

Investor tests game theory against options market

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 thought 20 was a fair price, anyway. "I'd say a majority of investors will invest only in mutual funds or stock," Winger said. "I think a majority of investors are scared of options, and the reason they're scared is they haven't taken the time to learn about it."
 "They should read and experiment

by looking at the newspaper, pretending to buy and sell to get a better understanding how time makes the price go down, how much movement in stock price will affect the option price until they feel comfortable."
 "I'M UNCOMFORTABLE buying stock that doesn't have option oppor-

unities," Winger said. "Believe it or not, your risk is higher. If I buy high and it drags down 50-60 percent, if there are no options, I have to sit with a paper loss day after day."
 "I can sell call options at a significantly higher striking price and earn at least premium income."
 "I don't use computer formulas," Winger said of real-life investment

strategies. "I read Investors Daily every day. I spot opportunities with two eyes and a knowledge of math. I'll look at most active options, the most up in price."
 Winger, who came to Southfield via Grinnell College in Iowa, was hit by the investment bug while a student in Atlanta, Ga.
 "A Division of Junior Achievement called Project Business, a member

of the community, came to my school... and talked about his line of work. He kind of opened my eyes. Just introducing it to me got my blood flowing."
 Winger made his first buy in 10th grade with his father's name on his account. He's always kept up his interest in investments through high school, college and now as a re-

search associate for Deloitte & Touche.
 He hopes to begin an MBA program this fall.
 "After I go to business school, I plan to get a job as a portfolio manager for a brokerage or manage a mutual fund," Winger said. "Ultimately, I'd like to own a money management business."

Abused children can become abusing managers

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 Treatment, said Chodnyneck, can take anywhere from three to six months of weekly appointments, depending on the nature of the problem. Costs range from \$10 to \$45 an hour, and may be covered by health insurance.
 To avoid potential abuse problems at the workplace, the study urges employers to become more involved in their employees' private lives, and start programs that can reduce domestic violence and improve per-

formance and productivity.
 OFFERING AN example of an abusive boss who suffered from child abuse, the study presented an individual who was a "highly trained, technically competent executive" whose subordinates had difficulty with his management style.
 "He constantly changes positions and directions, making it difficult to determine where he stands on issues from day to day; he regularly embarrasses employees by scolding them in front of their peers; and he

makes fun of those he considers 'weak.'"
 In revelations to his company's employee assistance program counselor, the executive said his alcoholic father exhibited similar treatment to him, and as a result, the son asked to be sent away to boarding school at 14 years of age.
 Michael Earl, program director for Oakland Family Services, a non-profit family service agency in Pontiac, which also runs out-patient facilities in several cities, including Rochester, said companies should

not overlook the human side of their employees.
 "In situations where you have child abuse show up in abusive bosses, it basically boils down to a job performance issue," he said. "If I noticed one of the supervisors in my program was abusive, I would cite the behavior and see if it continued."
 "If it did, I would meet with that supervisor, go over all the incidents, and indicate to them that their performance is suffering. I would then recommend they take care of the problem, set out expectations and

lay down a time frame."
 Earl added most progressive companies have employee assistance programs to deal with such problems, or falling short of that, he recommended companies or employees seek out a family service agency. He also warned there was a tendency on behalf of companies to look at managers' performance from an efficiency level as opposed to one of human relations. Such a pattern may cause companies to be more protective of their managers, he said.

Dealerships try to promote other services as sales drop

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 Prices for service jobs may be reduced to compete with the independent specialty shops, Marl said. Previous buyers of new cars may receive coupons for free maintenance jobs to get them in and get them know the dealer is thinking about them.
 "They do know you can do anything. Maybe you'll get something else," Marl said of spin-off business.
 EVEN IF dealers don't, Anwyll said, "Oil changes add up very quickly."

Marl painted a rosier picture than some of his counterparts. "All our departments are slightly up other than new car sales," he said. "I won't feel the pinch as much."
 The DADA reported that 342 dealerships were operating in the tri-county area during the run of the North American International Auto Show earlier this year. They were owned by 152 principals. Fifteen dealerships closed during 1990 and 13 opened.
 "I think that's one of the core issues — too many retail outlets," Anwyll said. "The pie is only so big. When business is tight, a dealer tends to sacrifice gross profit to sell a unit."

business people

Jack G. Reisel was promoted from vice president and general manager to president of Software Services Corp. of Ann Arbor and Troy. Timothy Duffy was promoted to marketing manager of the Decision Support Group. Susan K. Daebay was promoted to account manager.
 McCann/SAS of Troy announced several promotions in the media department: Nancy DePage of Auburn Hills to media buyer, Robie Chandler to print estimator, and Kris Stalker to media coordinator.
 Joseph F. DeSantis has been named vice president of personnel for Ziebert International Corp. of Troy. DeSantis has been with the company for 15 years. He had been director of personnel at the Troy headquarters.
 Martine M. Bonla has joined the sales staff of DuQuet Jewelers and

Manufacturers of Farmington. She lives in Southfield with her husband and son.
 David Walker was named sales manager for TeleCheck Michigan Inc. of Southfield. He had been district manager for Paychex Inc. of West Bloomfield.
 Karen Safko of West Bloomfield was named to an administrative post at Detroit Industrial Clinic. She comes to DIC from Detroit Medical Center where she was vice president and chief operation officer of its five health care centers.
 Paula A. Andrews has joined the Berline Group Inc. of Birmingham as a traffic coordinator. She is a Southfield resident.
 Gary Cooper of West Bloomfield was promoted to executive vice president and Stephen L. Klisch of Ann Arbor joined the firm in the

newly created position of vice president sales at Holtzman & Silverman Cos., Farmington Hills.
 Larry D. Greene of Southfield was named executive vice president/chief operating officer at Sinai Hospital, Detroit.
 Jim Holman of Rochester Hills was promoted to vice president and account supervisor for the Pontiac group at D'Arcy Masius Benton & Bowles/Bloomfield Hills.
 Becky Moller of Birmingham was promoted to regional group manager of the Prudential's Detroit Group Sales Office, Southfield.
 Dennis Desilets joined Cleaver Kelko Gorlitz Papa & Associates Inc., Birmingham, as special projects consultant.
 John Enokian of Bloomfield Township was named vice president of

Health Services for Arbor Drugs Inc. John Johnson of West Bloomfield was promoted to senior vice president, account director serving the D'Arcy Masius Benton & Bowles/Bloomfield Hills Cadillac Motor Car Division account.
 William E. Brindle was appointed leasing representative for Fair Oaks Mall in Columbus, Ind., Concord Mall in Elkhardt, Ind., and Richmond Mall in Richmond, Ky., by Schostak Brothers, the Southfield-based real estate development, management and commercial/industrial company.
 Jean Ferguson joined the Southfield Rehabilitation Hospital as occupational therapy supervisor.
 Dave Thomas was promoted to vice president and treasurer of Allnet Communication Services Inc. in Birmingham.

Matthew H. Duff of Bloomfield Hills was named vice president of DDB Needham Detroit, a Troy-based advertising agency.
 Please submit black-and-white photographs, if possible, for inclusion in this 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, 26251 Schoolcraft, Livonia 48150. Please include city of residence and a daytime telephone number where information can be verified.

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