

## business people

Paul C. Mosser was appointed sales manager at MIP International Inc. of Rochester Hills.

Dr. W. Scott Wilkinson of Birmingham rejoined the Wilkinson Eye Center in Pontiac.

Bill Benitz and Jim Folkman, sales representatives for Fred Lavery Audi Co. in Birmingham, and Mary Winkler and David Todd, sales representatives for Bill Cook Audi in Farmington, earned cash awards for outstanding sales performance in Audi of America's Performance Bonus National Competition.

Robert D. Albert of Bloomfield Hills, vice president of Sales for Dow Plastics Western Zone, was named vice president of the Automotive Materials Group in Detroit.

H. Eugene Brown of Birmingham was appointed vice president of business development at Jannotta, Bray & Associates Southfield.

Gary R. Dimitry of Rochester Hills was appointed manager-field distribution centers-east for Chrysler Corp.

Casey Kaufman joined the Berlino Group in Birmingham as a broadcast production coordinator.

Sinal Hospital elected Dr. Norman Bolton of Birmingham chief of staff of the Detroit-based healthcare organization.

Richard T. Walsh, of Bloomfield Hills, was appointed chief executive officer at Core Industries Inc. He will also continue to serve as president. He succeeded Harold M. Marko of Bloomfield Hills, who will retire as chief executive.

Paul C. Mosser was appointed sales manager at MIP International Inc. of Rochester Hills.

Kelsey Hayes named James Cote of West Bloomfield vice president of sales and marketing for Worldwide ABS and Controls Business Unit.

Richard Johnson was appointed to a major new executive position at BBDO Detroit.

Conale Gale of Livonia was promoted to vice president, general counsel and secretary for Allent Communication Services Inc. of Birmingham and its parent company ALC Communications Corp.

Gary Leeman of Southfield was named principal shareholder in the Southfield CPA firm of Burnstein, Morris & Brown.

Harvey Schatz of West Bloomfield

has become affiliated with Jay Allix & Associates in Southfield.

Stephen Palms of Bloomfield Hills was elected to a two-year term as a managing partner of the law firm of Miller, Canfield, Paddock and Stone. He is listed in Who's Who in American Law and The Best Lawyers in America.

John Ayash of Farmington Hills has become a partner in the law firm of Miller, Canfield, Paddock and Stone. His principal practice area is federal tax law with an emphasis on estate planning and tax-exempt organizations.

Dr. William Davidson has joined the staff at Providence Hospital, Southfield.

Douglas Hubbard of Livonia was appointed vice president of business development at Manufacturers National Bank of Detroit.

Donald Stietrud of Plymouth was named senior vice president of store operations for Arbor Drugs Inc. He will handle the general operation of all Arbor Drug Stores.

Ross Roy Inc. announced the hiring of three account administrators. They are: Renee Bartos and Stacey Gowan of Bloomfield Hills; and D. Jeffrey Dever of Rochester.

Craig Vatemana was named senior vice president/media director at DBB Needham Detroit, the Troy-based advertising and marketing communications agency.

Steven Ross Chaben has joined the midwest division of The Staubach Company as a senior associate in the corporate services division. He will be responsible for advising and representing the firm's corporate clients on real estate transactions and facility requirements.

Karl Storrer was named president and chief executive officer of Dura Mechanical Components Inc., headquartered in Troy. The company is an affiliate of Hidden Creek Industries, a private company with headquarters in Minneapolis.

Mike Samelko joined the staff of Manpower Temporary Services as a controller in the Detroit office located in Southfield. He will be responsible for processing all accounting, data processing and financial matters for the local office.

Charles Cumello was promoted to president and chief operating officer of Waldenbooks. Since May 1990 Cumello has been president of Kmart's Reader's Market division which has Reader's Market book de-

partments in over 300 Kmart stores and services some additional 550 Kmart.

Laura Evans of Defoe Travel Service in Birmingham, has completed the award-winning ASTA Travel Management Academy, ASTA (American Society of Travel Agents), the world's largest travel trade association with 30,000 members in 125 countries, sponsors many educational courses for travel professionals, however, the week-long Travel Management Academy is the most comprehensive, advanced offering for travel agency owners and managers.

Robert Pierce was promoted to vice president, sales at Laine Meyers Inc. in Troy.

Anne Waldenmeyer of Birmingham has joined the Robert Solomon & Associate, Advertising in Bloomfield Hills. She will work on the Garb-Ro/-Eleven Stores, Tuffy Service Centers and Precision Tune accounts.

Debra Laporte of Birmingham was named director of management information systems at MIDA Dental Plans Inc.

Deborah Ravetta was appointed director-customer and network services for Michigan at Ameritech Mobile Communications Inc. in Farmington Hills. She will be responsible for customer contact activities including activations, billing services, repair and network operation within Michigan.

Jaine Kolito and Diana Genrich were promoted to senior account supervisors of the Farban/Stein Management Co. in Troy.

Glaney Hart was named vice president of sales and advertising at Grace & Wild Studios in Farmington Hills. She will oversee both the sales and advertising functions of the six-year-old teleproduction facility.

Kenneth Hiltz of Birmingham has joined Jay Allix & Associates as an associate of the suburban Detroit-based firm of turnaround/crisis managers and corporate financial consultants. He will specialize in the analysis, planning and implementation of turnaround and profit improvement strategies for troubled companies and in the analysis and planning of business acquisitions and divestitures.

