

# We'll never have the skills to be a race car driver

I was sliding sideways, well, not exactly sideways, maybe about 30 degrees or so off center, at about 70 mph toward the Arch of Doom, when I started to contemplate just where this ability to drive at speed comes from.

The Arch of Doom is a nickname for what has to be the widest obstacle ever put on a race course — Three Rivers, Quebec, to be more exact, a so-called street course created by walling off the downtown streets, sort of like they do in Detroit, but in Three Rivers they never leave them down. Three Rivers is a pretty small town.

THE ARCH of Doom is some kind of turn that exits onto the back of the turn that exits onto the back

straight. It's a stone arch, and the course runs between its stone legs. "You can't get through it sideways," said John Heinricy, Corvette's chief development engineer, and more than a passable race driver.

This was why Heinricy chose the 30-degree angle, which looked good to him, but had to be in the passenger's seat, since it left me staring out the side window at the right-hand leg of the arch, which was approaching at an unconscionably high rate of speed.

I'VE HAD several chances to ride with race drivers of Heinricy's caliber, and it always is a little weird, even without the Arch of Doom on



auto talk  
**Dan McCosh**

the race track. Dan Gurney, for example, has a tendency to giggle, like a little kid, or maybe Frankenstein's assistant, as he carves out paths of rubber that you would have sworn would have terminated at the outside of the curve, only shortly before you did. Gurney is one of those super-athletes that retains a boyish sense of glee while he pursues his craft, which he does very well.

I ONCE watched Carroll Shelby's GLI Omni pass me at the Chrysler Proving grounds in a position that gave me a good view of the underside of the car — having left the track airborne en route to the next hill. Shelby grins but doesn't giggle. Bob Bonard, the archetypal race driving instructor, manages to make it look too easy, particularly since he starts his classes with a

high-speed tour of the track in a loaded nine-passenger van, which only emphasizes that it is the driver, not the car, that achieves these speeds.

IN FACT, a ride with any of these top-level drivers only underscores the fact that while high-speed driving can be studied, and even taught, the world inhabited by the true practitioners of the craft — the pilots of Indy cars, Formula One, and the like — is closed off to drivers like you and me.

Granted, you can train to enter each corner a bit faster, brake a bit later, until the reflexes get a little more honed. But the great ones almost seem to have created a new

kind of physics by virtue of their perceptions and reflexes. It is a dance on stage, which is what there is to be appreciated at a major race.

MY OWN bouts with high-speed driving have provided the sobering experience of just how narrow the line of traction is that keeps a car on the road. At racing speeds, it leaves zero chance for error or chance. At lesser speeds, the path of control is broadened.

But it is, after all a path with limits, and it does take too much of a change in surface, or an unforeseen obstacle, for it to become very narrow indeed.

Something to think about as you slide sideways toward the Arch of Doom.

## business people

Kelly Temporary Services, a division of Kelly Services Inc., has named Bebe of Bloomfield Hills account representative of national accounts at the company's headquarters in Troy.

Denise Bateman has joined Hermonoff & Associates in Farmington Hills as an account executive. In her new position, she is responsible for several of the firm's medical and commercial development accounts.

Peggy Ann Krallik of Rochester Hills, owner of Appraisal One Inc., earned RM membership in the American Institute of Real Estate Appraisers. The RM designation signifies that the person is an experienced appraiser who has completed course study and passed extensive written tests.

Avia Ford of Southfield and its president Walter Douglas have received the 1990 Quality Care Chairman's Award, the highest honor an auto dealer can attain from Ford Motor Co.

Dennis Doyle has been named director of Public Relations in Farmington Hills. He is responsible for all sales and promotional efforts for the hotel, including new business development.

Dr. N. David Zukkoor of West Bloomfield joined the medical staff of Catherine McAuley Health System, Ann Arbor. He is a specialist in internal medicine at the Plymouth Urgent Care in the Arbor Health Building in Plymouth.

Sandra Olson of Farmington was appointed president of Alpha Title Agency Inc., Livonia, a recently formed title insurance company serving the Metro Detroit tri-county area.

