

Firm helps businesses stay alive

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Kelly says older companies fail because they do not react quickly enough to changing economic and legal conditions and because the transition from older to younger generations of decision-makers is generally not very smooth.

Kelly offers this recipe for business failures:

- Poor management.
- Lack of a defined business plan.
- Undercapitalization.
- Slow cash flow.
- Inability to adapt to change.

TURNING A business around usually involves credit consolidation or making arrangements with creditors to pay off debts on a set schedule, Kelly said.

"We work with creditors every day, and if they know a professional is involved they'll usually accept the payables plan proposed," he said. "The CEO might not be able to do this on his own because he is part of the problem, and the creditor might not cooperate."

The same goes for a company whose bank calls a loan or for a firm told by the Internal Revenue Service it owes money it cannot pay.

"There are three phases we use to fend off the bank or the IRS," Kelly said. "We show how the company will stabilize, how it will improve and what collateral it has."

"We will pinpoint the company's problem areas and make necessary cuts to stop the hemorrhage. Nobody wants to collect what you don't have. Banks and the government want all they're due, but they're willing to wait for it if assurances are realistic."

What's to stop companies from taking these steps themselves?

"Nothing," Kelly said. "But we use our experience in making the presentation. We know what to stress at the right times, and we have more credibility because we're independent and didn't cause the problems."

"We do this every day. You may do it once, and because you're not experienced it'll be a gamble. Would you do brain surgery if you weren't a surgeon? Either way, if the patient dies you lose."

Kelly said a report showing a company's equipment assets and other collateral is presented, and cost control measures show potential for improvement.

Other avenues for improvement include streamlining of operations, marketing, cost accounting and necessary redistribution of management responsibilities.

Multi Financial's success, Kelly said, is its planned obsolescence. Once a company regains its health, Multi Financial is no longer needed.

"But so long as businesses keep falling by making fundamental mistakes, there will be a need for us to help coordinate a comeback," he said.

business people

Alan Frank of Bloomfield Township was promoted to vice president and general manager of WDIV-TV Channel 4. Frank, who joined the station in 1979, had been vice president of programming and production for Post-Newsweek Stations Inc.

Phillips A. Ross of Rochester Hills was promoted to vice president, chief financial officer at Suburban Manufactured Home Sales Inc., M.L. Clemens.

Karen Gilbert was promoted to account management supervisor at Lutz Associates Inc. of Farmington Hills.

Cynthia Eggleton was promoted to marketing services manager at Lutz Associates Inc. of Farmington Hills.

Arnold D. Burke has joined Ross Roy Inc. of Bloomfield Hills as vice president account supervisor.

Cynthia L. Torres was named senior customer service representative at H & H Tube & Manufacturing Co. of Southfield.

Vincent J. Cambis was appointed fleet sales manager at MGM Brakes of Southfield, a division of Indian Head Industries Inc.

J. Bruce Peden was appointed OEM sales engineer at MGM Brakes of Southfield, a division of Indian Head Industries Inc.

Anita Houghton was appointed media estimator at McCann-Erickson Detroit of Troy.

Max Davey joined Parliament Design Inc. of Troy as manager of design and engineering.

Robert Costare of Farmington Hills was selected as the 1987 manager of the year by Olga's Kitchen Inc.

Patricia J. Swarbut was named sales manager at Family Express Video of Farmington.

Phil Thomas and Larry Smith,



Frank



Ross



Gilbert



Eggleton



Burke



Torres



Cambis



Peden

Southfield area State Farm Insurance agents, have earned membership in the Millionaire Club.

Jim George of Troy was received the Sales Representative of the Year award for the 1986-87 fiscal year at Miles Fox Office Products, Warren.

Reld L. Ashton, co-owner of the Golden Mushroom Restaurant in Southfield, was elected to a second term as the chairman of the board of the Michigan Restaurant Association.

Daniel Mekemson was appointed executive vice president at Independence One Mortgage Corp., Farmington Hills.

