

THURSDAY, JUNE 10, 1993

BUSINESS

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SUBURBAN BUSINESS LEADERS

Georgian Bloomfield Nursing and Rehabilitation Center in Bloomfield Hills is expanding their progressive rehabilitation program to include rehab unit manager, Fo Leobrer, RN, who will oversee the entire 66 bed unit and be responsible for quality of care and unit operations.



Fo Leobrer

Stevens Worldwide Van Lines has announced the addition of Rita Dusseau of Lake Orion as a relocation consultant for its Pontiac branch. She will be responsible for residential moving for Macomb County and West Bloomfield.



Rita Dusseau

In her new capacity, Dusseau will assist home owners in all phases of the moving experience, including estimates, tips on worry-free transport of treasured personal belongings, and establishing convenient timetables.

Ingersoll-Rand Watot Cutting Systems in Farmington Hills has appointed Scott D. Light as Midwest Regional Sales Manager. He will focus on industrial applications in architectural stone, foam and rubber products, specially alloy job shops and glass.



Scott D. Light

Joseph K. Foley has joined Liberty Capital Management, an independent investment advisor in Birmingham as executive vice president. Foley is also involved in the oil and gas industry and has extensive background in energy related investments, contracts and tax planning.



Joseph K. Foley

See more business people, 3C

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. There is no charge.

Young buck

26-year-old extends father's footsteps in jewelry business

■ Through hard work and his father's help, young Glenn Bednarsh is connecting with the old-world network in the wholesale jewelry funk.

BY DOUG FUNK
STAFF WRITER

Glenn Bednarsh, owner of Antwerp Jewelers in West Bloomfield, readily admits that he's an aberration in the business.

At 26, he's a cub among lions who make a living buying and selling diamonds wholesale.

"It's a very tight network," Bednarsh said. "Most people are 65 and older. It takes years to get to know people. It's tougher to break into this business than the acting business."

Bednarsh credits his late father, Max, for mentoring him through the system.

He's the youngest of three and the only sibling attracted to the diamond business. He loved being with his dad in the store and his dad loved having him around.

"When I was five years old, I started going to New York with my father on buying trips," Bednarsh said. "I was always fascinated by diamonds. It was different from what other kids' dads did."

"I worked with him after school in high school through college. After I graduated, I came on full time. There was no pressure. I wasn't pushed at all. It was my decision to follow in his footsteps."

Through the years, Bednarsh said he gradually became known and trusted in the Hasidic Jewish community that dominates the wholesale business.

"I'm like my father in their eyes," he said. "I have the respect of my peers. That's the most important thing of all."

The respect has served him well since his father's death about a year and a half ago. The pair planned to work together branching out to retail sales. Now, Bednarsh has to carry out the plan alone.

He concedes that he's walking a fine line getting into retail. Wholesale buyers who purchase loose diamonds from him and sell to other retailers could get away. But Bednarsh isn't worried. "People who have been buying from us have been buying for years," he said. "My price is right and they're buying for quality."

"The reason we wanted to move to retail is we know we're able to bring a one-man operation to really meet price points with people and make a difference in quality," Bednarsh said. Max's capital built the business to the point where his son didn't have to come up with a large amount of money himself to buy inventory.

"To buy right, you have to buy not one stone here and one stone there but several stones. Every time you buy in large quantities you can do better."

He makes several buying trips to New York City annually.

"There are 101 gemologists out there," Bednarsh said. "They can all tell color and clarity. Pricing is another entity. It takes years to learn and experience."

Wholesale business accounts for about 75 percent of his volume now, Bednarsh said. His wholesale profit margins can range from 3 to 6 percent, retail profit margins 15 to 25 percent.



DAN DEAN/STAFF PHOTOGRAPHER

Antwerp's West Bloomfield location in the Sugar Tree shopping center is the fourth since Max started the company in 1949. The store has been in the Prudential Town Center and the Advance Building in Southfield.

Just as Bednarsh was mentored by his dad, Max was mentored by David Schoichit. Max's father and Glenn's grandfather, Joseph, was a watchmaker and had started his own business. But Max wasn't interested in watchmaking and repair.

