel Long Gust Klein & Van Zile.

Eugene L. Hartwig has become counsel to the firm, Butzel Long Gust Klein & Van Zile. He was formerly vice president of sales for the northern region at CMI Corp. of Bloomfield Hills.

Linda C. Sadler was appointed director of government relations at Rockwell International Corp.'s automotive operations in Troy. Sadler succeeds Gerard J. Flannery, who has retired after many years with Rockwell.

Robert Schneider was appointed account executive assigned to the Buick Motor Division account for McCann-Erickson Detroit. He formerly held positions at Ross Roy and McCarty Associates in Port Huron.

Edward A. Gage Jr. of Troy has been appointed a member of the board of directors for Telecast Inc.

Andrew R. Bass of Birmingham has been admitted to the partnership

Betsy Hawley was recently named Account Representative of the Year by Kelly Services in Troy.

Clyde "Buddy" Kremp has joined MVP Communications' of Troy as part of its full-time video field production staff.

Randi S. Hoffmann of Rochester Hills has earned the professional designation of certified travel counselor from the national Institute of Certified Travel Agents.

Jeffrey Jenks, senior travel consultant at Travel Counselors, Bloomfield Hills, recently earned the professional designation of certified travel counselor from the national Institute of Certified Travel Agents.

Scott Hayes of Birmingham has been promoted to vice president at D'Arcy Masius Benton & Bowles, Bloomfield Hills. He was formerly account supervisor on the General Motors Parts account and account executive on the Fruehauf Corp. account.

Edmund L. Giszewski of Birmingham has been named assistant vice president of marketing for Encore International in Bloomfield Hills. He was formerly a regional sales manager for CMI Corp. of Bloomfield Hills.

Robert W. Richards has been named president of the Fireman's Fund Mortgage Corp. in Farmington Hills.

Continued from Page 1

There are currently 20 chapter members of Michigan Appraisers. Art Lake of Birmingham and Douglas Shubert of Southfield specialize in jewelry. Barbara Book of Bloomfield Hills focuses on antiques.

"We are listed by our specialty in the ISA directory," Seichter said. "I've worked together frequently with a man who is an expert on English porcelains. We network."

Whether individuals get a qualified appraisal "depends on how conscious and caring a person is of possessions."

INHERITING GOODS from parent or grandparent to child is one example of when an appraisal can be beneficial.

"Old toys and Depression-era plates have appreciated considerably," said Seichter. "While true antiques appreciate in value, reproduc-

tions decrease."

Another tip: know your homeowner's insurance policy.

"Most policies cover to \$1,000 on metals, jewelry, silver and brass together with the pots and pans. Have these items specially scheduled," Seichter said.

Regarding tax appraisals, contributors should know they are allowed only fair market value on donations, not the higher replacement value.

Both insurance and tax appraisals can be challenged in court. Neither woman has had that experience — yet.

"We keep very careful records of where we came up with the price," said Rattner. "Confidentiality is very important. Our files are locked."

Consumers should ask a potential appraiser for qualifications.

"What are their qualifications?" Rattner said. "Ask if they belong to a professional organization. Do they

have an area of specialization?"

A good appraiser can also help a client find the best market to dispose of the goods, if that should be the case.

"I could advise them where to liquidate to get a fair market price," said Seichter, who is in touch with auction houses across the U.S. and abroad.

"So many people inherit things that are being ruined because they don't know how to care for them properly," said Rattner.

She recalled a family who inherited eight etchings that could be worth \$150,000 in top shape.

"The framing has made them lose a lot of value. It will be expensive to restore them," she said.

Ruth Rattner can be reached at 258-5335. Barbara Seichter at 647-3660. Either can refer an appropriate local appraiser from the ISA chapter.

CText turning the corner

Continued from Page 1

They also point to the added flexibility of a PC-based system: Customers still can run familiar programs or go on-line with a CText program. At some newspapers, reporters write stories on their home PCs using CText software and plug in their work when they get to the office.

For software, CText has licensing agreements with major companies such as Microsoft and Novell to use their programs and write applications that pull the programs together into a database for users, Moore said.

Their editorial program, for example, justifies text, uses an electronic mail system to route stories, counts headlines and is capable of doing two or more functions at once. The program demonstrated simultaneously was able to search newsfiles for stories with the key word "money" while sending a set of stories to a typesetter and letting a reporter continue to write a story.

"We didn't want to reinvent the wheel so when we started we went out and bought every program we could find," Moore said. She said they have experts concentrating on things like

developing word processing programs — why should we compete with them?"

Instead, Moore said, CText started hiring people who were willing to take a fresh approach to building networks of publishing systems. One of their engineers used to be a geography major. Another does all the arrangements for the University of Michigan marching band. Tjaden said, CText just hired its 70th employee.

Twenty-four of those employees are in customer service and offer round-the-clock telephone service. Moore said. Three employees wear beepers and are on call every weekend.

THE TORONTO STAR is the latest and largest newspaper to buy a CText system, according to Moore and Tjaden. Other papers that have bought combination or individual editorial or classified ad systems include the Star-Free Press in Ventura, Calif., the Daily Dispatch in Moline, Ill., and the Ypsilanti Press, which bought a classified ad system.

"I like it a lot. It's so easy to use," said Charlotte Wilson, classified ad manager of the Press. She said they had expected staff members would

spend a month learning the system, but users needed just two weeks "to learn it 100 percent, including transferring data from the other system."

Plowing money into development and research was the hardest thing about their first years in business, the partners agree. They also thought they were undercapitalized but never laid anyone off. Moore said 85 percent of CText employees have equity in the company.

During the times when it didn't look like CText was going to work, Moore and Tjaden said they kept themselves going "with the philosophy that we didn't want to quit because we didn't want to fail." Fail they didn't. A measure of their success was being named one of the 70 up-and-coming businesses to watch by Detroit Monthly magazine.

Today their job is to slice business off empires created by industry giants such as AT&T, one of the largest publishing systems available. Tjaden acknowledged there isn't much new business out there so it will come from someone else. "But nobody else is doing what we're doing," Tjaden said. "We have an opportunity for up to \$150 million in sales."

In-home businesses add computers

Continued from Page 1

the past year, Easton said. The staff at the store has tripled in the past six months.

She recommends going to a reliable establishment that has a technical department or support staff when buying an in-home system.

RICHARD BERMAN, president of Maple Office and Computer Products in Southfield, said his company

added computer systems to its office supply line five years ago.

He sees 50-100 customers a month who are interested in home systems and 25-50 of those customers buy systems for home use.

Maple Office also tries first to identify a customer's needs in a home office system.

"Our market is people who use the computer as a tool," Berman said. "The two big things now are the CAD

(computer-aided design) system, and the desktop publishing market is exploding."

Berman sells a computer work station comprised of desk, hutch and file cabinet for \$300.

"We sell hundreds of this setup. For about \$1,500 a customer can be set up with the work station along with an IBM compatible system. We also carry all office supplies for the one-stop shopper."



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