John D. Pohl of Bloomfield Hills was named vice president, account supervisor on the Chevrolet area marketing account at Linfax: Campbell-Ewald.

Don Jenkins has joined Allied-Signal Automotive Sector in Southfield as vice president of Total Quality Management.

Andrew Patman was promoted from senior account executive to director of Public Relations in the Public Relations Division at MARS Advertising in Southfield. Jim Pawlik was promoted to senior account executive in the Brand Marketing Division from an account executive position at MARS Advertising.

Rebecca J. Christian was appointed senior vice president and member of Franklin Savings Bank management committee.

Kathryn Bloodin and Kathleen Griem have joined Ross Roy Group in Bloomfield Hills as account administrators. Bloodin will work with the MCI account and Griem will work with the Chrysler Interactive Videodisc account.

April J. Dents, Douglas G. Schulz, Laszlo C. Nagy and Thomas G. Hamilton have joined Ross Roy in Bloomfield Hills.

The Budd Company announced

that James Roth, president of the Stamping & Frame Division, is retiring after 32 years and that Robert Siefert has been named to succeed him. Siefert, as president of the Stamping and Frame Division, will operate out of the division's headquarters in Rochester.

M. Allen Mateo Jr. was named vice president of Planning and Development for Solvay Automotive Inc. in Troy. As vice president he will oversee the formulation of business strategies related to future product development and capital investment for the Troy-based company.

David R. Rooney of Farmington Hills was appointed manager of Corporate Advertising, Chrysler Corp. He will be responsible for the implementation of all corporate advertising programs, including strategic development, creative execution and media placement.

Peter Dow has joined The Troy-based real estate firm Manhattan Company as an industrial/high-tech real estate specialist.

## Municipal cash safe, state bankers say

Continued from back page

HERE IS WHAT the laws currently require, according to the FIB's Brown:

• The federal government insures deposits up to \$100,000, though that is little assurance to most governmental units.

• State law requires that state deposits be secured by a bank's pledge of high quality securities — usually federal or other government bonds. Public financiers call that "collateralization."

• There is no such requirement for deposits of political subdivisions — universities, municipalities, townships, school districts. If a bank fails, a local unit could lose deposits in excess of \$100,000.

• The state constitution restricts any unit's deposits to 50 percent of the net worth of the financial institution, and only in Michigan financial institutions.

• The treasurer of each political subdivision has a duty of assessing financial institutions prior to making deposits.

BROWN AND the financial people agreed there was a down side to "collateralization" as well as a protection of deposits, as required by 36 states.

Pledging securities limits a bank's liquidity, reduces its earnings and could restrict its ability to serve the community's credit needs.

Pledging also would reduce the city's earnings on deposits. And in the event of bank failure, other depositors could incur greater losses if city depositors had to be paid off first with higher quality securities.

"There still is a risk. You can't eliminate it," said Brown.

Asked by Rep. Gary Randall, R-Elwell, what evidence there is that pledging reduces earnings and lending ability, Brown replied, "We have no data at all."

Heikkinen said treasurers aggressively seek out the highest interest rates for deposits. "There is competitive bidding. You give up on the safety side to get on the yield side," the banking official said.

## datebook

• **REAL ESTATE MARKETING**  
Tuesdays, July 9 — Eight-part real estate marketing lecture series begins 11:45 a.m. to 2 p.m. in Birmingham. Information: Jim Golden, 433-3300. Sponsor: Shore Mortgage.

• **WORDPERFECT 5.1**  
Tuesdays and Thursdays, July 9-18 — "WordPerfect 5.1" 7-9 p.m. in Bloomfield Hills. Fee: \$45. 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.

• **WOMEN IN LEASING**  
Wednesday, July 10 — Women in Equipment Leasing meets at 6:30

p.m. at The Community House in Birmingham. Fee (including dinner): \$20. Information: Carol Slep, 464-0100.

