

business people

Robert J. Wiseman of Birmingham was named project manager for Comau Productivity Systems Inc. of Troy. Wiseman holds a bachelor's degree in business administration from the University of Detroit.

Lyra G. Brown of Bloomfield Hills was named vice president-manager of the Max Brook Inc., Bloomfield Hills. Brown has been with the company's Birmingham office for 15 years.

Amy Schumacher of Birmingham was named associate consultant for Compass Group Ltd., a Birmingham management consulting firm. Schumacher is a graduate of Alma College and holds a master's degree in business administration from Michigan State University.

Faye Stallworth has been promoted to director of urban and federal government affairs by K Mart Corp. of Troy. Stallworth graduated from Mercy College of Detroit in 1975. She received her law degree from the University of Detroit School of Law in 1980.

Patrick Michael Hanna of Birmingham was promoted to executive chef for the Michigan Inn, Southfield, by the Wesley Hotel Group. Edward Donaldson of Southfield was also named director of sales for the hotel.

Arthur Clagne of Birmingham was named divisional vice president and direct investments sales manager for the north central division of PalineWebber Inc. Clagne has a bachelor's degree from the University of Detroit and a master's degree in business administration from Ohio State University.

John N. Fox of Bloomfield Hills was named associate managing partner, firm and corporate development for Touche Ross & Co. He holds a bachelor's degree from Wabash College in Crawfordsville, Ind., and a master's in business administration from the University of Michigan in Ann Arbor.

ITT Higbie Manufacturing, a Bloomfield Hills unit of ITT Automotive Inc., promoted Ron H. Cassell to quality assurance director, Timothy J. Farrell to subsidiary general manager, and Edward F. Nichols to plant manager.

Marilee Kohn joined the Lefko



Wiseman



Brown



Schumacher



Stallworth



Hanna



Clagne



Fox



Cassell



Farrell



Nicholls



Kohn



Harvey



Donaldson



Hanon



Guttman



Forhan



Saunders



Sarvas

rector of warehouse operation for Arbor Drugs Inc., Troy. Guttman is a graduate of Oakland Community College.

Arthur Anderson & Co. of Detroit has named the following people to managers in the firm's management information consulting practice: Mark J. Clinton of Troy, Christina Schless Forhan of West Bloomfield; Shari T. Gellifole of Farmington Hills; Diane M. Smock of Farmington Hills; R. Steve Tennant of Bloomfield Hills; John Mroz of Farmington; and Thomas C. Walbridge Jr. of Bloomfield Hills.

Nancy E. Saunders of Farmington Hills was promoted to assistant vice president of salary administration at Alexander Hamilton Life Insurance Co.

Robert K. Sarvas of Farmington was named group vice president in the Perry Drug Co.'s drugstore operations. A 14-year Perry veteran, Sarvas has held positions from pharma-

gist store manager to vice president, most recently of drugstore operations in Wisconsin.

Rockwell International of Troy announced new aftermarket product team members for their organization. They are as follows: Albo D. Bua, aftermarket sales manager; Joseph L. Mejaly, product manager — drive axle products; David H. Olson, new product manager — front axle and clutch products; Thomas M. Sanko, product manager — driveline products; H. Larry Taylor, product manager — brake products; Evelyn E. Titus, OEM sales support — replacement parts.

Douglas S. Drummond of Rochester Hills was appointed president of National Editorial Services Inc., Royal Oak. Drummond holds a bachelor's degree in journalism from Michigan State University.

Keith Simmons of West Bloomfield was named local sales manager at WDIV-TV Channel 4.

Network must be well thought out

You may build a better mousetrap, but if it's not in the right place at the right time, it won't do good.

The "place" of any business is primarily concerned with building the right channels of distribution. The channels of distribution are "any series of firms or individuals who participate in the flow of goods and services from the producer to final user or consumer."

An effective channel system is one that provides the various customer groups of a business with the appropriate time, place and possession utilities at a profit.

Many producers prefer handling the whole distribution job themselves. They may have a desire to control the channel system operating within the firm or may simply be thinking along the lines of "if you want a job done right, do it yourself."

This type of situation would be considered a "direct-to-user" channel because it allows producers to sell directly to end users while adapting quickly to any changes that

influence customer attitudes and buying behaviors. Although it is not always necessary for outsiders to participate in the distribution process, it often becomes so when discrepancies exist in the quantity or assortment of goods produced and sold.

For example, most manufacturers of golf balls produce large quantities — 300,000 to 600,000 — in a given time period. But the average golfer is interested in just a few balls at a time. For a golf ball manufacturer to deal directly with thousands of golfers would be a tremendous task. The solution is to use local "middlemen" — retailers or wholesalers.

Retailers could be used to fill the needs of individual consumers for golf balls, creating one link in a channel of distribution. If a discrepancy still exists in the number of balls produced and the number of balls ordered among these retail middlemen, then wholesalers would be added to the channel.

Wholesalers could serve perhaps 100 retailers each and aid in narrowing the gap between production out-

focus: small business



Mary DiPaolo

put and user demand.

The typical consumer usually doesn't want a large quantity of items but rather an assortment of products such as shoes, clubs, gloves and bags. Next week, we will discuss how a discrepancy in assortment

among producers affects the development of the right channel of distribution.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm.

Dress Your Home With Our Best Rattan

20% OFF

Lanc

Palm Beach

7350 Highland Rd. (M-59)
5 Miles W. Of Telegraph
Near Pontiac Airport

Now Res. Open 10 a.m. - 6 p.m.
Tues. Wed. Fri. Sat. 10 a.m. - 6 p.m.
Closed Sunday

Patio Furniture 666-2880

WANTED!

