

Everyone is looking at 2-stroke engines — again

Say you figure there's a good move to be made about the auto business. First, you need a good guy, who has new invention that will turn big, stodgy old Detroit on its ear. Then you have him struggling to make it, with lots of dirty tricks, in-fighting, phone taps, etc., from the big corporations (stomach) in his way. (Who would believe phone taps?) So far, you have one version of the story of Orbital Engine Co., an Australian company founded by entrepreneur Ralph Sarich that developed a new version of a two-stroke engine presumably usable as a car engine. Two-stroke engines work like your chain saw, firing every revolution, twice as often as most car engines. Theoretically, these

are lighter, hence more space- and fuel-efficient.

IN FACT, this is the second time Orbital founder Sarich has attempted to develop a radical new auto engine. The original effort was in the mid-1970s, in the heat of the energy crisis, with a radical but short-lived design that never saw production — and somehow metamorphosed into a small fortune in Australian real-estate for Sarich.

The new Orbital claim is that it has licked the main problem with two-strokes — their nasty tendency to produce more smoke than a Florida fruit orchard in a bad freeze, and an equally obnoxious tendency to waste fuel. In fact, GM, Ford plus



auto talk Dan McCosh

several outboard manufacturers have been interested enough to license Orbital technology, while Chrysler Corp. went off on its own to develop a two-stroke it thinks is even better.

So far, it's the stuff of automotive dreams. In fact, 15 years ago, you would no doubt be driving an Orbital-powered vehicle already. The drawback to such quick entrepreneur-

ial success today is that U.S. government regulations have made it almost impossible for a free-lance engine company to get into business. The main problem is that under new emissions regulations, a new engine today must carry a 100,000-mile warranty — about 10 years of average use. That's an up-front liability that's almost impossible to overcome without the active partici-

Even more interesting is the fact that Michigan's state pension fund now owns 1.5 million shares of Orbital stock — an investment of about \$3 million. So far, the new plant is empty of tooling.

THREE NEW twists to the plot emerged last week in stories published in several auto trade publications. Automotive News reported that Orbital has been quietly lobbying the U.S. Congress to raise corporate fuel economy requirements. The thing goes that this would benefit Orbital's fuel-efficient engine. Not likely, since the engine isn't all that fuel-efficient anyway, but the pressure also could lead to an emissions exemption, which would make the engine more viable.

According to Automotive Industries, in a separate story, the state investment is paying for a grand total of 20 employees in Michigan, plus 300 or so in Australia who are working on the engine — feverishly, presumably, since Chrysler recently announced a new deal with Mercury Marine to explore joint production of its own two-stroke engine design. Orbital execs still are promising a startup for 1993. That's when we get to see how this all comes out.

Hold down a spending until wife returns to work

Continued from back page

cash flow can support these purchases. But home appliances and furniture often seem to wear out or break just about the time you need them to be replaced. If they need to be replaced, you should consider buying second hand as an interim solution.

Although buying a house can be costly, home ownership can provide significant satisfaction.

coverage on both Mike and Carol. If something should happen to either of them, it would be a significant financial setback for the family. Their biggest asset is their future earnings potential, which obviously is best on people at their ages and especially important for the Doovans because of their son. A will provides specific instructions as to the distribution of assets upon death as well as providing for the naming of guardians in the event both parents die. Most of their assets are jointly held, which will result in the surviving spouse immediately becoming the owner of the property. But under Michigan law, any assets that are held by one person alone will not automatically go 100 percent to a spouse.

Mike and Carol should provide for the naming of guardians and successor guardians in the event that they should both die prior to their son. Without a specific designation, the probate court will determine who the guardians should be.

One significant financial weakness we note is inadequate life insurance

currently have two small savings programs. Mike is putting \$50 per month into the company 401(k) plan for retirement and \$50 per month into an employee stock purchase plan for future education costs. We encourage this savings habit at a modest level. When Carol returns to work, they should work hard to save 10 percent of their incomes for their longer term goals.

While their reduced income due to Carol's leave of absence and significant anticipated short-term expenditures put some pressure on their financial stability, Mike and Carol have some good financial strengths. An adequate emergency reserve, little consumer debt, a regular automatic savings plan and Carol's working at improving her job skills while at home will help provide a good financial basis upon which to build for a comfortable future.

Don Boyce, a certified financial planner at the Center for Financial Planning in Southfield, has been recognized by Money magazine as one of the top financial planners in the nation. Alan Ferrara is a partner in the Farmington Hills law firm of Couzens, Lansky, Feak, Ellis, Roeter & Lazar. Both serve on the board of directors for the Southeast Michigan Chapter of the International Association for Financial Planning.

business people

Auto Club Life employees Steve Washington, Cornell Kimbrough and Finance Dexter have moved into offices at the AAA Michigan/White-Wilcox General Agency, 29688 Telegraph Road in Southfield.

Bill Kirkhuff, general manager at the Radisson Plaza Hotel at Town Center in Southfield announces the promotion of Denise L. Hofst to account executive in the sales department.