"He (Schoichit) took a liking to my

father . . . and saw that he had potential in the business. Eventually, he took my father in on some deals. My father built some capital for himself and eventually started on his own," Bednarsh said.

"If you don't have people to take you by the hand . . . and teach you the business one-on-one, it's virtually impossible."

Honesty is also critical.

"You screw one person in this business, you're through," Bednarsh said.

Virtual reality is a reality

BY GERALD FRAWLEY
STAFF WRITER

Beyond all the glitz, and Hollywood propaganda remember what virtual reality is really about — working with computers better.

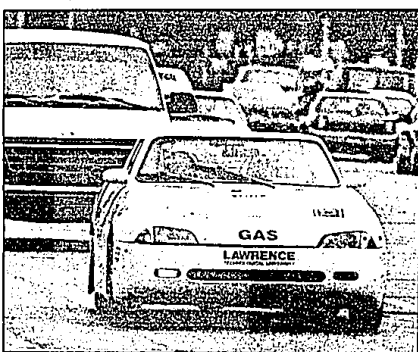
Sure, there is fascination of virtual reality as it is demonstrated in movies like the *Lawnmower Man* and television in *Wild Pansies* and *Star Trek* but the real impact of virtual reality will not be felt in entertainment, but in real life.

That is the point behind a seminar sponsored by Oakland University, Dykema Gossett, Matrix Technologies and Magellan Marketing at Oakland University on Friday, June 11 at the Rochester Hills campus.

The seminar will explore what virtual reality really is, what it is not — but perhaps more importantly — what it will be, according to Oakland University engineering professor Richard Haskell. Haskell said the purpose of the seminar is to create some excitement among those people who will benefit most from virtual reality in the near future — engineers, designers and medical researchers.

Despite its aim, which is to promote the technology and Oakland University's burgeoning virtual reality laboratories to the engineering and research community, Haskell said the seminar should be of interest to everyone because of virtual reality's far reaching effects.

"There are a lot of different types of gear right now," Haskell said. Virtual reality apparatus varies from the strap on head and



Future car: Lawrence Tech's car, The No. 1 Response, was named most manufacturable and best engineering design at the Ford HEV Challenge last week.

Lawrence Tech meets Ford's HEV challenge

Lawrence Technological University made a strong showing at the national Ford Hybrid Electric Vehicle Challenge in Dearborn last week.

The No. 1 Response, built from scratch by a team of Lawrence Tech engineering students headed by Doug Callahan, placed fifth overall in the ground-up division. It was named the most manufacturable vehicle in the group and won for best engineering design. Lawrence Tech also won the Society of Automotive Engineers Design Excellence in Engineering Safety Award.

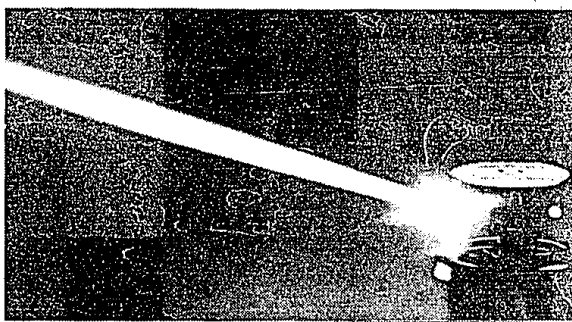
Cornell University placed first overall in the ground-up division and Michigan State placed third. In the conversion division, the University of Alberta was the top winner.

The HEV Challenge encouraged top engineering students from 30 universities to develop a hybrid electric vehicle, one that runs primarily on electricity with an auxiliary combustion engine.

The Lawrence Tech engineers built a sporty, 3,000-pound, two-passenger vehicle roughly the size of a Ford Tempo.

The Lawrence Tech team: Callahan (project manager) from Troy, Brett Affolter from Redford, James O'Connor from Troy, Norm Harrison from Southfield, Ken Birecki from Canton, John Murphy from Detroit, Paul Furman from Farmington, Mike Butler from Redford, Dave Huske from Ann Arbor and Mark Emmelkamp from Dearborn. The faculty advisers were Charles Schwartz and Nick Breck.

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