YOUR USED HOUSEHOLD FURNISHINGS AND DECOR ACCESSORIES

We are now acquiring quality furnishings... bedroom sets, dining room sets, sofas, tables, chairs, lamps, crystal, brass, art work etc. for resale to discriminating buyers.

PROTECT YOUR PRIVACY and Avoid the Hassle, expense and disappointment of home sales. We do the pricing, pick-up, display and advertising to Sell Your Goods! Fast and worry free!

For more details and an in-home appraisal, CALL 478-SELL

Re-Sell-It ESTATE SALES

34769 GRAND RIVER AVENUE, FARMINGTON, MI

HOURS: MON. TUES. WED. SAT. 10 a.m. - 6 p.m.
THURS. FRI. 10 a.m. - 9 p.m., SUN. 12 - 4 p.m.

Quality and stats

Continued from Page 1

few machine operators in SPC in 1984 and converted its entire operations to SPC in May of this year.

"I'm avid pro-SPC," said Alyse Leslie, quality control manager at Vico. "The data that tells a story. It gives you signals and danger signs, and tells you if the process is under control and within specifications."

"It's one of the best things they could have come up with for preparing for the 21st Century. Auto companies are reducing their suppliers, but our business is up substantially. I want to commend Schoolcraft, also. It's an excellent program."

ROBERT LEIDAL owns both Galaxy and MRL. His machine operators were trained in SPC last fall, attending two-hour class sessions once a week for eight weeks at the Plymouth Canton High School. He said there was some fear by his employees because of the mathematical techniques required, but the employees quickly adjusted.

In fact, he said that one of the biggest advantages of SPC is that in addition to improving quality control, it boosts morale substantially because it gets employees involved in the process. They become managers of their part of the operation, not just machine operators.

"This puts responsibility right on the operators as they perform their machining operations. It increases productivity, and it gives them a better feeling of performance."

It also has cut his scrap by 50 percent and has allowed him to increase his business substantially. Galaxy does a lot of work for Ford — so well regarded is it that it makes the heads and blocks for the Ford racing team on the NASCAR circuit — and the shop is currently rated Q-101,

'This puts responsibility right on the operators as they perform their machining operations. It increases productivity, and it gives them a better feeling of performance.'

— Robert Leidal

which is a a yearlong probationary step toward becoming rated Q-1, which is Ford's highest rating for suppliers.

MRL is a supplier for Caterpillar and has recently been named one of that firm's top 100 suppliers out of 2,250. And business is going so well that MRL is opening a 22,000-square-foot plant in Indiana to further serve Caterpillar.

Galaxy had to hire an employee to coordinate SPC, "but the paycheck we're getting on performance more than pays that person's salary," said Leidal.

Leidal said he first heard of SPC at a meeting in Indianapolis eight years ago. One major impetus was a trade show he attended several years ago at Cobo Hall, the Contract Manufacturers Exposition held by the Contract Manufacturers Association of Troy.

"We found out we were not really prepared for the business that was there," said Leidal. "We found out that the job shop today has to offer much more service and quality to the customer, no matter how small you are. . . . Today, our shops are ready for anything."

Employers beware wrongful discharge

Continued from Page 1

and suffering, restrict agreements to those in writing and put a two-year limit on suing.

A House bill, submitted in 1987 by Democrats, would make all contracts "at will" for all employers with 10 or more employees.

Because of the politics involved, it is unlikely any of the bills will become law. And, Stark said, the eight years since Toussant is "hardly enough time to say we need to legislate."

For Scharg and others representing employers, Toussant and subsequent decisions have left smaller companies, with less sophisticated personnel policies, vulnerable to what he called "legal extortion."

He charged that some lawyers take so-called "bad" cases knowing the cost to employers to defend them is greater than any settlement. In one case, Scharg said, a man was fired from his \$3.35-an-hour job be-

cause of poor performance. He obtained a lawyer and sued, contending his weight was a factor in his dismissal.

Instead, the company settled out of court for "several thousand dollars," Scharg said.

"We try and point out their legal rights and the business cost," he said. "Employers have to continue to raise their level of sophistication."

That sophistication includes clearer job descriptions, thorough job review and evaluations, and uniform discipline policies, up to and including dismissal.

"There is a balance between free enterprise and rights of employers," said Golden, who sees the balance still tilted toward employers.

UGLY KITCHEN CABINETS?

DON'T REPLACE... 'REFACE'

MODERN & EUROPEAN STYLES

FORMICA Solid Colors and Woodgrain
SOLID WOODS Oak, Cherry and Birch

SERVING WAYNE, OAKLAND & MACOMB

• FACTORY SHOWROOM
• FREE ESTIMATES

1642 E. 11 Mile Rd., Madison Hgts.
1 Block W. of Dequindre Daily 9-5, Sun. 10-4

Cabinet Clad... 541-5252

O&E Sports—more than just the scores

EXTERIOR SCAPE INC.

Where Quality Means Everything

Specializing In:

Landscape Design, New Landscapes • Re-Landscapes
• Boulder Walls • Sprinklers • Decks • Sodding

Fall Special - 10% OFF All Plantings thru Nov. 1988

Free Estimates

For An Appointment Call 624-6929

CHIMNEYS

Cleaned
Screened
Repaired
Now

Roofs

- Repaired
- Re-Roofed
- New
- Leaks Stopped

Karney Denderian's CROWN CONTRACTING, INC.

427-3981

LICENSED • INSURED • GUARANTEED SINCE 1985