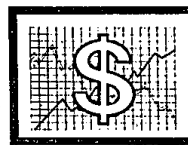


Business

Marilyn Fitchett editor/591-2300



Thursday, November 10, 1988 O&E

(F)C

SEMCOC steps up van, car pool efforts

By Tom Henderson
staff writer

"Would you like a new, \$20,000 van in your driveway at no cost to you? Would you like to drive it to work again at no cost to you? And be able to use it on weekends and after work as you see fit?"

"It may sound too good to be true, but it isn't. You can get just such a free vehicle — avoiding downpayments, monthly bills, and all maintenance and repairs, too — just by volunteering to drive a van pool during the week."

The Southeastern Michigan Council of Governments will do a computer search to help find the 12-15 riders necessary to qualify for the van. The riders are as-

RideShare CALL 963-RIDE

sees a monthly fee to cover their rides to and from work, and that fee in turn goes to pay for the leasing of the van.

Van Pool Services, a Chrysler subsidiary, leases the vans. There is no government subsidy, so everyone wins, said Anita Ste. Marie, RideShare manager for

SEMCOC. The driver gets a new, free van, riders save money on gas and parking, and society benefits in terms of fuel savings, a decrease in pollution and less clogged freeways.

Currently, 200 vans are in use statewide, with about 60 operating in the seven-county SEMCOG region.

WINTER IS COMING, which means an increase in interest in van and car pooling, according to Ste. Marie.

To help promote pooling, SEMCOG offers a free program to area employers. SEMCOG officials will come to the workplace with on-site displays, literature and application brochures to help promote pooling. The employer benefits, too, with less demand for

parking space and less on-site congestion, less wear and tear on parking facilities and, according to SEMCOG, even lower levels of absenteeism.

SEMCOC uses a computer to match riders, based on home and work location and work hours.

Presentations were made recently in Livonia at Manufacturers National Bank and Northwest Airlines. Two van pools were organized for the bank, one from Roseville and one from Dearborn.

Eight vans pool riders to Comerica in Auburn Hills, and one takes riders from Garden City to Troy, for example.

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Robert Hecker: "There is a need for someone like myself who is long in the tooth and gray of hair."

Back to basics

Dean Witter VP returns to sales

By Tom Henderson
staff writer

Many young stockbrokers and investment counselors dream of the day when they run with the office, with all the perks that entails — power, a nice title and a salary well up in the six-figure range.

Robert Hecker of Bloomfield Hills had all three — he supervised 40 brokers and 20 other staffers as senior vice president in charge of the Southfield office of Dean Witter Reynolds Inc. and supervised a staff of 12 at a satellite office in Flint.

But one day this summer, sitting out by the water at his summer home on Torch Lake near Traverse City, Hecker decided that while the power was nice for his ego and the salary good for his bank account, what he really wanted to do was what he had done as a young man — he wanted to manage money, not brokers. And so, he asked Dean Witter to find someone else to run the office and let him go back to the no-guarantees, commission-only world of account management.

"I was sitting at my summer retreat and I came to the conclusion that at 50, I wanted to return to the roots of the business. I was contemplating the world, looking at the way I resigned his position last month is because it was time for the old-fashioned way of money management to make a comeback."

There is a need for someone like myself who is long in the tooth and gray of hair. I have withstood a lot of cycles in this business," said Hecker. "I take the long-term view, you bet. I'm not in a get-rich-quick business."

Two many brokers today, he says, don't want to put in the long days and Saturdays that went into his career. "But that's not just this business. It's the world. Everything is best demonstrated by the fast-food industry. People want their food in two minutes, not an hour. This is a let's-get-it-quick world."

As differing as their investment styles might be, Boesky and Hecker come from the same background. They went to Mumford High School

its big tumble last October, losing 500 points in a single day.

Hecker said that some of the bad reputation of young brokers is justified. And that one of the reasons he resigned his position last month is because it was time for the old-fashioned way of money management to make a comeback.

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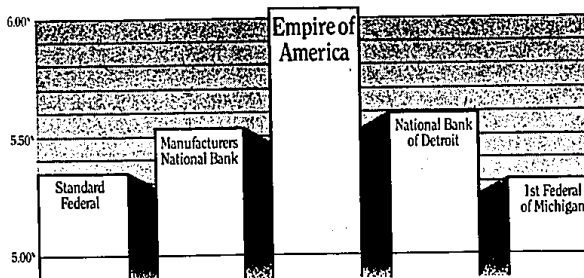
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Residential building declines

Westland, Farmington Hills and Southfield led the seven-county southeast Michigan region in construction of residential dwellings for the first six months of 1988. But building in the region was down 1.9 percent compared with last year, continuing a leveling off of construction that began in 1987.

According to figures compiled by the Southeast Michigan Council of Governments, the region's housing industry began to rebound in 1983,

following the record low year for residential permit issuance in 1982. Steady increases in residential building permits continued through 1986. But in 1987, the number of permits began to level off when figures showed only a 1-percent increase over the 1986 total.

SEMCOC recorded the issuance of 1,201 building permits for single-family, two-family and multiple-family units for the first half of this year compared to 12,439 permits for

the same period last year. Permits issued in all three categories declined.

Among counties in the region, Oakland, Macomb, St. Clair and Monroe registered drops in the number of permits issued. But Oakland still led the region's in total permits issued with 4,209. Wayne, Westland and Livingston all recorded increases in permits issued. Wayne had a 60.9 percent increase, registering the highest numerical increase with 1,042 more permits for a total of 2,754.

Westland led the top 10 communities based on total authorized new dwelling units with 745. It was followed by Farmington Hills, 599; Southfield, 507; Shelby Township, 503; Clinton Township, 502; West Bloomfield, 434; Chesterfield Township, 394; Dearborn, 387; Detroit, 362; Clinton Twp., 337; Shelby Twp., 322; Chesterfield Twp., 232; Pittsfield Twp., 220; Livonia, 218.

Westland also led the region in two-family and multiple-family permits issued with 672, followed by Southfield with 502.

Top 10 - Total new housing

Westland	745
Farmington Hills	599
Southfield	507
Shelby Twp.	503
Clinton Twp.	502
West Bloomfield	434
Chesterfield Twp.	394
Dearborn	387
Detroit	362
Sterling Heights	340

Top 10 - 2 family & multiple

Westland	672
Southfield	502
Farmington Hills	408
Dearborn	368
Detroit	362
Clinton Twp.	337
Shelby Twp.	322
Chesterfield Twp.	232
Pittsfield Twp.	220
Livonia	218

Source: Southeast Michigan Council of Governments