

business people

Sally Lee Foley joined Harness, Dickey & Pierce, a Troy-based law firm specializing in intellectual property law. Foley's practice is concentrated in franchise law, antitrust law and corporate litigation.

Paul L. Berrigan Jr. of Farmington Hills was appointed manager for distribution, scheduling and sales inventory operations for Chrysler Corp. Berrigan joined Chrysler in 1986 in the corporation's Los Angeles zone office.

Gae E. Desai of Orchard Lake was named director of marketing-east region for PPOM. Previously, Desai has been sales manager for SelectCare Inc., Troy.

Allen Bell III was appointed national sales manager for Frosty Products Inc. in Troy. Bell joined Frosty Products in 1988 as Midwest sales representative.

Deborah Hart of West Bloomfield was promoted to account supervisor at Casey Communications Management Inc. in Southfield. Before joining Casey Communications, she was director of international tourism for the state of Michigan's Travel Bureau.

Robert D. Markey was promoted to director of international marketing at Ziebart International Corp. in Troy. Markey had been the international marketing manager for Ziebart.

The following people have been promoted to second vice president at Michigan National Bank in Farmington Hills. They are: Carol Burke to branch sales manager in Southfield; Dennis Gistinger, commercial account officer, southeast commercial division; Steven Lucey, commercial mortgage account officer, southeast commercial real estate division; Audra Barnett, operations manager, electronic services operations division; Robert Stephan, branch sales manager, southeast region, Southfield; and Richard Allshouse, lock-box manager, electronic services operations division.

Frank Matthews was named executive vice president, sales and marketing, for Motivation Planners Inc. of Birmingham. Matthews had been vice president of sales for the mid-west region of Rogal Associates.

Jeanette D. Kozal and Larry D. Worthen were promoted at Rully Services, Troy. Kozal was named to vice president, internal audit, and Worthen to vice president, payroll administration.



Foley



Berrigan



Desai



Bell



Hart



Markey

Robert Kennedy was appointed account services representative at J.E. Sandak Advertising Inc. in Troy. Previously, Kennedy was an account executive for Cerrito & Co., Troy.

Frank Blaney of Bloomfield Hills and Kevin Brown of Beverly Hills were named senior vice presidents at Campbell-Mithun-Easy Advertising. Blaney was named senior vice president of production/traffic director and Brown to senior vice president, associate media director.

Alfred Albrecht of West Bloomfield was elected a member of the Top Hat Club of Honeywell's Commercial Buildings Group.

Eric J. Schornhorst was named vice president of Michigan National Bank, Farmington Hills. Prior to joining Michigan National in 1987, Schornhorst was an audit department senior accountant for Touche Ross and Co.

Tom Rowe of Rochester Hills was top salesman at Miles Fox Office Products for the second consecutive year. Rowe has been with Miles Fox since 1971.

Dr. Nancy R. Mann of Bloomfield Hills was appointed medical director for inpatient services at the Rehabilitation Institute. Mann has joined Rehabilitation Institute from New England Medical Center in Boston, where she was acting chairman for the Department of Rehabilitation Medicine at Tufts University School of Medicine and acting psychiatrist-in-chief at the Rehabilitation Institute there.

Ralph A. Sarotte of Birmingham was appointed director-consumer marketing programs for all Chrysler brands at Chrysler Corp. Sarotte joined Chrysler in 1982.

James A. Crandall of Bloomfield Hills was named staff product technologist for Exxon Chemical Co.'s automotive and transportation industry sector, polymers group, Farmington Hills. Crandall joined Exxon Chemical Co. from General

Motors, where he was senior projects engineer on the advanced engineering staff.

Robert M. Young was appointed director of purchasing for all procurement activities for Vopex Corp. in Troy. Young joined Vopex with more than 15 years of industrial purchasing experience.

Michael Weaver was appointed second vice president/cash manager for Michigan National Bank, Farmington Hills. Weaver had been with Electronic Data Systems, Southfield, where he had been sales support manager since 1988.

Scott C. Berschky of Bloomfield Hills was appointed vice president of development at Detroit Country Day School, Beverly Hills. Berschky joined Country Day from Ketchum Inc.

William L. Belaney of Rochester Hills was named marketing director of Unisys Federal Credit Union, Troy. Previously, Belaney was vice president of National Bank of Detroit.

Ronna Galin was promoted to vice president of Michigan National Bank, Farmington Hills. Galin joined Michigan National as commercial account officer in the southeast region in 1986.

Kevin K. Crun was promoted to principal in charge of computer related services at Derderian, Kann, Seyferth and Salucci in Troy.

David Miros and Robert V. Cleary were named to new positions at McCann-Erickson Detroit in Troy. Miros was named senior vice president, merchandising group and Cleary to vice president, account supervisor, Buick Strategic Planning Group.

Pamela Lamb was appointed acting associate center administrator of the Flint treatment center of Total Therapy Management Inc. of Troy. Lamb will be responsible for staff supervision, client case management and day-to-day operations of the center.

