

SUBURBAN BUSINESS LEADERS

MARKETPLACE



Lowell
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.

Kaufman
Dana Lowell has been named marketing manager, Systems Design Openers and Electronics Products for Troy-based Stanley Dore.

He will be responsible for all Stanley entry and garage doors, garage door openers, commercial gate operators, LightMaker home controls and other electronics product lines.

Also at Stanley Works, Richard J. Caceres has been named product manager for electronics, gate operators and security systems and Larry C. Kaufman has been named as product manager for garage door openers.

Three local Ameritech Publishing Inc. employees were appointed to positions at Ameritech.

James E. Austin of Detroit has been named vice president of human resources and administration for Ameritech's new consumer services unit.

Sarah E. Ralls of West Bloomfield has been named vice president of customer services and support for Ameritech's new long-distance services unit.

Alfred N. Ramirez of Farmington Hills has been named di-

rector of administrative services for Ameritech's new administrative unit.

Ameritech is in the process of transforming its business by restructuring around segments of customers, rather than geographically as it is largely organized today through its five Bell companies. The company is forming 12 new business units that will be launched by 1994.

Peter A. Dow has been promoted to vice chairman, chief operating officer, Anthony J. Hopp of Bloomfield Hills to president and Michael J. Ryan of Troy to executive vice president, account director on the Chevrolet account, at advertising agency Lintas/Campbell-Ewald.

Two of Metro Detroit's most highly regarded personal injury defense law firms have combined to form Collins, Einhorn, Farrell and Ulanoff, P.C. in Southfield.

Stuart A. Ulanoff and Janice Heldenbrand, and Lisa Fandler — members of his previous firm Ulanoff Ross, P.C. — bring to the new firm additional strength in the areas of medical malpractice litigation, surplus and excess insurance matters and liquor liability litigation.

Jay Rosen has joined First of Michigan Corporation, as a vice president in corporate finance.

First of Michigan Corporation

is the largest Michigan-based investment banking and brokerage firm with 32 offices throughout the state, an office in New York and headquarters in Detroit's Renaissance Center.

Rosen will focus on service and technology relation industries in Michigan and the Great Lakes area. In particular, he will work with companies in the health care, retail, outsourcing, environmental, information and software products, and publishing and printing industries.

Prior to joining First of Michigan, Rosen managed Acadia Group, a consulting and venture capital firm based in West Bloomfield.

Ross Roy Inc. in Bloomfield Hills has appointed Douglas Kurup and promoted Diane Rusu to account administrators.

In their new positions, Kurup and Rusu will be responsible for tracking the status of all jobs in production and maintaining proper communication between account groups and support staff.

Kurup will work on the Jeep Eagle Merchandising account. Prior to joining Ross Roy, he was an administrative assistant at Time Inc.

Rusu will work on the La-Z-Boy account. Previously she was a senior secretary in the Ross Roy Retail department where she worked on the Builders Square and The Sports Authority ac-

counts.

Gary E. Perlmutter of West Bloomfield has joined the Southfield law firm of Madala, Hausser, Wurtell, Roth, Heller & Passer, P.C. as an associate. He will concentrate his practice on business and real estate law.

Perlmutter was graduated in 1989 from the University of Michigan, and in 1992, with honors, from the Wayne State University School of Law. He is a member of the State Bar of Michigan and the American and Oakland County Bar associations.

Jane Stewart of Bloomfield Hills has been promoted to Vice President, Broadcast Production at Goldfarb & Company in Southfield.

Her responsibilities will include the supervision of all of the agency's TV and radio production.

Andrew L. Dargavell is joining Woodbridge Inoc as project engineer, Advanced Engineering Staff.

Dargavell comes to Woodbridge Inoc from General Motors Corp., where he has been a senior project leader for Inland Fisher Guide Division since 1991.

In his new position, Dargavell will be responsible for new product development and advanced material research.

To place your business in the marketplace calendar, mail the information, including the business telephone number and address, to Business Editor, 36251 Schoolcraft, Livonia 48150. Or drop the information off at your local Observer & Eccentric newspaper office.

business. It also includes step-by-step instructions on how to write a business plan, financial statements and projections and how to set up a home office.

To obtain a copy of the guide, contact the Oakland County Economic Development Division, 1200 North Telegraph Road, Pontiac 48341.

Marx Layne & Company, a Farmington Hills-based full service marketing and public relations firm, has been named public relations agency for both the Wooden Horse Inn and Nicky's restaurants in Troy.

The newly opened Wooden Horse Inn is located at 5725 Rochester Road in Troy, Michigan. Specializing in traditional American inn cooking, the restaurant also features American wines, champagnes and beers.