# Spending by consumers to bring end to recession

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ing activity has tapered to a trickle. "We're in a type of Catch-22 situation," Provost said. "While the Federal Reserve has been lowering interest rates to stimulate the economy and put more money in people's hands, bank regulators are telling us to go out and loan money, but not to make any bad loans. It's going to take a while to get things straightened out."

The Federal Reserve, which controls the nation's money supply, has been pushing down interest rates in recent months to give homeowners, especially those with adjustable rate mortgages, more money to move into larger homes or spend time remodeling their present ones.

If this strategy works, not only will new housing starts pick up, but so will sister industries as appliance, furniture and landscaping should flourish as well, said William Decker, owner and broker of The Prudential William Decker Realtors in Plymouth.

"Once the Feds started loosening the fiscal screws in January, things really started to perk up around here," said Decker. "In February, we had our best month since 1985 in terms of units sold. There's a lot of buyers out there right now."

One trend of concern, he said, was sales of homes priced above \$250,000 were sluggish. "When you speak of the resale of higher-priced homes, that usually means transferees," he said. "We've seen a lot of transferees, and in this area it usually means those who have ties to the auto industry, leaving for other jobs, but not as many transferees coming back in. I'm sure that trend will reverse itself once the auto industry starts rolling again."

WITH SO MUCH OF metropolitan Detroit's economy tied to the success and failure of Ford, Chrysler and General Motors, and the hundreds of area suppliers that serve them, many expect consumers to spend freely once a steady stream of cars

begins to roll from dealership lots.

"What makes people spend money is confidence in the future," said Gordon Follmer, president of Follmer Rudzewicz & Co., an accounting firm in Southfield. "The lower oil prices are good for us, but not for states like Texas and Louisiana that rely on the selling of oil."

"This particular area depends on the auto industry, say what you want. As things stand, sales will most likely pick up in July and August when the new models are introduced. As for the rest of this model year, it could be a dead duck."

The general consensus among business leaders is that the economy will begin to turn around in the summer and fall. All the ingredients are in place for a recovery — the war and the uncertainty it created are over, consumer confidence is inching forward, the stock market is climbing and the nation's money supply is expanding. Now all it takes is for consumers to spend money.

## Tax return bell tolls next week

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the provider's name and address.

• Organize your return. Your tax return should be submitted in a certain order. Form 1040 should always be on top, followed by Schedules A, B, C, D, E, F, G, R, S, and W in alphabetical order. Numerical forms should follow next in numerical order. Behind those comes any other statements or other unofficial documents you submit.

• Check your math. Check your return and schedule to make sure there are no errors in your math. If possible, have someone else go over your arithmetic. If you do need to change a figure, determine if this change affects figures elsewhere on your return.

To cut down on math errors, the

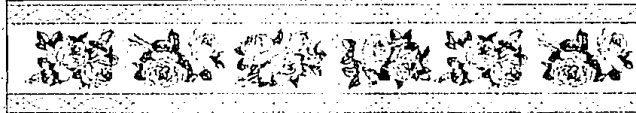
IRS allows you to round off figures to the nearest dollar. Remember that if you choose to do so, you must be consistent and round off all entries on your return and schedules.

• Sign your return. Even the smallest mistakes, such as forgetting that both you and your spouse must sign a joint tax return, can have serious consequences. The IRS may treat unsigned returns as if they had never been filed. As a result, you could be penalized 5 percent of the net tax due for each month the return is late, with a maximum penalty of 25 percent.

Be aware that if you paid someone to prepare your return, that person must sign as the preparer and furnish you with a copy. But remember

you are responsible for the accuracy of every line of your return even if you pay to have your return completed. If you owe tax, be sure your check is signed and made out for the correct amount.

• File for an extension. If you are simply unprepared to file a carefully prepared and documented tax return, the worst mistake you can make is failing to file for an extension. You can request a filing extension by submitting Form 4868 by April 15. The one-page form requires you to estimate your tax liability for 1990 and pay any tax due. By submitting this form, you can push the filing deadline to Aug. 15, thus gaining an additional four months to prepare and file your tax return.



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## Ohanian-isms

**ON PERSONAL STYLE**  
My style is quality furniture is very expensive. If you use quality pieces, good design is a must. One should buy a few pieces and one should buy the best they can afford.

**ON CLIENTS & BUDGETS**  
People are expected today, they're really well educated. I never tell clients I help. I assist. The clients need both of us. I do not think it is expensive to use an interior designer, because it may prevent you from making a costly mistake. You don't have to use too many pieces, but a few quality pieces, then color the walls to create an ambience.

**ON EXPERIENCE**  
You dress yourself everyday. You learn what's becoming for you. You don't decorate your house every day. You do it three times in your lifetime. So how can you learn from your mistakes? A designer does it everyday. We are trained by the interior designers. We know about perception, we know about color, we know about function. Most importantly, we know about sources.

**ON MICHIGAN DESIGN CENTER AS A SOURCE**  
Sometimes pictures don't do justice to pieces of furniture. When I bring my clients to Michigan Design Center, they can sit in the chair, they can see it personally. They get as excited about their interiors when they see those beautiful pieces of furniture at the Michigan Design Center as I do. And there are always new pieces coming in. Now

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Cynthia Ohanian, ASID  
Interior Designer

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