Garry Nielsen, executive vice president, director of creative services for The Berline Group in Birmingham was selected as a judge for the Clio Awards competition, elected to the board of directors of the Detroit Creative Director's Council and selected as a charter member of the Detroit Radio Advertising Group's creative board.

Joseph Banyal, current president of the South Oakland County Board of Realtors and Associate Industrial Broker with Signature Associates in Southfield, was awarded the CCIM designation.

Arthur W. Emerson participated in the 1991 Executive Producer Council sponsored by Crum & Forster Commercial Insurance. The owner and president of Emerson-Frew Insurance Agency at 30600 Telegraph Road in Birmingham, he represented the CPCL Detroit region Custom Agents at the council meeting.

Creative House Advertising Inc. in Farmington Hills appointed Deborah S. Smith as the new keyliner/presentation artist for the agency.

Cynthia Henry of Southfield was appointed to business development officer, Custom Banking at Comerica Inc.

Parker, Wittus and Company in Southfield announces the following promotions to manager: David Trella, Karen Giles, Karen Ayoob and Jon Rothenberg.

James E. Labadie was promoted to senior account executive at Marx Layne & Co., a full-service marketing and public relations firm in Farmington Hills.

Allan R. Verner of Troy was promoted by BBDO-Detroit, a division of the BBDO Worldwide Network, to senior vice president, management supervisor. BBDO-Detroit is a Southfield-based advertising agency.

Peter Wojtowicz has joined McNabbay & Associates Inc. in Bloomfield Hills, an affiliate of New America Network.

Frank Socorski was promoted to regional sales director by Ziebart Corp. in Troy.

S. Lawrence Siela has become of counsel to the firm of Finkel, Whitefield & Selk, P.C. of Farmington Hills.

Franklin J. Elias of Franklin J. Elias and Associates in Southfield, health care cost consultant, was awarded one of the National Association of Health Underwriters Consultants top designations, that of Registered Employee Benefits Consultant.

Janice Thelsen was appointed tax manager for Nemes Allen & Company, a certified public accounting firm in Birmingham.

USMaintenance Corp. of Southfield announces the promotion of Michael J. Maich to president and chief executive officer.

Sam Loerichlo was promoted to account executive at Casey Communications Management Inc., one of the Midwest's largest public relations firms.

David Willeke was named senior staff accountant by Nemes Allen & Company, a certified public accounting firm in Birmingham.

Auto Club Life employee Martin Udricks has moved into offices at the AAA Michigan/Bach-Burrill-McPherson-Rehm General Agency, 23603 Farmington Road, Farmington.

James D. Andrews of Bloomfield Hills was named research and development manager at Surtran Division of Robert Bosch Corp., Madison Heights.

Edward Nowak was named to vice president, quality assurance position by Anthony Fieck was named vice president — strategic planning, automotive market at Bosch Automotive Group, Farmington Hills.

Robert L. Mays Sr. has joined Douglas L. Lomason Company, Farmington Hills, as division manager of its Atlas, Centennial and Kansas City Service Center truck body operations.

James D. Andrews of Bloomfield Hills was named research and development manager at Surtran Division of Robert Bosch Corp., Madison Heights.

Lee Mandezzi, Steven Jacobs, Stefan Petryk and Hideohiro Taagawa were promoted to the position of director of sales at Robert Bosch Corp.'s Automotive Group, Farmington Hills.

marketplace

Riverfront Towers Apartments in Detroit named Michael Flora & Associates of Troy as its advertising agency.

Sheila Sloan, president of Sheila Sloan Public Relations Inc. in Southfield received three awards at the Women In Communications — Great Lakes Regional Conference. This was the second consecutive year Sloan has earned recognition for her agency's work on special events.

new firm name which now includes the names of firm principals Edward Haroutianian and Allen Sobel. He also announced that Mark Wilson, specializing in real estate transactions and Environmental Law, has become a principal in the firm and that Austin Hirschhorn, specializing in bankruptcy and creditors' rights, had become affiliated with the firm as of counsel.

Lindsay & Co. of Birmingham was hired as marketing consultant for Child & Parent Services Inc. of Birmingham.

Twenty-five years of growth and expansion has resulted in a management restructuring of the Southfield law firm of Rubenstein, Isaacs, Haroutianian and Sobel. Erwin Rubenstein, president, announced the

Vic Olesen & Partners of Bloomfield Hills announced the addition of A.A. Janson Inc. to its agency of record roster.

datebook

• MORE NETWORKING
Thursday, June 20 — Leads Club meets in Southfield. Information: Jo Anne Kusudo, 641-2756.

• COMPUTER GRAPHICS
Saturday, June 22 — Free computer graphics and multi-media open house 10 a.m. to 2 p.m. in Bloomfield Hills. Information: 647-3333. Sponsors: Hovings Business Systems, VuCom Graphicsystems, Presidential Training & Support, INTREPID Freelance Network, The Training Depot.

at each show. Information: call 855-2288.

