

Resalers seeking a little respect

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BESIDES THEIR stores being saddled with negative connotations, those who shop at them are also misunderstood, resellers said.

"We have a lot of customers who are not poor people that can't go anywhere else," said to Kookle Korn, one of three owners of Bloomfield Keego Resale in Keego Harbor. "Most of them can afford to shop anywhere. They choose to shop this way."

Koblin's inventory, most of which is also accepted on consignment, includes designer clothing, fur coats, baby furniture and jewelry.

"Everything that we take in is really good condition. We won't take anything that's a year or a year-and-a-half old," she said.

Koblin once rejected clothing brought in in garbage bags, and the person who wanted to sell the items complained, saying, "People who shop here shouldn't be so picky."

"That's an attitude that we would like to see done away with because that's not true," she said. "The manager of Designer's Den, which has been in existence in Farmington for 40 years, also credits her customers with being 'astute.'"

"I have women who come in here and throw down \$300 without blinking an eye, but when they walk away, they walk away with half the store," said Monica Melton. "Everybody, even Donald Trump, wants a bargain."

business people

Dr. Frederick Bonds has opened a dental office at 200 E. Brown, Birmingham. The telephone number is 644-2999.

Jill A. Jentink and Donald H. Parkinson were promoted at Saturn in Troy.

Calvin Fix was promoted to director of construction and maintenance for Arbor Drugs Inc. of Troy.

Leonard C. Zazula of Bloomfield Hills was appointed vice president of operations and cashier of Republic Bank S.E. in Bloomfield Hills.

E.F. Kern of Birmingham was named vice president/assistant general manager, marketing and planning for American Isuzu Motors Inc.

Steve Passon of Birmingham joined Century 21 of Michigan in Farmington Hills as executive director.

Don Stephens of Southfield joined the staff of Answering Services Inc. as director of the Payroll Services Division and as company accountant.

Phillip A. LaCasse, a service technician employed by Bill Cook Audi in Farmington Hills, was in the top 1 percent of the 1,300 technicians competing in the Audi Tech Challenge held in Lincolnshire, Ill.

Steve Rosen was named vice president, director of retail marketing of Goldfarb Hoff & Co. Inc. of Southfield.

The following people were promoted to the position listed by Madonna College in Livonia: Ralph Glenn of Bloomfield Hills, associate professor; John Redmon of Southfield, associate professor; Anita Herman of Farmington Hills, adjunct associate professor; and James Kar-



Zazula



Passon



Stephens



Kern



Bonds



Parkinson



LaCasse



Fix

Robert W. Burda of Rochester Hills joined Trowbridge House Communications Corp. of Troy as public relations director.

Gerald J. Brooks, Robert E. Dunn, Joel R. Karzewski, Richard E. Meese, Thomas W. Maddox, Edward G. Trachman, Robert W. Hildebrand, Kenneth W. Nelson and Patrick D. Leper were promoted at Rockwell International in Troy. Brooks, Dunn, Karzewski and Meese were appointed product managers. Maddox was appointed manager of pricing and business analysis. Leper was appointed sales manager. Trachman was appointed director of product engineering. Hildebrand was named director of research and development. Nelson was named director of engineering laboratories.

William Church of Rochester, Richard Cantley of Troy and Randy Bornaacori of Rochester Hills were promoted at Church's Lumber Yards in Ulica. Church was named president and chief executive officer of Church's Lumber Yards. Cantley was promoted to senior vice president, retail. Bornaacori was appointed vice president of distribution/manufacturing.

Don Shane of Southfield will return to Detroit as sports anchor of

WXYZ-TV's news at 5 p.m. and 11 p.m.

Carl D. Dambrun and Frank D. Grefshelm joined Testing Engineers and Consultants Inc. of Troy. Dambrun joined as senior staff consultant. Grefshelm joined as a senior geotechnical engineer.

Edward A. Engel of Farmington Hills was appointed to a one-year term on the finance and audit committee of the AAL board of directors.

Gerald Sheldon of Lathrup Village was named manager of the Real Estate Inc. Royal Oak Office.

Dave Pokorny was named district sales manager at the Wolf Detroit Envelope Co. in Birmingham.

Margaret S. Elchner, headmaster of the Yavneh Academy, the Reform Jewish School of Detroit in West Bloomfield, was granted the title of Reform Jewish Educator by the Reform Jewish Educator Title Granting Commission, Nashville, Tenn.