TIP firm content with safety niche

Continued from Page 1

panels with the seams doors, the doors typically cost between \$40 and \$50 to replace after air bag inflation.

With seamless doors, Marchese said manufacturers can design style-conscious, yet cost effective instrument panels. The seamless air bag deployment doors typically cost about \$12 each.

Seamless deployment doors can be made with vinyl, wood laminates and even leather, Marchese said, which gives engineers more room to work when designing attractive, safe interiors.

Marchese said the firm holds 40 patents dealing exclusively with air bag technology.

"Right now we're working on 1994 model cars — that's how far ahead you have to work when it comes to instrument panels," Marchese said. The instrument panel is affected by every engineering discipline, he added.

Locations of air conditioning and heating controls, light switches, the radio and the cigarette lighter — to name just a few components — must be decided early in an automobile's planning stage.

"This is especially true of the air bag," Marchese said.

How will it fit in the steering wheel? Where will it be on the passenger side? How will the air bag be deployed? "It's far more complicated than people think."

CHIEF EXECUTIVE officer and founder Dave Bauer said he started TIP Engineering — short for Technical Instrument Panel — in 1986 after working for 16 years in Ford Motor Co.'s instrument panel safety division where he worked on air bag development and test programs, instrument and interior trim panels and knee bolsters.

Working with his own company has allowed him to place more emphasis on instrument panel safety. "You can do a lot more when you're not dealing in a bureaucracy,"

he said. Here we can get a design to the public in half the time and it's cost effective and it looks good," Bauer said.

Marketing vice president Marchese said TIP Engineering is "at least 10 years ahead of everybody else."

TIP Engineering has completed air bag related projects for Chrysler, Ford, General Motors, Mitsubishi, Toyota and Jaguar. It is currently involved in projects for these and other companies.

In addition to seamless air bag deployment doors, TIP Engineering is also setting its sights on related applications.

Bauer said other laws will follow these governing passive passenger restraints; he has developed a 10-year plan anticipating other interior trim safety programs.

Air bags for light trucks and vans, knee bolsters, instrument panels improvements, door trim, seat cushion bolsters, seat frames, lock seat bolsters and greater emphasis on foreign markets are all part of TIP Engineering's long-term plan, he said.

One important application — one that has been largely ignored by the industry — is knee bolsters. Bauer said, "Whenever you have air bags you should have knee bolsters."

An inflating air bag, Marchese explained, throws an occupant back into the seat and tests show occupants often slip down and forward after an impact. "With out the knee bolsters, people end up with broken legs."

The energy absorbing materials designed for use in knee bolsters can also be used in side door and instrument panels to protect occupants from impacts with corners and hard edges, Marchese said.

The material is rigid enough to hold a shape and stand up to normal usage, but on impact it compresses and absorbs the force of the occupant crashing into it, Marchese said.

Remodeling in Oakland County Since 1965

bob stern
BUILDING COMPANY

ADDITIONS • KITCHENS • BATHS
(6190 Dunmore • West Bloomfield • 855-3880)

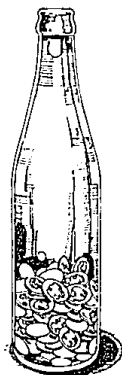
"Legally Speaking"

A radio talk show with answers to all your legal questions.
MONDAYS 11 A.M. - 12 NOON

WCAR TALK
1090 AM INFORMATIVE LISTENING

Hosted by:
Southfield attorney Jerald Aaron.
Listen and call in for free legal advice. **525-1090**

No Deposit. No Return.



Idle dollars can't work for you. Michigan National Bank offers a variety of ways for your money to make money. From money market savings accounts to certificates of deposit and more, you'll find Michigan National interest rates very competitive.

And with Michigan National's Lifetime Services™ you can design your own financial program to qualify for checking free of monthly service charges.

For more information, stop by any branch.



We're doing what it takes.™

Member FDIC

PRELUDE SALE - 3 DAYS ONLY
THURSDAY - FRIDAY - SATURDAY

1989 PRELUDE S
Automatic, A14-FM stereo cassette, power moonroof, cloth seats, adjustable steering & more. Stock #1003.

WAS: \$15,415 SALE: \$12,997*

ALL 89's MUST GO - 17 Others at similar savings

SUMMER FUN!

WINTER PRICE!!

1990 CIVIC DX
16 valve SOHC engine, fuel injected, front wheel drive, 5 speed, power brakes, rear wiper/washers, defroster, remote hatch/fuel door release.

SALE THIS WEEK! \$8777* or \$14877 per month**

12 AVAILABLE AT THIS PRICE

*Plus tax, title and license.
**\$500 cash down and lease plus 4% use tax & license, 1st payment, security deposit of \$150.00 and \$1000.00 cash reduction due on delivery. Lease allowed 12,000 miles a year. 10¢ excess mileage charged per mile. No option to purchase. Lessee responsible for excessive wear & tear. Total obligation equals payment X 60.

SUNSHINE HONDA
The Happyface Place®

We're in business to make you smile
Open Saturday 10-3!!

1205 Ann Arbor Rd. - 453-3600