

BUILDING & BUSINESS

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BUILDING & BUSINESS' SUBURBAN STARS

Suburban Stars highlights promotions, transfers, hirings and other key personnel moves within the suburban business community. To submit materials, please send a brief biographical summary along with a black-and-white photo, if possible, to: Suburban Stars, Business Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. There is no charge. Our fax number is 313-591-7279.

Beth Stobbs of Bloomfield Hills has been named vice president/group research supervisor, serving the Pontiac Division account at D'Arcy Masius Benton & Bowles Bloomfield Hills advertising agency. He joined the agency in 1985 as a senior research analyst.



Stobbs

Van E. Conway, president of Birmingham-based Conway MacKenzie & Dunleavy, which specializes in counseling, reorganization and management of financially troubled companies, was named a Certified Fraud Examiner by the National Association of Certified Fraud Examiners Association.



Conway

Priscilla D. Perkins of Birmingham has been promoted to senior consultant/associate at Fluente & Moran, Southfield. She joined the firm's management consulting department in 1990 and specializes in the area of education.



Perkins

Troy-based Rockwell International Corp.'s automotive business has named Richard Martello as vice president of the company's worldwide axle business. He'll oversee all sales, product development, manufacturing and engineering functions for the on-highway axle business.



Martello

Patricia L. Merry of Plymouth has been named a principal in the Detroit Information Technology Consulting Practice of Ernst & Young's Great Lakes Management Consulting Group, Detroit. She previously has been a senior manager with the firm.



Merry

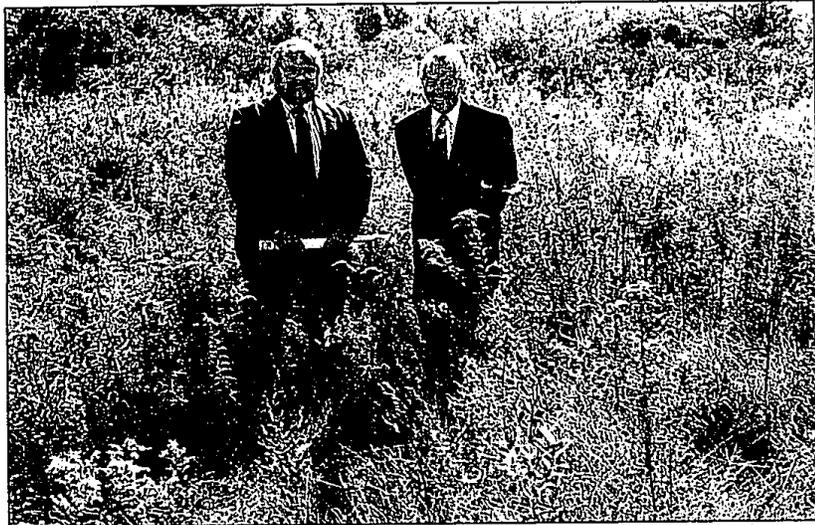
Robert H. Count has joined Royal Oak-based First of America Corp.'s international services division as vice president and senior commercial loan officer of business development. He brings 15 years of lending and international banking experience.



Count

Roger Leavenworth of Troy has been named marketing services manager at Holy Cross Hospital, Detroit. He previously worked in marketing communications with the Henry Ford Health System.

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JIM RUBEN/STAFF PHOTOGRAPHER

Future parish: Tim Teeffy (left) and Jack Brown of Brown Associates Architects stand on the Troy site of the new St. Jerome's parish.

Architects specialize in church design



BY MARY RODRIQUE
STAFF WRITER

It's a long jump from cowboys to churches, but that's the precise path Brown Associates has carved for itself in the world of architecture.

The Bloomfield Township architectural firm was founded in 1957 when its partners won a competition to design the national Cowboy Hall of Fame in Oklahoma.

In the three years it took to carry that project to completion, Brown Associates was already gravitating toward church design. Although not its exclusive focus, the firm has undertaken more than 50 church projects.

At a time when many architectural firms are being pinched by the recession in the building industry, Brown Associates has steadily moved ahead,

designing churches from West Bloomfield to Wayne, Birmingham to Livonia.

"You must have a feel for (church architecture)," said Jack Brown, president of the six-employee firm.

"There is a lot of committee work, dealing with groups of people. You have to enjoy it and be willing to meet evenings."

Church architecture requires historical perspective as well as knowledge of modern engineering and design. Religious symbolism must be correct. Technical considerations must be given to lighting, acoustics, and heating and cooling to ensure

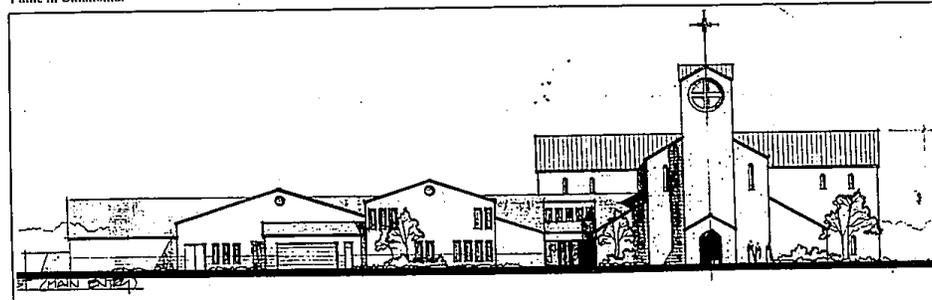
comfort for a handful of people or a crowd.

One of the latest Brown projects is St. James Catholic Church in Novi, formally dedicated just a couple of weeks ago.

"It has an English country theme on a nice rolling site," said Tim Teeffy, the firm's executive vice president. "The committee wanted a mixture of contemporary and traditional."

The church's turreted design, four round stained-glass windows and wooden roof trusses were inspired by medieval architecture. The exterior is

See ARCHITECTS, 2F



A new look: An artist's rendering of the new St. Jerome's, a Croatian church, rectory and hall as viewed from the main entrance off Wattles in Troy. Construction is to start next spring.

Global market a key to economic survival

See related story, 2F

BY MARY RODRIQUE
STAFF WRITER

To survive in the '90s, businesses must plug into the global economy or be left in their competitor's dust. So goes the trend.

"Business must absolutely be global or be shut out of major markets," said Peggy Malnati, a partner in Allison, Hull & Mulnati Inc., an international public relations and marketing communications firm with Midwest offices in Farmington Hills.

AH&M has just added a top Brazilian public relations and advertising agency, Assessoria de Comunicacoes Ltda. (ADS), in a move designed to strengthen its international account service capabilities.

"Many of our key accounts already have a strong presence in Brazil, and many of the industries we specialize in — plastics, machinery, chemicals, wire and cable, transportation — are active there. Beyond that, the affiliation positions AH&M for further market development and growth in

■ 'Business must absolutely be global or be shut out of major markets.'

Peggy Malnati
Allison, Hull & Mulnati, Inc.

one of South America's most important economies," Malnati said.

AH&M has work arrangements with similar firms across the world to tap into local language, knowledge of the local business scene and social customs.

"For AH&M and its growing number of clients in this country, it is indispensable to have the support of a partner who knows the Brazilian structure — its markets, people, government, laws, culture, the press and the country's financial system," said Antonio DeSalvo, Assessoria de Comunicacoes Ltda. director and senior partner. "The same holds true for us working with AH&M in the United States."

See GLOBAL, 2F

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