Lighting

from NEXT PAGE

"Let's just say I'm chairman of the board and everyone here sort of caters to me." he added with a

Doper, the eldest sibling, didn't exactly jump into the family busi-ness after Nathan died at age 42 in

1930.

Harry Myers, brought in from New Hampshire as credit manager during the Depression, headed the operation while Doner graduated from the University of Michigan and served as a courier in the diplomatic corps and a hitch in the U.S. Navy.

Navy.
"The diplomatic corps sounds in-teresting and it's all right as long as you're in Budapest, but when it's a small town in Russia, even on the Volga River, it loses it allure."

Duner said.

He worked at Michigan Chandelier for six years between atlantin the diplomatic corps and Navy, and again when discharged in 1947. He replaced Myers as president in 1951 and continued in that role until

Berne took charge in 1983.

Business grew tremendously in the late 1940s through the '50s with sourt in school construction out on hold by the Depression, then World War II.

"This was my life. It's much more interesting than sitting home and looking out the window. It really is.

> Milton Doner chairman

building and Catholic Church structures." Doner said. "They did the same huilding over and over we had a lead with them. If you or der from us, we'll put the fixtures in storage until you need them. The Catholic Dioceae huilt tremendous ly during that time."

Doner established a retail show room in the Bloomfeld Plaza in 1959 long before the residential building boom started in the northern and western subsirbs. The retail outlet with some 1,500 fixtures and three demonstration lighting rooms

three demonstration lighting rooms is still there today.

"Our husiness is mostly residen tial," Berne said, "Overall, business is about 60 percent wholessie (to contractors) and 40 percent retail.

"We sell everything an electrician would need — wires, switches, pan-els, in most houses, that works out to two or three times the cost of light fixtures."

Berne arrives

Berne arrives

Berne took a circuitous route to Michigan Chandeller.

The Cleveland native carned degrees from the University of Michigan and Columbia University and worked: in the oil industry for 10 years. The family finally tired of a nomadic lifestyle with moves every couple of years.

"I wanted to get to a place and settle down," Berne said, "Milton gave me the apportunity to come here. My wife's family was here, it was good to get thek to the place where we have family and friends."

Berne worked sales for 10 years cleaning the lighting business from the bottom up before becoming president.

"I had the opportunity to work and be successful for 10 years at Standard Oil. I knew what I could do. It's not a matter of being cod-

dled. I'd been able to make my own

way."

Doner said he probably would

way."

Doner said he probably would have sold the business 10 years ago if Brine didn't agree to kace charge. "No one else in the family had the shillity to do it." Doner said.

'I think it can stay in the family," Berne said. "I think it needs to continue to grow. Milt and I have discussed new stores."

Berne declined to claborate other than to say that he has no interest in expanding outside of an area he can't personally visit on a regular had been supported by the said. "None of Doner's children — Jiit, Jacqueline or Richard.— wanted to get into the business permanently. It's too early to tell whether any of his children or, in-laws will want to cilmh aband, Berne said while conceding the possibility. "Regardless, all employees make the company what it is, Doner said, We have a lot of poople who work hard. We have very good and special. It's a very fine organization."

'We're a family justiness in a legal sense but also in a psychological.

gal sense but also in a psychological sense where the boss knows every employee by name, knows the spouses," Berne said. "I don't want to get so big so we lose that feeling.

GM's Jack Smith ready for hardball



The abrupt relocation of the pres-ident's office from GM's corporate headquarters building out to the Tech Center in the suburbs closely paralleled the moves Smith made when he first took over in Europe, when he moved his staff from Ger-many to Switzerland, allegedly to save a few bucks; but mainly to shake things up.

Now comes the next part, where, he gathers a new team together, mainly a new generation of baby-boomers only marginally connected with the old quard. Olds heed Mike Losh, formerly "youngest. GM vice-president," now is the youngest group executive of North American Sales and marketing — actually, not too difficult, since the job didn't exist before.

If Smith continues on this roll, he will next gather the new court and commence to play hardball, say in about a week — shopping for more outside suppliers at the expense of GM divisions, make some tough product consolidation decisions, and conduct, some painful staff reductions, and plant closings. At least that's what he did in Europe. Of course, if it was that easy, anybody could have done it.