Dennis M. Karchon, Bryce A. Bollwahn, Thomas A. Papke, Joseph W. Philips and Leslie J. Spear were promoted at Engineering Service Inc. in Southfield. Karchon was named director of corporate operations. Bollwahn was appointed director of ESI-Deardon. Papke was named director of ESI-Southfield. Philips was named director of ESI-Southfield. Spear was appointed project coordinator at the Deardon office.

Penny Wright was named communications director for Barton-Malow Co. in Southfield.

Stephen J. Danowski joined WDIV-TV Channel 4 in Southfield sales department as account executive.

Paul G. Hicks, Gail T. Thomas,

Margaret McDonald and Wanda Rowland were promoted at Bloomfield Mortgage Corp. in Southfield. Hicks was appointed senior vice president/production administration. Thomas was named vice president/branch operations. McDonald was named vice president/loan administration. Rowland was appointed branch manager/Warren branch office.

Walter T. Finley, Matthew F. Smith, Kevin D. Stachia, R. Dean Hoedl, Roderic Jones, Ronald Lech II and Timothy Tomasko were promoted at Michigan National Corp. of Farmington Hills. Finley was appointed second vice president. Smith and Stachia were named assistant vice presidents. Hoedl, Jones, Lech and Tomasko were appointed vice presidents commercial account office.

Colleen S. Hall and Bonnie S. Hewitt were promoted at Baker, Abbs, Cunningham & Klepinger Inc. of Birmingham. Hall was promoted to junior art director. Hewitt was named account coordinator.

Cynthia Radabaugh of Rochester joined Re/Max Professionals of Rochester Inc. in Rochester as a realtor associate.

Michael R. Jabour, Robert C. Johnson, Jeffrey M. Schuman and Kathleen A. Somes were promoted at Michigan National Bank in Farmington Hills. Jabour was named vice president of the risk management department. Johnson was appointed vice president of retail operations/facilities. Schuman was promoted to relationship officer with the commercial real estate division. Somes was promoted to vice president of the electrical financial service/retail operations division.

Rebeka David-Christina, Majorie Duncanson, Rene M. Klammer and Linda J. Liggins were promoted at Franklin Savings Bank of Southfield.

David-Christina of Livonia was named vice president, corporate communications director. Duncanson of Livonia was appointed vice president, Southfield branch manager. Klammer was appointed vice president, assistant marketing director. Liggins was named assistant vice president, senior account executive.

Gilda Golby of West Bloomfield was promoted to vice president of GLS Telemarketing Inc. of Southfield.

Michael Helfeld of West Bloomfield signed a new contract with WXYZ-TV/Channel 7 as general assignment reporter for Action News.

William J. Abele of Rochester Hills joined Ross Roy Productions as vice president and executive producer.

James P. Hughes of West Bloomfield was promoted to senior manager by Touche Ross.

Ellen Murphy, Suzanne Parran and Kathy Macias of the Birmingham AAA agency were honored with other counselors at AAA Michigan's annual Travel Ambassadors award ceremony at the Radisson Hotel, Southfield.

Jean Trumpy and Sharon Hahn of Heart and Roses Inc. in Farmington Hills were named customer-oriented retail expert buyers at the Merchandise Mart during the recent Chicago Gift & Accessories Market at The Mart an ExpoCenter/Chicago.

Harry Rembold Jr. of Troy joined WDIV-TV Channel 4 as national sales manager.

Gregory Swan of Rochester joined "Southern Living" magazine's Birmingham sales office.

Mike Evans, Bill Howarth, Gary Jelin, Dietrich Jones and Marc Therrien were promoted to associates of TMP Associates of Bloomfield Hills.

marketplace

Stone, August, Baker Public Relations of Troy received an award for its communications and marketing campaign for Homecraft '88.

Hedge and Co. Inc. of Southfield will represent the Arboratum Office Park in Farmington Hills.

Gray and Co. is a new accounting firm in Birmingham, 30100 Telegraph, Suite 420.

Computools Inc., formerly Computer Education and Consulting Services Inc., moved its offices to 1985 W. Big Beaver, Suite 300, Troy. The telephone number is 643-9220.

Orchard Lighting Center opened a Koch & Lowy Lighting Gallery in its Farmington Hills store.

Bloomfield Mortgage Corp. of Southfield was acquired by First Nationwide Bank, a wholly owned subsidiary of Ford Motor Co.

Smith Security Corp. consolidated with Garm Protection Services Inc. of Troy.

Liberty State Bank & Trust opened a Commerce/West Bloomfield Township branch office at 39440 14 Mile at Haggerty.

Grossman and Associates will handle Art Moran Pontiac/GMC Truck and Moran Mitsubishi advertising, marketing and public relations.

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