• WOMEN BUSINESS OWNERS
Thursday, June 20 — Greater Detroit Chapter of National Association of Women Business Owners hold annual meeting beginning at 6:30 p.m. in Southfield. Non-member fee: \$30. Information: Martha Kummer, 851-8270.

• GROUP FACILITATOR
Tuesday, June 25 — "Developing Group Facilitator Skills" 9 a.m. to 4:30 p.m. in Southfield. Non-member fee: \$225. Information: Lila Kallela, 353-4500. Sponsor: American Society of Employers.

• NETWORKING
Thursday, June 27 — Leads Club meets in Southfield. Information: Jo Anne Kusudo, 641-2756.

• COMPUTER GRAPHICS
Thursday, June 20 — Free computer graphics and multi-media open house 4-8 p.m. in Bloomfield Hills. Information: 647-3333. Sponsor: Hovings Business Systems, VuCom Graphicsystems, Presidential Training & Support, INTREPID Freelance Network, The Training Depot.

• FOR BUSINESS
Wednesday, June 28 — "Writing a Business Plan" seminar for women who own or are considering starting a business 6-9 p.m. in Southfield. Fee: \$40. Information: Chinyere Neale, 395-5174. Sponsor: Services Marketing Specialists.

• WOMEN'S NETWORK
Thursday, June 27 — Strive, a networking and support group for women in business, meets at 8:30 p.m. in Troy. Visitors: free. Information: Joan Sheridan, 391-0058.

• COMPUTER GRAPHICS
Friday, June 21 — Free computer graphics and multi-media open house 10 a.m. to 2 p.m. in Bloomfield Hills. Information: 647-3333. Sponsors: Hovings Business Systems, VuCom Graphicsystems, Presidential Training & Support, INTREPID Freelance Network, The Training Depot.

• STAY IN THE SWING
Wednesday-Thursday, June 26-27 — The Michigan Association of Certified Public Accountants will present its annual management information show, "Stay in the Swing," daily from 7:30 a.m. to 6:30 p.m. at Roma's of Bloomfield in Bloomfield Hills. Displays of products and services by more than 60 exhibitors. Cost: \$60 in advance, \$65 at door, includes workshops, exhibits, lunch and prize drawings. Participants may earn eight hours of CPE credit

• BEGINNING LOTUS
Mondays-Wednesdays, July 1-18 — "Introduction to Lotus 1-2-3: Spreadsheets for Home and Business" 7-9 p.m. in Bloomfield Hills. Fee: \$45. Information: 645-3635. Sponsor: Cranbrook Schools.

• TRAINING IN COMMUNICATION
Saturday, June 22 — International Training in Communication meets 9:30 a.m. to 2:30 p.m. in Detroit. Fee: \$11. Information: 563-0361.

• WORDPERFECT 5.1
Tuesdays and Thursdays, July 9-18 — "WordPerfect 5.1" 7-9 p.m. in Bloomfield Hills. Fee: \$85. Information: 645-3635. Sponsor: Cranbrook Schools.

• dBASE III PLUS
Tuesdays and Thursdays, July 9-18 — "Introduction to dBase III Plus" 7-9 p.m. in Bloomfield Hills. Fee: \$85. Information: 645-3635. Sponsor: Cranbrook Schools.

• ACCOUNTING ASSISTANT
Tuesday, July 9 — Free information about accounting assistant program 6:30-7:30 p.m. near Rochester. Information: 370-3120. Sponsor: Oakland University.

If you're going to call yourself community newspapers,

Best Birdhouse Builders Contest

"Heart of the Hills" 10K Run & 2 Mile Walk

Oakland County Parks

Food Bank of Oakland County

HOLIDAY GIFT DRIVE

MARRIOTT SOCCER CLASSIC

MOTHERS AGAINST DRUNK DRIVING Red Ribbon Campaign

RECYCLING IS GOOD NEWS

FAMILY FITNESS DAY

You need to care about your communities

WE DO. Our main goal is to bring you good, solid, local news that you won't find anywhere else. We do that twice each week in 12 newspapers.

But throughout the year we also sponsor and promote a variety of events that benefit our communities. Events like the Marriott Soccer Classic, 10K Runs, and educational seminars. We care about people of all ages and show it with support of such organizations as Oakland County's Food Bank, the Holiday Gift Drive, and Project Graduation. Youngsters in a number of schools will enter the third annual birdhouse building contest and we've taken an active role in the promotion of recycling in our communities.

No, we don't swoop into our communities with a story breaks, turn on the bright lights and focus on the situation for a few minutes and then disappear. We're here everyday, day in and day out.

And we're happy about it. We hope you are, too.

THE
Observer & Eccentric
NEWSPAPERS
We Live Where You Live

Birmingham Eccentric, Canton Observer, Farmington Observer, Garden City Observer, Livonia Observer, Plymouth Observer, Redford Observer, Rochester Eccentric, Southfield Eccentric, Troy Eccentric, West Bloomfield Eccentric, Westland Observer