But GM of North America inn t Europe, Aside from the notable lack of sidewalk cafes in Warren, the U.S. market is far more competitive,

mainly due to the presence of the Japanese, Also, Smith Inherits a vastly different set of problems. The main one is the extensive investment in new plents and equipment, currently running at a fraction of capacity. It is one of the oddities of the suto business that unused auto plants have less resalvable than an old Boblo boat. The only way to make money is to make cars and sell them—a far cry from the fast-shuffling wheeling and dealing that dominates most U.S. corporate activity today.

corporate activity today.

The shakeup aiready under way at OM aiready is the most profound in recent memory. The bloated two-size car groups aiready are history. What replaces them is still unclear, but the logical progression would be a far leaner overall North American management group, and division-controlled card development groups. Whether this means less central engineering control or more — let alone how the rationalization of the alone how the rationalization of the groups will be achieved — remains to be seen.

Aiready, a few things seem minor

to be seen.

Already, a few things seem minor but significant. Smith included Mexico in the overall North American organization plan, in advance of the formation of a new North American trade pact, but anticipating it a epproval. Also noteworthy: The new palace guard seems heavily weighted with accounting types, light on hard-core car guys. Hopefully this doesn't signife some revenje of the bean-counters but an acknowledgement that car development belongs in the hands of the divisions.

The rest is up for grabs. Who will emerge as the new product guru?
Will the board move in even closer?
Why is everybody at GM .amed
Smith?

he could go after an easy job,

Investment

from NEXT PAGE

said. "The evidence shows we're : looking up.

"It (Guardian's investment) means financial stability. That was the most important thing. The company (OIS) needed that, OIS was out of funds."

And the \$10.3 million subco tract over three years means a lot, too, Wilson added.

"Fundamentally, we believe it recognites OIS 'technical nibility. That wouldn't come up unless there was a level of confidence." Rex Tapp, OIS president since November, continues an director of technical development for Guardi-

an.
"Our goal is to bring OIS into a manufacturing position as the supplier of flat panel display in U.S. in-

dustry," he said.

"What we've got to do is take the "What we've got to do is take the technology we possess today to manufacturing and respond to the marketplace. Believe we have what it takes. We've got to get around to doing it."

Tapp described potential for husiness as "terrifice" since OIS recently extricated itself from a limiting supply situation.

"It certainly is our goal to be de-livering displays late this year or-early next in reasonable quanti-tics," Tapp said.

"I'd been looking at OIS for over two years, three years. What we saw was a truly outstanding kernel of technology. I felt if we could remove limitations, the company would stand a good chance of thriving.

BUSINESS PEOPLE

Lee Mornitis has been appointed tice president and corporate direc-tor of Operations of Southfield-hased Shield's Restauranht Bar and Pizzeria.

Brian J. Simmons has joined the SOuthfield law firm Maddin Hauser Wartell Roth Heller and Pesses as an associate. Simmons will concentrate on employee bene-

AMERICAN # LUNG

fit, taxation and corporate law.

In recognition of his numerous contributions to improving the small business climate in Michigan, Joseph P. Galasso, Jr. has been selected Accountant Advocate of the Year by the U.S. Small Busi-

Kelly Temporary Services, a divi-

Do it for someone

you love...

Stop smoking

sion of Kelly Services, the netion's largest staffing support company, has named Michael J. LaLondo senior director of finance for its Metro Markets Division, based in

Andersen Consulting in Detroit as a new sules manager for Foun Software products; Tom

American Red Cross

Butcher and Les Winograd as managers in the integration and technology group; and Jef Fite as a manager in the products group. Burned By Your Broker? Recover Your Losses.

(517) 753-8770 Not A Law Office



ACCESSORIES DISKS 1140-(313) 427-0102

1700



vanced Productivity Exposition May 12-14, 1992 • Cobo Center

Thurs , May I

393-4481

The Midwest's Largest Annual Manufacturing Show





AMTDA

(Bring this ad in for \$5 off show admission.)4