Nicky's is located at 755 W. Big Beaver Road in the Top of Troy building. The restaurant also specializes in exquisitely prepared American cuisine and offers entertainment from well-known Metro-Detroit musicians. Both restaurants are owned and operated by John Reaser and Nick Sorise.

The How to Start a Business at Home guide, published by the Oakland County Economic Development Division, is now available. The 23-page guide is designed to help potential business owners determine if they have entrepreneurial qualities, if the ideas have been researched thoroughly, and if the home is the appropriate place to locate the

IDS Financial Services Inc., an American Express Co. with offices in Troy, is now offering a free brochure, "Refinancing now puts money in your pocket. Planning now makes more of it." Call 244-9160 or stop by at 900 Wilshire Drive, Suite 255, Troy 48064.

Gilson-Ayres, Inc. has been recognized by Lexmark International Inc. as the IBM typewriter "Dealer of the Quarter" for the midwestern region of the United States.

Recipients of the award are selected by Lexmark for sales and marketing achievements in their respective geographic regions of the country. Operated by President Jim Ayres, Gilson-Ayres, Inc. is located at 600 Stevenson Highway in Troy, Mich.

American/SCI Engineering Inc., a Troy based contract services company has acquired Advanced Solutions Contract Engineering Division of O/E Learning Inc.

Through this acquisition American/SCI Inc. and American/SCI Engineering Inc. will be able to service both Engineering and Data Processing Professionals.

FREE DELIVERY & INSTALLATION ON BEST SELLING PACKAGES

SAVE UP TO \$325
10% off \$29.95

*Big Gym Fort w/ 4 pos. Swingset, slide deck, 10 ft. slide & 8 ft. ramp shown.

• 4 x 4 Top Quality Pressure Treated Gymsuits - Prices Start at \$349
The Doll Hospital & Toy Soldier Shop
3947 W. 12 Mile • Berkley • 543-3115 • Mon.-Sat. 10:30-6, Fri. 10-8

Building Cleaning
Expert Exterior Home & Building Cleaners
"Restoration Our Speciality!"
WE CLEAN:

- Aluminum/Vinyl Siding
- Brick/Paint Removal
- Wood Decks
- Cement/Decks
- Graffiti

SIDING RESTORED 1/3 COST OF NEW

FAMILY
1-800-690-2502

BATHTUB REFINISHING
10 YEAR WRITTEN WARRANTY
SAVE 80% OVER REPLACEMENT
\$1990 CERAMIC TILE

Free Estimates
Free Caulking
Expires 6-24-93 with this coupon

Appliances • Sinks • Tile and Countertop Reglazing
Chip and Scratch Repair

427-3838

AN OUTDOOR MASS ON MEMORIAL DAY

Join us for a Memorial Day mass on the beautiful and majestic grounds of All Saints, Mt. Elliott, Mt. Olivet or Resurrection Cemetery. Outside. Under the open sky. At the resting place for those to be remembered. Mass will be offered at all four locations on Monday morning, May 31st, Memorial Day. All are welcome.

All Saints Cemetery
Nisbey at Andersonville Road
Waterford 623-9633
Mass at 9:30 a.m.

Resurrection Cemetery
Clinton River Road at 17 Mile
Clinton Township 286-9020
Mass at 10:30 a.m.

Mt. Olivet Cemetery
Van Dyke at McNichols
Detroit 365-5650
Mass at 10:00 a.m.

Mt. Elliott Cemetery
Mt. Elliott at Kercheval
Detroit 667-0048
Mass at 11:00 a.m.

Mt. Elliott Cemetery Association
Keepers of Catholic Family Tradition

How much did you lose last year on nondeductible interest?

8.50% APR.*

FIXED RATE

Maybe you've noticed it while getting your taxes ready. All the interest you've paid on consumer loans that's not deductible.

Well, now's the time to think of a strategy for next year's taxes. And consider borrowing against the equity in your home.

At First of America, we can lock you into a low fixed 8.50 percent APR loan with terms of up to 7 years. To make the offer even more attractive, all fees will be waived, so there will be no annual fee, appraisal fees, closing costs or points. And you'll have a fixed monthly payment that will never change.

The sooner you take advantage of it, the more you can save on financing home improvements, education, a car or anything else worthwhile. You can even refinance a loan that you have somewhere else.

Be sure to consult your tax advisor to make sure the interest is deductible.

We can give qualified applicants fast approval—usually within 24 hours. So stop by any First of America office or call 1-313-339-5644 to apply today.

And make last year's nondeductible interest a thing of the past.

FIRST OF AMERICA
A bank for life.

*Property insurance may be required. Offer available at participating banks only. Loans subject to credit approval. Rate as of May 1, 1993, and is subject to change. Appraisal and title search is required on loans over \$30,000. Member FDIC. Equal Housing Lender. ©