

Detroit entering new auto engineering era

Whether or not Toyota goes ahead with its plans to build an engineering center and test track off I-696, it's getting to be obvious that there is something going on in the engineering community that's going to change how cars are designed.

The buildup of Japanese engineering expertise in the Detroit area in the past year or so has been driven mainly by the need to redesign engines to meet the new set of emission standards.

That means pretty much recalibrating all the current and future production engines, a monumental job by itself if you've ever seen the pile of paper required by the government to certify a new car, about six

feet tall if it all landed on one desk at an engineering center.

In fact, most automakers, including imports, have had engineering centers near the Ann Arbor Environmental Protection Agency labs for years for just this task. But the scale of the new Japanese centers is more on the order of a full engineering center, not just emissions work.

THE PLANNED Toyota center, for example, is about as big as Toyota's main car design facility in Tokyo. Add in the new Nissan research and development building, Mazda and Honda and you have an engineering force approximating the size of Chrysler's.



auto talk
Dan McCosh

All this is happening in the midst of one of the worst auto recessions since the 1930s. The natural reaction on the part of the U.S. Big Three has been, of course, to lay off engineers, which is how you save money after delaying advanced product programs, which is what you do if you are in the midst of an auto recession.

Fortunately for Toyota and Nissan, this creates a plentiful supply of experienced talent to staff up their new engineering centers, not to mention the lack of competition from domestic recruiters at engineering schools. It makes it particularly easy to find the relatively scarce experienced engineers familiar with the complexities of today's sophisticated

emission control systems.

It also tends to create something that has been lacking in Detroit's engineering community for a long time: a sense of stability and long-range purpose that ultimately makes automotive engineering an attractive career for young people.

IT'S DIFFICULT to predict where all this is heading, but clearly the Detroit engineering community will never be the same.

Long dominated by the so-called Big Three as employers of last resort, Detroit's employment base has been broadened first by the influx of suppliers doing various engineering work followed by the huge growth during the 1980s of independent en-

gineering companies working under contract, and now the Japanese.

I suppose it's also obvious that when all this transpires, the U.S. companies might have some second thoughts about what they are doing with their seed corn.

Curiously, a recent article in Fortune magazine hints that former Ford Chairman Donald Petersen resigned because he was under pressure from the board of directors to quit blowing Ford's money on advanced engineering programs and other obvious wastes of money.

One can only hope that the inability to design and improve cars in the future hasn't gone home in a dividend check.

business people

WHBK-TV announced the appointment of six staff members. They are Jean Cherry Isabella of Farmington, executive producer; Robin Avari, senior producer; Beverly Knux, producer; Alicia Nails of Southfield, producer; Art Heger, associate producer; and Laura Limbury of Farmington Hills, production assistant.

Mark S. Mitchell was promoted to manager at the certified public accounting and consulting firm of Robinson, Robinson & Co., Farmington Hills.

Karen L. Stewart of Farmington Hills was appointed hospital specialty sales representative for Janssen Pharmaceutica in Ann Arbor.

John St. John of Birmingham was promoted to vice president, management supervisor, multi-products group at Campbell-Mithun-Doty Advertising in Southfield.

Susan W. Power of Farmington Hills was appointed assistant vice president and manager of the Ross Mortgage Corp., Rochester.

Diana R. Darrell of Farmington Hills and Richard Gragowski of West Bloomfield joined Alliance Financial Group, a financial planning company, Southfield.

Gerald Greenwald of Bloomfield Hills was elected to the board of directors of Reynolds Metals Co., Richmond, Va.

Jeffrey W. Singer of Birmingham joined Ross Roy Inc. as vice president, group media director.

Chuck Rosal was named director of business development at W.B. Dyer & Co., Southfield.

Dennis J. Brown of Orchard Lake was appointed vice president of General Securities & Investment Bank Inc. at Mariner Financial Services Inc. in Livonia.

Bob Bowman was appointed national economist analyst at WXYZ-TV in Southfield. Bowman, former treasurer for the State of Michigan, began his duties in January.

The following people were promoted and added to the Rochester Manufacturing Co. They are: Richard L. Hurdsoch, promoted to vice president, finance administration; Barney J. Arentsen, promoted to

vice president, operations; Charles Gilbert, promoted to cost and special projects; Malcolm Minor, promoted to purchasing agent; and Andy Snook joined RMC to assume Mal Minor's former position of sales engineer.

Kim Little of Rochester Hills was promoted from traffic manager to traffic manager assistant and account executive at The Berlin Group Inc.

Larry B. Higgins was promoted to president and chief operating officer of the Southfield-based DBH Tube & Manufacturing Co.

Kevin Weinman of Farmington Hills joined W.B. Dyer & Co. in Southfield as vice president, account supervisor.

Kimart Corp. of Troy appointed Anthony Polinski as vice president, general counsel, succeeding Roger Davis who is retiring. Thomas Neelsen to general controller, human resources, succeeding Bernard Thomas who is retiring. Anthony Mauro to senior vice president, distribution and transportation. Michael Skiles to senior vice president. David Vane to senior vice president. Frederic Comins Jr. to vice president, executive resources.

Leonard Williams Jr. joined Marketing Impact Inc., Birmingham, Ala., as vice president of account services and new business development. Rick A. Fager joined Marketing Impact Inc. as an account executive.

