

business people

James J. Roth of Birmingham has joined Lintas Campbell-Ewald as assistant account executive.

Loe Schiarone of Birmingham has joined W. B. Dooce & Company as vice president, senior copywriter.

Sandra G. Reitelman of Birmingham has joined Ross Roy Inc. advertising agency as vice president, associate director of marketing planning.

John D. Cooke of Farmington Hills was appointed sales manager for Epoch Software Systems Inc. Prior to working with Epoch, he worked for New World Systems as a senior representative.

Steven M. Zimberg of Farmington Hills was named director of marketing at Flexible Plan Investments LTD., in Birmingham. Zimberg was formerly president of the investment consulting firm asset advisory services of West Bloomfield.

Sandra Knight of Birmingham was promoted to account supervisor/media director at Hermanoff & Associates Inc., a Farmington Hills public relations firm. Knight was formerly account executive/media director.

Tony Hopp of Bloomfield Hills was named executive vice president, Chevrolet account director at Lintas Campbell-Ewald.

Howard A. Zoss of Birmingham was named senior vice president, associate media director at Lintas Campbell-Ewald. He was previously senior vice president, manager of media planning on the agency's Eastern Airlines account.

Andrew Paul Teitel of Bloomfield Hills was named vice president of finance for Teitel Brokerage Inc., a manufacturers representative and food brokerage firm in Bloomfield Hills. In this position, Teitel will be responsible for the firm's accounting operations.

John C. Manix and Douglas W. Manix were promoted at Campbell/Manix Inc. in Birmingham. John Manix was named chairman. He started Manix Inc. after being senior vice president of operations for the H.F. Campbell Co. Douglas Manix was promoted to president. He was the former vice president for marketing and administration.

Nancy J. Anshevitz has joined McCann-Erickson as account executive. Formerly she was an account executive at Wunderman Worldwide.

Helen Seligman of Troy was promoted to senior vice president, director of media services at McCann-Erickson. Seligman joined McCann-Erickson in 1984 as senior media planner.

Jill K. Conway and George D. Langdon Jr. were elected members of the Kresge Foundation board of directors. Conway was president of Smith College at Northampton, Mass., from 1975 to 1985 and is now a professor at the Massachusetts In-



stitute of Technology. Langdon was president of Colgate University at Hamilton, N.Y. from 1978 to 1988 and was recently appointed president and chief executive officer of the American Museum of Natural History in New York.

Harry Silverman of Farmington Hills was promoted to national operations controller for Domino's Pizza Inc. Silverman joined Domino's in 1985 as a controller for the Chicago regional office.

John H. Scott of Rochester Hills announced the establishment of the Whitehall Companies Inc. Whitehall Investments Inc. is a full service financial planning firm.

Jill K. Conway, a professor at the Massachusetts Institute of Technology, and George D. Langdon Jr., chief executive officer of the American Museum of Natural History in New York City, were elected to the board of trustees of the Kresge Foundation in Troy.

Kathleen C. Owens of Brighton has joined the New York Stock Exchange member firm of Roney & Co. as an account executive in the Farmington Hills office. Prior to joining Roney & Co., Owens was a financial consultant at the Southfield office of Shearson Lehman Hutton.

Lisa Ellen of Farmington Hills was appointed marketing manager of the Eastern Region for Ameritech Mobile Communications Inc. at the new office of Farmington Hills. Be-

fore joining Ameritech Mobile, Etian spent 3 1/2 years as assistant director of sales for Novi Hilton in Novi.

Priscilla Gasta of Birmingham joined Madison Community Hospital as outpatient and industrial injury clinic supervisor. Prior to Madison, she worked for four years as manager of billing and telecommunications at Midland Hospital Center.

Greg Turner of Troy joined Nordmark Research Inc., a Southfield marketing research firm as a project director.

Darrell L. Davis of Bloomfield Hills was appointed general manager designate of the joint distribution company being formed by Fiat Auto and Chrysler Motors. Turner has been with Chrysler for 22 years.

Please submit black-and-white photographs, if possible, for inclusion in the business people column. While we value the receipt of photographs, we are unable to use every photograph submitted. If you want your photograph returned, please enclose a self-addressed, stamped envelope. Indicate in a margin on the front of the photograph that you want it returned. We will do our best to comply with your request. Send information to: Business Editor, 36251 Schoolcraft, Livonia 48150. Please include city of residence and a daytime telephone number where information can be verified.

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SEMCOG emphasizes its van and car pool efforts

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While SEMCOG officials hope their latest push at expanding pooling services will increase cooperation with local companies, individuals may also participate.

Individuals seeking information or company officials who would like pooling among their employees can call SEMCOG at 983-RIDE.

Since van pooling involves a minimum of 12 riders, Ste. Marie said it is often easier to organize car pooling, where riders take turns driving and make their own arrangements regarding times of departure and costs. After a driver applies, SEMCOG's computers furnish a list of phone numbers of persons with com-

patible work hours and destinations. The applicant then does the arranging.

RIDESHARING was first introduced by the federal government during World War II to conserve gas and tires for the war effort. The next big push for pooling came during the oil embargo of 1973-74.

SEMCOG began its rideshare program in March of 1980. Since then, more than 20,000 computers have applied to the program.

Nationally, according to SEMCOG figures, 16 million Americans car-pool or vanpool, which saves the U.S. 3.5 billion gallons of gasoline a year.

Since the inception of Rideshare in southeastern Michigan, more than

115 million vehicle miles have been saved — the equivalent of 4,600 trips around the world. Van pooling, alone, has saved nearly 4.5 million gallons of gas locally, with car pooling saving another 3.5 million gallons.

Pooling has reduced air pollution locally by 450 tons of hydrocarbons and 4,400 tons of carbon monoxide. By reducing the number of cars on the road, it is estimated that 885 accidents and 225 injuries have been prevented.

There have been 41 carpool sites established along major roads in southeastern Michigan to facilitate the pooling of riders who may not live close to each other.

Dean Witter VP returns to sales

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together — Hecker was in the class of '58 and Boocky was a year older — and they both soon found their selves on the fast track in New York.

"Ivan and I were good friends. I remember when he was the maître d' at the Brasserie, which was on Grand Central Park," said Hecker. As for Boocky's techniques, which involved inside knowledge of upcoming mergers, Hecker said:

"I had the great fortune to work with three phenomenal bosses. One of them was Bill Simon (who later became U.S. Treasury secretary). Simon had a saying: 'When someone says something is unbelievable, that's because it is. It's unbelievable.' He also said incredible and BS were synonymous. That they were interchangeable. If someone has an incredible deal for you, it's BS."

HECKER ADMITS there are moments of awkwardness walking in the door as just another employee where once he was boss. "But I was never the BOSS," he explains.

And it is not quite accurate to depict him as just another employee. He still retains the title of vice president. He still has a fine office with a panoramic view from the 19th floor of one of the Town Center buildings, and he has a CPA and two administrative assistants to help him build and service a stable of customers. Hecker and his assistants even have

one of those nice, understated titles: "Capital Management Group."

Hecker has worked in New York, Cleveland, St. Louis, Chicago and Los Angeles. He has contacts around the nation, but they are, he says, contacts that won't necessarily translate into immediate business.

"I have a lot of contacts, sure. But

I've already put them with money managers or brokers. I can't very well go out there and steal them back."

What he can do is work long days. And make plenty of cold calls, the bane of the lazy broker.

"I make cold calls every day. I love making cold calls," he said.

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