

business people

Ronald L. Hausmann of Bloomfield Hills was promoted to executive vice president of Walbridge Aldinger in Livonia.

Emily Hollenberg of Bloomfield Hills was named assistant vice president of nursing at Oakwood Hospital, Dearborn.

Jill Dreissigaker of Birmingham was promoted to manager of the audio visual department at D'Arcy Masius Benton & Bowles/Bloomfield Hills. She was formerly assistant manager with the firm.

Jeanfer Williams was appointed management information systems director of Continental Search Associates Inc., Birmingham.

Mary Ellen Tiedle of Rochester was promoted to media director at Kolon, Bittker & Desmond Inc., Troy. She was formerly associate media director for the agency.

Jill Hershey of Birmingham was promoted to media director at Kolon, Bittker & Desmond Inc., Troy. She was formerly media buyer for the agency.

Eric Bolokofsky and Donald Wozniak were named vice presidents of Arbor Drugs, Inc., Troy.

Jay R. Peters of West Bloomfield was promoted to vice president and senior account officer, commercial financial services-west, for Manufacturers National Bank of Detroit.

Nell Lickman joined Leo Burnett Co. of Southfield as account director on the national Oldsmobile account. He was formerly account director in the Toronto office.

Lorrie J. Daywalt of Farmington Hills was elected a divisional assistant vice president in the Michigan division of Empire of America Federal Savings Bank, Southfield.

Jeffrey P. Jorissen was elected president of Bloomfield Hills-based Stoneridge Resources. Jorissen, a CPA, joined Stoneridge in May after 16 years with Coopers and Lybrand, and the last seven years as a general practice partner.

George F. Butts of Troy, Chrysler Motors vice president for quality and productivity, will retire Feb. 1 after almost 40 years of service. Butts, 64, was named to his current post in 1986 during the Chrysler turnaround, with major responsibility for all quality assurance and reliability functions as well as productivity planning.



Hausmann



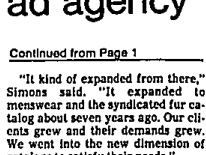
Hollenberg



Dreissigaker



Williams



Tiedle



Hershey



Belokofsky

Wozniak

Sandra Spears of Southfield was named marketing representative for Total Health Care. She formerly worked for Black Yellow Pages Corp.

Al Malouin was appointed senior copywriter for McCann Erickson Detroit of Troy.

Cheryl Ann Edwards was appointed junior art director for McCann Erickson Detroit of Troy.

Forde Sanders was appointed art director for McCann Erickson Detroit of Troy.

Shirley Fishel was appointed commercial real estate consultant for Lone Pine Realty, a subsidiary of Anthony S. Brown Development Co., Birmingham.

Charles L. Graves of Birmingham was named vice president of portfolio management for Encore International, Bloomfield Hills. He was formerly director of remarketing and investor relations for CMI Corp., Bloomfield Hills.

Patrick H. Callahan was named senior vice president of markets for Encore International, Bloomfield Hills. He was formerly senior vice president of marketing for CMI Corp., Bloomfield Hills.

Scott C. Baldwin was named assistant vice president of marketing for Encore International, Bloomfield Hills. He was formerly regional sales manager for CMI Corp., Bloomfield Hills.

Ray H. House was appointed president and chief operating officer of Barry M. Klein Real Estate Inc., Southfield.

Larry R. Andrus was named assistant vice president of marketing for Encore International, Bloomfield Hills. He was formerly regional sales manager at CMI Corp., Bloomfield Hills.

Kenneth Bruchanski of Rochester Hills was named vice president and treasurer for encore International.

Bloomfield Hills. He was formerly vice president and treasurer for CMI Corp., Bloomfield Hills.

Frances J. Ashe of Farmington Hills was named assistant vice president of systems analysis for Encore International, Bloomfield Hills. He was formerly manager of systems support at CMI Corp., Bloomfield Hills.

Ray H. House was appointed president and chief operating officer of Barry M. Klein Real Estate Inc., Southfield.

Michael J. Haller of Farmington Hills was promoted to senior vice president of Walbridge Aldinger, Livonia. He was formerly group vice president.

John B. Los was appointed to president of finance and chief financial officer for Your Attie Inc., Troy.

Mardi Chapman has joined Cinnabar Telecommunications Consulting, West Bloomfield, as a consultant. She had been a telecommunications project manager for EDS before joining Cinnabar.