Debra Burke was promoted to director of office administration at the Southfield-based Casey Communications Management Inc.

Matthew Duff of Bloomfield Hills was named vice president of Troy-based DBH Needham Detroit.

William A. Novak of Troy joined the Detroit office of Frank H. Hall & Co. of Michigan as vice president, property risk management.

Paul Inman Associates Inc. of Farmington Hills has a new vice president, announced the following management changes. Barry Kohler promoted to vice president, grocery sales manager in Grand Rapids. Walt Becker promoted to vice president, perishable goods in Grand Rapids. Paul Crittenden promoted to vice president, auto/electronics Detroit grocery sales. Mark Berlacher promoted to vice president, account executive Detroit grocery sales.

Do-it-yourself mentality can hurt



focus: small business
Mary DiPaolo

Or so she thinks.

Falling victim to a "do-it-yourself" mentality is one problem that managers, small business owners and managers from every industry will no matter what excuse is used to keep others at a personal or professional distance. The fact is that no one can do everything without suffering the side effects of a job.

High blood pressure, drug or alcohol abuse and other stress-related ailments are often the unwelcome byproducts of a "do-it-yourself" mentality.

Overcoming the problem isn't easy, but it is possible for those who

are willing to build upon a respect of the manager-employee relationship. The manager must state with clarity and confidence that help is available. If help is not available, the manager must state so.

It's not just a matter of "do it or don't do it." Rather, it's a matter of "do it or don't do it, but if you do it, you do it right." Third, the manager must be willing to help the employee. If the employee is not willing to help the manager, the manager must be willing to help the employee.

NEVER TRY to do it all by yourself. It's not only a waste of time, but it's also a waste of money. The only way to do it is to get help.

marketplace

Lalonde & Associates, a financial consulting practice, has opened its doors at 22010 Westchester Drive in Novi. The phone number is 347-3181.

CompusSearch Inc. has opened a new office at 1701 N. Woodward, Suite 202, Bloomfield Hills.

SOE Credit Union has received the Dora Maxwell Award for Social Responsibility from the Michigan Credit Union League for co-sponsoring the Troy Community Awards Banquet.

BP Oil Europe has appointed W. Dyer and Co. in partnership with Grey Europe to handle its \$20 million advertising account. Dyer and Grey have formed a partnership called Dyer Grey International to handle this assignment.

The Arlington Group has received two Silver Caddy Awards and a Merit Award. The Silver winners include: design and corporate identity package for The Chevy restaurant; best winning in the Corporate Design Category; The Merit, a 50th Anniversary Calendar designed for Progressive Tool, won in the Collateral Sales - Not Automotive category.

Kolon, Bittker & Desmond Inc. has completed the design and construction of the new Kalamazoo County Jail. The phone number is 347-3181.

Paychex Inc. is offering personnel management to companies with as few as one employee. Paychex Inc. is located at 6500 Orchard Lake Road, Suite 110, West Bloomfield. The phone number is 855-5500.

Casey Communications Management Inc. has introduced a new studio in its Southfield office especially designed for training executives and spokespeople in effective communications techniques.

Yaffe and Co. has selected PM Productions to do all the music and sound effects for the Art Van Production Sale. What is Big Spot?

Paragon Solutions Inc. was named one of the top 100 VARs in 1990 by the prestigious VAI/Business Magazine.

Mobilitytronics Drive Inc. of Novi has opened a new office at 1502 S. Woodward.

Sanders Country Home Builders has opened a new store at 11 Mile.

McGraw-Hill Construction Information Group has opened a new office at 11000 W. Woodward, Suite 202, Bloomfield Hills. The phone number is 347-3181.

Roth & Co. has moved its office to the new Plaza 22777 Telegraph Road, Suite 2420, Southfield. The new phone number is 347-3181.

Salon Kenner Bashar has expanded its office to 2000 square feet. Salon Kenner Bashar is in the Courtyard at 22742 North Eastern Hwy. near 14 Mile Road, in Farmington Hills. The phone number is 932-1122.

Hall Industrial Publicity Inc. and its subsidiary HPI Advertising Services was appointed public relations and advertising agency for the 1991 M-1 Expo to be at the Casey International Center in Windsor, Ontario, Canada.

Great Electronics Inc. announced the appointment of their third manager to be in charge of the Detroit office at 11000 W. Woodward, Suite 202, Bloomfield Hills.

Andrea Bernstein and Helaine Rod-Keller, founders of Fitness Express Inc., have sold their Farmington Hills studio to Tom Anderson. The studio is at 31221 Orchard Lake Road just north of 14 Mile in Farmington Hills. The phone number is 931-3498.

R.S.P. Public Relations was appointed to handle all public relations for the Promenade at Hope.

PR Newswire has moved its Detroit bureau to Travelers Towers, 26555 Evergreen Road, Suite 1210, Southfield. The phone number is 352-5200. The fax number is 352-3540.

Schenck Pegasus Corp. has received a \$5.5 million order from Ford Motor Co. to build and install powertrain dynamometer systems at Ford's new 236,000 square foot Advanced Engineering Center, which is being constructed within the Dearborn Research Center.

Berry Moorman, King and Hud has established a new office at 445 Corporate Drive, Suite 301, Troy.

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