

SUBURBAN BUSINESS LEADERS

To submit materials to this column, please send a brief biographical summary along with a black-and-white photo, if possible, to: Business Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150.

Due to the growth of the company's multi-product client roster, Donnie Zinchook has joined the Southfield office of CME-KHBB Advertising in the newly created position of senior vice president, management representative for the agency's multi-product department.

Kemp, Klein, Umphrey & Endelman, P.C., Troy has announced that Albert T. Nelson, Jr. has joined the firm as a member of the board of directors. Mark W. Rheume has become a member of the board of directors. Cynthia E. Brazzil and Kenneth W. Kingma have become shareholders, and Kristina Pollmer Mellin has joined the firm as an associate.

Nelson has considerable litigation experience in the area of workers' compensation, and has handled cases relating to personal injury, commercial, employment and general civil matters.

Rheume specializes in the areas of federal and state taxation, ERISA, corporate business planning, deferred compensation, and estate planning. He has considerable experience in handling both large and small case federal and state audits and is often involved in the IRS Appeals process on behalf of clients.

Brazzil practices in the general corporate area of law, with a particular emphasis in business planning. She has developed an expertise in serving the special needs of individuals in family-owned firms.

Kingma specializes in the areas of estate planning, business planning and post-death estate and trust administration and taxation. Kingma frequently conducts seminars and workshops regarding estate and business planning techniques, changes in federal and state tax laws, and a myriad of related issues.

Mellin will concentrate her practice in estate planning and general business law.

The Michigan Chapter of the American College of Health Care Administrators (ACHCA) recently elected the following 1993 executive officers:

■ President Marsha Ackerman, FACHCA of Avondale Convalescent Home in Rochester Hills.

■ President-elect Lindsay Mlynarek, FACHCA of Botaford Continuing Care in Farmington Hills.

■ Secretary Jaclyn Milroy of Cambridge South Care Center in Birmingham.

■ Treasurer Sally Schaden, CNHA FACHCA of Cambridge West Care Center in Redford.

Also, at its 19th annual convention held at the Northfield Hilton, Michael Richards of CHA, FACHCA of Mercy Pavilion, became the immediate past president.

Michael J. Greve of Rochester Hills has earned membership in Lutheran Brotherhood's 1992 President's Club.

President's Club is one of Lutheran Brotherhood's most prestigious sales honors. Representatives qualify for membership based on the sale of insurance and investment products to Lutherans. Lutheran Brotherhood and its subsidiaries offer life and health insurance, annuities and mutual funds.

Thomas L. Rose, former president of Rose Consultants Group of Beaverton, Ore., has been named research director at Market Opinion Research (M.O.R.).

Rose is responsible for managing client accounts and research projects and developing new business and research designs, according to Peter J. Haas, senior vice president at M.O.R.

Bernice LeMaitre of Farmington Hills has returned from the recent annual sales meeting of House of Lloyd, Inc., a national home party plan firm headquartered in Grandview, Mo.

As a district manager, she interviews, hires, and helps train area sales supervisors for House of Lloyd. She works with Decor & More, one of House of Lloyd's party plans, specializing in home decorations, gifts and toys.

Dan Dirks has been promoted to assistant director of operations, Paratransit Services, for the Suburban Mobility Authority for Regional Transportation. He will be responsible for managing and developing paratransit services for Wayne, Oakland, Macomb, Monroe and St. Clair counties.

Thomas G. Tarvis has been promoted to vice president-in-



Zinchook

Nelson, Jr.

Rheume

Brazzil

Kingma

Mellin

vestments of Kemper Securities, Inc.

A resident of Birmingham, Tarvis has been with Kemper Securities' Birmingham office since 1991.

Kemper Securities, Inc. is a full-service nationwide securities brokerage firm which provides individual, business, municipal and institutional clients with a full range of investment alternatives and financial advice.

David V. Grubb, 23, an accounting staff member with Southfield-based Plante & Moran, has received the Elijah Watt Sells Certificate With High Distinction for his performance on the November 1992 Uniform CPA Examination.

Thomas W. Bookmyer has recently become an agent for The Equitable's Hobby Agency, headquartered in Troy.

Bookmyer is assigned to the Forlini District of the agency. As a member of this top sales-producing district, he is licensed to offer the full range of financial services available through The Equitable.

A resident of Birmingham, Bookmyer is active in local civic and community organizations, including memberships in the Troy and Greater Detroit Chambers of Commerce.

