

Robotics engineer paints rosy future for GMF

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AS THE COMPANY prospered, so did the reputation of Akeel. He was the keynote address at the joint Japan-USA Symposium on Flexible Automation in 1986 and was chairman of the Mechanical Interface Standards Committee of the Robotics Industries Association.

"He serves as a member of the engineering advisory committees at the University of Detroit and the University of California divisions in

Santa Barbara and Berkeley. While the accolades roll in, Akeel still likes to tinker. "I do more designing now. But I still like to tinker. I like the challenge and complexity of robots."

And while his company looks for innovative robots with greater capacity, Akeel still sees challenge in building a better mouse trap. "It's great to develop new robots," he said. "But there's challenge in improving existing systems ... to

make them better than anyone else" and become more competitive.

Despite what he considers to be the unlimited potential of automated robots, Akeel said even the most sophisticated will remain subservient to human beings.

"Robots are merely tools to help humans improve productivity," Akeel said. "They can never match humans for adaptability, dexterity, reasoning or intellect."

As a matter of fact, Akeel said,

the more scientists and engineers try to duplicate human capability, the more they appreciate the distinctive qualities of mankind.

"Humans are the ultimate in creation. The more we do with robots, the more I appreciate the Creator. Something as small as a mosquito has sensors and systems far more complicated than anything we have on the drawing board."

Akeel is a Muslim, a religion he said commands followers to live in

harmony with the universe and other human beings. He said that as prescribed by the religion, he abstains from alcohol, avoids pork and prays daily while facing Mecca.

Akeel has a deep appreciation for Egypt, but said the United States is home. He and his wife, Sofia, were married in Cairo in 1983 but have adopted many aspects of the U.S. lifestyle. "We're a pretty modern family," he said.

At the age of 50, Akeel enjoys ten-

nis and still likes to play a competitive game of soccer. He was the first soccer coach for his sons, Sherief, now 23, and Nizar, now 20, when they were growing up in Sterling Heights. "But when they reached the age of 12, they were too good for me," he said.

Akeel also likes to relax by working in his basement workshop where he pursues a love of machines and motion.

business people

Kathleen Sheridan and Doris Schwedel formed Sheridan/Schwedel public relations and advertising, 355 S. Woodward, Birmingham. The firm specializes in audio visual productions for business and industry. The phone number is 433-2080.

Regina Loria joined J&M Reproduction Corp. of Troy as an account executive for printing sales.

Richard Sowerwine was appointed national sales manager for Detroit Gasket of Troy.

William E. Morden Jr. joined Leo Burnett Co. Inc. in Southfield as vice president/creative director on the Oldsmobile account.

Patriella Mills of Franklin was named public relations coordinator at WJBK-TV 2.

Sandra Pape of Bloomfield Hills was elected president and chief operating officer of Travel Graphics of Michigan in Warren.

Shanti S. Sharma of Bloomfield Hills was named president of G-T Energy Concepts, Combustion Concepts and Fuel Concepts. Sharma joined the finance department of the parent company, MichCon, in 1974. Most recently he was MichCon director of strategic planning and MichCon director of technology development.

Ken Jenkins of Farmington Hills was promoted to senior associate with TMP Architects in Bloomfield Hills. He joined the company in 1984.

Bernard J. Nieman joined the Information Systems Group of H&H Tube & Manufacturing Co. of Southfield. He will be in charge of computer programming for manufacturing facilities. He had been technical support programmer for Manley Communications in Southfield.

George F. Monticello has been promoted to assistant account executive at Ross Roy in Bloomfield Hills. In addition, Margot Warren Jacoby (a producer), Roberta Beaudet (executive producer) and Mary F. Thomas (account supervisor) have joined the company.

Roger Manning of Southfield and Lynn Roberts of Northville have joined the consulting group of Grant Thornton, national accounting and consulting firm, in the Southfield office. Manning had been with Coopers and Lybrand. Manning is a manager and Roberts a senior consultant.

Richard N. Vandekleef has been elected to the board of directors of Douglas & Lemson Co. in Farmington Hills. He replaces G. Maynard



Sheridan



Schwedel



Loria



Sowerwine



Morden



Mills



Pape



Sharma

Smith who is retiring. Vandekleef had been a vice president and director of Nucor Corp.