Thomas Shuger, a sales representative of the Prudential Insurance Co. in Auburn Hills, qualified for the 1987 National Quality Award of the National Association of Life Underwriters.

Roland W. (Bud) Williams of Farmington Hills was appointed public affairs manager for Ford Motor Co.'s financial services group.

Gary Halverson was appointed regional manager at Akzo Coatings of Troy. He was formerly sales manager for the Sikken Midwest and Eastern territories.

Michael E. Chupa was appointed vice president of marketing at ITT Automotive, Bloomfield Hills.

Darryl Landry was promoted to account executive for Metric Medical Labs, Southfield. He was formerly the company liaison to local benefit representatives of the United

Auto Workers union.

Martin Schaus of Birmingham was promoted to creative group supervisor for W.B. Doner and Co. in Southfield.

Lawrence Givens of Southfield was named assistant vice president, corporate relations for AAA Michigan. He was formerly an executive with the Detroit Public Schools.

Kirk Miller of Orchard Lake was appointed marketing director for Your Attie Inc., Troy. He was formerly in charge of marketing computer graphic software at VuCom Graphicsystems, Troy.

Andy Williams was appointed general manager of the Northfield Hilton Hotel in Troy. He was formerly general manager of the Palm Beach Hilton.

Margaret Cooney of Birmingham was named vice president for advancement at Catherine McAuley Health Center. She was formerly vice president for development of the Detroit Symphony Orchestra.

Sherwyn J. Labovitz of Birmingham was promoted to senior vice president for Prudential-Bache Securities in Bingham Farms.

Eli Greenbaum of Beverly Hills was appointed director of creative services at the Berlin Group Inc., Birmingham. He was formerly senior copywriter at McCann-Erickson Inc., Troy.

Clemma I. Harvan was appointed

assistant planner at Velensky and Associates in Birmingham.

Robert B. Tellet of West Bloomfield was named director of marketing and promotions for Teltel Brokerage Inc., Bloomfield Hills.

Lori Stanley of Birmingham was promoted to senior planner/buyer at Stone & Simons Advertising Inc., Southfield.

Carol Brock of Farmington Hills was promoted to media planner/buyer at Stone & Simons Advertising Inc., Southfield.

Pam Wathen of West Bloomfield was promoted to keyline supervisor at Simons Michelson Zieve Inc., Troy.

Joseph Carfora was named director of automotive marketing for American Cyanamid Co., Southfield. He was formerly vice president-marketing for the Coated Film Co. in Illinois.

Mike Sullivan of West Bloomfield was promoted to vice president, associate creative director at W.B. Doner and Co., Southfield. He was formerly the creative group supervisor.

Jerald Lax and Patricia D. White joined the Southfield-based law firm of Schlusless, Lifton, Simon, Rands, Galvin & Jackler.

Lyn Wilson was appointed creative supervisor for Thompson Recruitment Advertising Inc., Southfield. She was formerly a copywriter with Thompson.

Catalogs come from ad agency

Continued from Page 1

"It kind of expanded from there," Simons said. "It expanded to menswear and the syndicated fur catalog about seven years ago. Our clients grew and their demands grew. We went into the new dimension of catalogs to satisfy their needs."

In addition to the Inacom catalog, the company recently completed two other mail-order catalog projects: Barrons catalog for dinnerware and giftware, and the Pro Fashionable Uniforms catalog for a New Jersey company that provides uniform apparel to the health care industry.

Others include Syndicated Fur Catalog, syndicated to 26 fur retailers across the country; Foley's Big and Tall mail-order catalog, for the national clothing based in Cincinnati; Hadley's Fruit Orchards, the California gourmet fruit and nut shops; the Clothiers Corp., a syndicated menswear catalog for 17 syndicate members with buying offices in New York; and the Syndicate Menswear Catalog, a high-fashion catalog with four menswear retailers participating, including Rodin Clothiers of Detroit.

CATALOG SYNDICATION, developed by Simons, has become popular with retailers across the country because of its cost efficiency, he said. The catalogs contain merchandise common to each participating retailer, but copy and logos are tailored to meet individual retailer objectives.

The 34-year-old Simons, now a West Bloomfield resident, began handling the advertising for his father's company before starting his own company at age 21.

"When I started the business, I did everything," Simons said. "I was the delivery boy, artist, writer, everything."

The company is now enjoying a growth spurt. "People from all over the country come here," he said.

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