Boyd Grove of Birmingham was one of 12 top AAA Michigan

agents named to the 1993 President's Council March 13 at the Ritz-Carlton in Dearborn.

The President's Council is designed as a partnership with the specific goal of building a stronger future for AAA Michigan by identifying and meeting the needs of its members.

Jeffrey C. Jablonski, CPA, has been promoted to manager and engagement administrator, and Laurie S. Videtta, CPA, assumes the position of supervisor at the Birmingham-based public accounting firm of Collins Burl & McConkey.

Landis Corporation, one of the Midwest's fastest growing Windows, DOS, and Macintosh training companies, named Genevieve Skory president last week.

Skory founded Tech-Knowledgies (1988) which was acquired by Landis in 1992. She has worked for Landis Corporation as the director of the IBM Training Division.

Ralph Bryant, Jr., Laura McMalin, Arthur Tank, and Bruce White, financial planners with IDS Financial Services Inc. in Southfield, have been named to the 1993 IDS Silver Team.

Bryant, a graduate of Wayne State University, has been a personal financial planner with IDS for 10 years.

McMalin, CFP, has been advising clients at IDS for 7

years. She is a graduate of the College of Financial Planning in Denver.

Tank graduated from Ferris State University, with an MBA from New Hampton College.

White, a first time Silver Team achiever, graduated from the Detroit College of Business. He has been a financial planner with IDS for 4 years.

At IDS Financial Services Inc. in Farmington Hills financial planners Diana M. Murell-McAnulty, Susan S. North, and Anita L. Solomon, CFP have been named to the 1993 IDS Silver Team.

McAnulty, a graduate of the University of Massachusetts, has been a financial planner with IDS for 6 years. North, a first time Silver Team achiever, graduated from Hunter College of the University of the City of New York. She has been advising clients at IDS for 11 years.

Solomon, CFP, has been a financial planner with IDS for 8 years. She is a graduate of Temple and Oakland Universities. The Silver Team is comprised of select members of IDS' field organization.

Financial planners are named to the team because of their proven experience as successful planners and demonstration of excellence in financial planning.



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ONE OUT OF 100 OAKLAND COUNTY RESIDENTS* HAVE A SERIOUS PSYCHIATRIC DISABILITY...

... Many are without treatment or services.

FULL MANAGEMENT offers them hope for the future.

The Oakland County Board of Commissioners is expected to act soon on a proposed full management contract with the Michigan Department of Mental Health. Under full management, all state mental health funds for Oakland County will be turned over to local control of the county.

The current mental health system has failed to meet the needs of many of its citizens who have serious mental illness. Their quality of life suffers because the community services they need are either not available or inappropriate.

Dr. Leonard Stein, of the University of Wisconsin, a pioneer and national expert in community mental health described the Oakland County system as a "fragmented non-system of care."

FULL MANAGEMENT will enable the county to eliminate the waste and inappropriate use of millions of dollars of mental health funds by combining two separate systems (the state and the county) into one.

FULL MANAGEMENT will result in more and better community services and a dramatic reduction of hospital usage. For the first time, under full management the county will be able to rationally plan a unified and integrated system of care to meet the treatment needs of each seriously mentally ill adult.

FULL MANAGEMENT will cost the state and Oakland County no more than the current fragmented non-system, but patient outcomes will be dramatically better.

FULL MANAGEMENT will require no increase in taxes.

FULL MANAGEMENT is supported by most advocacy groups which speak for consumers and their family members. They have firsthand experience with the failures of the present system and know what needs to be done.

FULL MANAGEMENT was voted unanimously by the Oakland County Community Mental Health Board of Directors.

*Approximately 10,000 residents

The three commission members on the Community Mental Health Board have warned that if full management is not adopted, the state and the CMH Board will drastically cut services this year.

Fifty-three of the fifty-five counties in Michigan already have full management contracts.

It is time for Oakland County to act!

Urge your Commissioner to vote for full management. For the name and address of your Commissioner, call (313) 858-0100.

Board of Directors • Alliance for the Mentally Ill of Oakland County, P.O. Box 515, Birmingham, MI 48012

Full management is endorsed by the following organizations:

The Alliance for the Mentally Ill of Oakland County, The Oakland County Council for Children and Adults with Psychiatric Disabilities, ARC (which advocates for the developmentally disabled), Regional Inter-Agency Coordinating Committee on the Developmentally Disabled (a coalition of groups), United Cerebral Palsy of Metropolitan Detroit, Training & Treatment Innovations