• **PC LITERACY**  
Thursday, July 11 — Seminar on PC Literacy sponsored by American Society of Employers, speaker Robert Battaglia of We Teach, 9 a.m.-5 p.m., society offices, 23815 Northwestern, Southfield. Information: 353-4500. Fees: \$195 for members, \$225 for non-members.

• **CAREER WOMEN**  
Thursday, July 11 — National Association of Career Women — Metro Detroit Chapter — will meet at 11:30 a.m. at the Steak & Ale Restaurant in Farmington Hills. Fee: \$15. Information: 626-0752.

• **SUPERVISION SEMINAR**  
Thursdays, July 11, 18, 15 — Seminar on Principles and Practices of Supervision, 9 a.m. to 4 p.m., sponsored by American Society of Employers, speaker Richard Warner of ASE, society offices, 23815 Northwestern, Southfield. Information: 353-4500. Fees: \$195 members, \$225 non-members.

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• **YOUR NEXT JOB**  
Saturday, July 13 — "Outplaced, Displaced, Replaced, Fired, or Burned Out" 8:30 a.m. to 5 p.m. at the Drury Inn in Troy. Fee (including lunch): \$95. Information: Ray Grabel, 649-4396. Sponsor: Job Hunt USA.

• **EMPLOYEE INVOLVEMENT**  
Tuesday, July 16 — Seminar on Developing and Implementing Employee Involvement Programs, sponsored by American Society of Employers, speaker Robert Shook of Ford Motor Co., 9 a.m. to 4:30 p.m., society offices, 23815 Northwestern, Southfield. Information: 353-4500. Fees: \$195 members, \$225 non-members.

• **LOTUS INTRODUCTION**  
Tuesday, July 16 — Seminar on Introduction to Lotus 1-2-3, sponsored by American Society of Employers, speaker Robert Battaglia of We Teach, 9 a.m. to 5 p.m., society offices, 23815 Northwestern, Southfield. Information: 353-4500. Fees: \$195 members, \$225 non-members.

## marketplace

The Insurance House of Redford and D.J. McCuskey Inc. of Farmington Hills have each earned the top distinction of sales leader with Meridian Insurance, an honor awarded to agencies that meet high levels of sales performance for Meridian's property casualty products.

A Building Support System Honor Award winner in the American Consulting Engineer Excellence Competition, SWS Engineering Inc. of Birmingham applied innovative applications of engineering principles to restore the 1870 Michigan State Capitol without detracting from its original appearance.

Ethnic Publishers Association of Troy has been formed as a joint sales division of the Arab-American News, The Italian Tribune, The German N.A. Wochen-Post and the Polish World.

Gray & Kilgore Inc. of Troy had one national winner and four national finalists in the Silver Microphone Awards.

Ludwig and Karas Inc. of Farmington Hills, announces the addition to its staff of the M.E. Arden Co., a commercial development, management and investment company established in 1930.

Boble Machine Tools Inc., Farmington Hills, and Voest-Alpine Seinel Machine Tools GmbH, Linz,

Austria, announce the formation of a marketing partnership.

Tom Latra, president of Visual Communications Inc., in Farmington Hills has announced the expansion of the firm's capabilities, allowing VCI to become a full-service marketing/communications agency.

Discovery Learning Centers is scheduled to open workplace child care centers this spring at two major area developments and two more this summer in the Detroit Metro Area. A Discovery Learning Center opened at De Mattia's Metro West Industrial Park, Plymouth. Kids at Work center opened at 4000 Prudential Town Center, Southfield.

Second place in the Designer Manufacturer Partnership Category was a tie between designers from Your Jewelers Bench, Farmington Hills, and Metal Studio, Birmingham.

Avon Plastic Products Inc. has leased and will take occupancy of an industrial building at 2000 Technology Drive, Rochester Hills Executive Park.

Jered Brown Brothers Inc. of Troy was named a 1990 Top Ten Supplier by Newport News Shipbuilding. Jered Brown Brothers was selected from among the shipyard's more than 3,500 active suppliers nationwide for the annual award.

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