William A. Darin joined Barton-Malow Co. of Southfield as project administrator, corporate/industrial group.

John M. Zamora joined RE/MAX of Rochester Inc. as an associate broker.

Dennis Foster of RE/MAX II Inc. in Troy as an associate.

Bruce Anderson of Birmingham was promoted to senior consultant by Touche Ross.

Thomas H. Williams of Farmington Hills joined Jaffe, Snider, Raitt & Heuer as senior associate.

Barbara J. Sarkestan of Farmington Hills received the designation of certified insurance service representatives for Atlantic Insurance Associates Inc. of West Bloomfield.

Joel Blom, Richard K. Hawes and Douglas Lenehan were promoted to first vice presidents for Michigan National Bank in Farmington Hills.

James Risk and Kathleen Murphy, both of Farmington, were promoted at Young and Rubicam. Risk was named account supervisor for Wanderman's Du Pont account. Murphy was named account executive on the Hills' Pet Products account.

Tom Straley of Rochester Hills joined TRW Vehicle Safety Systems Inc. as chief engineer, manufacturing engineering.

Monica Huang of Southfield was honored by General Development Corp. for having the highest overall sales by a senior marketing manager.

G. Bradley Back of Farmington Hills was appointed senior vice president, management supervisor of the Detroit office of Cliff Freeman and Partners.

Troy Powe will head operations at Radio Shack in Tel-Twelve Mall as a senior manager.

Nancy S. Good of Beverly Hills was named associate director of development for corporate and foundation relations at University of Detroit.

Edward J. Donnelly Jr., Larry C. Crawley, John J. Purcell and Charles M. Van Paemel were promoted at Du Pont Co. in Troy. Donnelly was promoted to general sales and marketing manager — automotive finishes. Crawley was promoted to group manager — marketing on the Ford Motor Co. account. Purcell was named group manager — marketing on the General Motors Corp. account. Paemel was named techni-

cal marketing manager — foreign accounts for automotive finishes.

Maureen E. Erie was elected a vice president at Empire of America Realty Credit Corp. in Southfield.

Salvatore P. Ventimiglia of Farmington Hills earned the Chartered Life Underwriter diploma and professional designation from American College.

Sheila Parks of Franklin was promoted to vice president of the Four-Middle Group Inc.

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.

marketplace

Cadillac Plastic of Troy has acquired Custom Plastic Fabricators, a full-line plastic fabrication company to serve its Alaska plastics customers. Cadillac opened its first facility in Anchorage a year ago.

Orchard Lighting Center has opened a Koch & Lowery Lighting Gallery in its Farmington Hills store. The gallery features a large assortment of contemporary lamps and lighting. Orchard Lighting is at 28801 Orchard Lake Road.

The Ross Roy Group world headquarters in Bloomfield Hills has been named one of the best-designed and best-constructed buildings in the state by the Construction Association of Michigan. The building features a bronze reflective glass exterior and a three-story atrium.

The TJ cylinder operation of Aeroquip Corp. will be transferred to Vickers' commercial fluid power group, effective March 1. Both Aeroquip and Troy-based Vickers are part of TRINOVIA Corp. of Maumee, Ohio. TJ will continue as a separate business unit with Vickers.

Birmingham Auto Sound, a retail outlet specializing in car audio, cellular phones, auto alarms and radar detectors, has been purchased by partners Fred Friedman and Bernard Lash. Friedman will be president, Lash secretary/treasurer.

Erhard BMW dealership is moving from Southfield to the Strike N' Spare Bowling Lanes at Maple and Telegraph in Bloomfield Township. It is the second largest BMW operation in North America. The operation will expand from 20,000 to 45,000 square feet of space. Building renovations will begin in June. Move-in date is targeted for January 1990.

Let Us Do It offers an errand service. They will plan parties, organize residents, choose wallpaper and paint for the house, select gifts, put together a wardrobe for work and

play, and arrange and schedule repair work for your home or office.

Magna Carta Institute is holding its premier corporate training class at its new facility in Farmington Hills.

Kolon, Blittler & Desmond Inc. was hired by St. Joseph Hospital Centers of Macomb County as its marketing, public relations and advertising agency.

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