John R. Morrison was appointed senior vice president and data processing director at the Independence One Mortgage Corp., Farmington Hills.

Anne Rosen of Southfield was promoted to accessory buyer for Hadley Arden, Livonia.

Michael Graham of Birmingham was appointed senior vice president in the Detroit office of BBDO Inc.

Tim Miller of Farmington was appointed vice president in the Detroit office of BBDO Inc.

Brian Juergens of Farmington Hills was promoted to account supervisor in the Detroit office of BBDO Inc.

James Obermeyer of Canton was promoted to account executive in the Detroit office of BBDO Inc.

Joe Parise was named stage manager at Grace & Wild Studios in Farmington Hills.

Donald P. Althoff, vice president of Bowles & Foster Inc. of Southfield, was awarded the Associate In Risk Management designation and diploma by the Insurance Institute of America.

Dieran B. Haldostain was appointed vice president at The Retirement Services Corp. of Birmingham.

Phil Frame was named director of communications of the Automotive Information Council of Southfield.

Laura L. Wright has joined Girard Brown Communications of Birmingham as an account executive.

Jane Warshaw of Bloomfield Hills has joined W.B. Doner and Co. as a copywriter.

Ruth McCrary was named assistant account executive at Michael Flora & Associates of Troy.

William A. Herrick of West Bloomfield was appointed assistant vice president and secondary market officer, real estate loan department at Security Bank & Trust.

William J. Ashwell was appointed a representative for the Century Companies of America at Bernard Alter Agency of Farmington Hills.

Kathleen Chabot of Birmingham was appointed graphic artist at Heritage Graphic Services Inc. in Troy.

Jeff Slaughter was appointed graphic artist at Heritage Graphic Services Inc. of Troy.

Christine Andrews was promoted to store manager at Harmony House Records & Tapes Inc., Troy.

John Grech was named assistant manager for the Townsend Hotel in Birmingham.

Jeffrey S. Webb was named manager of software development at Votrax Inc. of Troy.

Anthony R. Bogedin was named manager of applications development at Votrax Inc. of Troy.

Kenneth O. Schoenlein was appointed director of sales at Jered Brown Brothers Inc. of Troy.

Deborah S. Freye was appointed contracts manager at Jered Brown Brothers Inc. of Troy.

Patrick C. Diggles of Troy was named director of marketing at Charley's Restaurants Inc.

Kenneth O. Schoenlein was appointed director of sales at Jered Brown Brothers of Troy. He was formerly employed by Undynamics in St. Louis, Mo.

Deborah S. Freye was appointed contracts manager at Jered Brown Brothers of Troy. She was formerly employed by Tidewater Consultants in Virginia Beach, Va.

Dave Silverman was promoted to claim development manager at Allstate Insurance's Regional head-

quarters in Southfield.

Michael P. Quain was appointed sales manager of Beumann-Marshall Corp. of Southfield. He was formerly marketing director of Automatic Label Services Inc.

Edwin S. Karrer was appointed sales engineer for Comau Productivity Systems of Troy.

Nancy Torkeo of Farmington was named ElderMed program coordinator at Botsford General Hospital, Farmington Hills.

Knox Beatty Jr. was appointed president and chief executive officer at Progressive Mortgage Corp. of Southfield. He was formerly president and chief executive officer at the Mortgage Connection Inc. of Farmington Hills.

Ann Schulte was appointed personnel manager and human resource consultant at the Southfield office of Rehmann Robson & Co.

Deborah E. Akerman was appointed representative of Crane Financial Management of Birmingham.

Cheryl Girard has joined Leo Burnett of Southfield as a copywriter on the Oldsmobile account. She was formerly writer/production coordinator at Competitive Edge Inc.

Steve Kadjan has joined Leo Burnett of Southfield as an art director on the Oldsmobile account.

Joseph M. Ambrose was named general manager for volume services concessions operation at The Palace of Auburn Hills.



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