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vendors slotting fees. We just want suppliers to give us their best price on original purchases.

Our accounting department, business management is all under one roof. We don't have two or three steps.

Speaking of suppliers, where do you get your goods?

Martin: For produce, it's two predominant services. One is Eastern Market. Farmers from Michigan and Ohio come sell their produce every morning. The other is Detroit Union Produce Terminal. That's where wholesalers bring in things from California, imports, Florida.

Rohbart: All of our beef is western grain fed. It comes in carcasses. We get it in quarter cuts.

Who are your retail customers?

Rohbart: Our typical customer is value oriented. Some people will buy two steaks, a head of lettuce and two cucumbers for dinner tonight. Another customer comes in and stocks up for a month or two.

How did you guys happen to get together?

Martin: He approached me about doing a joint venture.

Martin: We wanted a third store and, to give value, offer meat as well. I wanted David to sublease space.

Rohbart: I don't believe in two retail companies under the same roof. You don't have a cohesive message. I didn't want the Cattlemen's name, which I worked hard to build up, I didn't want to have quality control different from ours.

I proposed a merger. Since our company was larger and publicly held, the deal was structured as an acquisition.

A little history, please.

Rohbart: My father, Markus, started a packing house in Detroit near Eastern Market in 1972. He brought in carcasses and turned out cuts to hotels, restaurants, supply houses. He also sold to retail chains.

In '86, we added a (walk-in) retail addition. Hamtrunk opened second in September of '88. We opened our third store in Taylor in February of '92.

We went public two years ago just to give us another avenue to raise capital. We're a tightly held public company. Our family owns about 88 percent of the stock. There are about 305 stockholders.

Martin: We, Tim Collins,

who is now vice president for produce merchandising, Vito Capizzi, now head produce buyer, and myself started Oak Farms in 1982. We opened in Farmington in 1989.

What will make the Cattlemen's/Oak Farms marriage work?

Rohbart: Management. The key word is team. The group must have focus and believe in the same thing. Then you need to put the structure in to make it work properly.

The guy running the meat department and the produce department can walk into each other's department and look critically and the other thanks him for the criticism.

Martin: Sometimes it takes outsiders to make us see what the customer sees. We want this philosophy to permeate the company — the team.

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named Frank L. Pierson as president and Piet W. Lindhout as chief executive officer. Lindhout Associates will continue its community-oriented projects in Wayne and Livingston counties. A current project benefits Evangelical Presbyterian Church in Livonia.

Audrey Shane Wise of Birmingham has joined LeoGeorge Inc. of Detroit as director of client services and corporate responsibility programs. She has worked in public relations in Memphis, Jerusalem, Israel, and Chicago.

Robert D. Elliston of Rochester was named vice president of finance at Sueding Heights-based TRW Automotive Steering & Suspension Systems' North and South American operation. He joined TRW in 1974.

Elliston is an American Institute of CPAs member.

Larry David Leinweber of Bloomfield Hills, president and owner of New World Systems Corp. in Troy, has been nominated for membership in the Who's Who Worldwide Registry, a private registry of business, science and government leaders. Leinweber has an extensive background in the computer field, beginning with IBM in 1966. He later co-founded and built a computer service firm that grew to 150 employees. Before founding New World Systems, he was president of a software and service subsidiary of Citicorp. New World Systems focuses on delivering high-quality computer solutions to public sector organizations. It develops, markets and supports its own software applications. Last year, it became a Premier Business Partner of IBM, a status only 3 percent of all IBM business partners have attained.

Penny Rowston, an agent of The Aulen Group, Birmingham, earned the designation of certified insurance counselor after completing classes sponsored by the Society of Certified Insurance Counselors and the Professional Independent Insurance Agents of Michigan.

Melvin Kaftan of Farmington Hills, president of Kaftan Enterprises in Southfield, continues as president of the Apartment Association of Michigan. Gerald Kosmanský of Orchard Lake, president of Gerald Building Co. in Southgate, is the new president of the Southern Michigan Home Owners Warranty Council.

John Kolon, president of the Troy-based advertising agency Kolon Bittker & Desmond, was named "1993 Man of the Year" by the Michigan Chapter of the Leukemia Society of America. The award recognizes an individual who raises the most dollars for this fund-raising program. Michigan's chapter raised more

than \$20,000 for this first-time event. The chapter held a brunch at the Laurel Park Marriott in Livonia in honor of Kolon's fund-raising efforts.

Ron Frankland, vice president-investments of the West Bloomfield branch of Prudential Securities, a subsidiary of The Prudential Insurance Company of America, has received a Prudential Community Champions Award of \$500 for his volunteer work with the Cystic Fibrosis Foundation. The Champions Award recognizes Prudential employees and retirees who excel in volunteer commitment, leadership and service in their communities.

Ralph Raciti of Birmingham was promoted to senior management consulting in the Detroit office of Deloitte & Touche, an accounting and consulting firm. Raciti joined the firm in 1988 and specializes in the construction industry and capital project planning.

Keslie Kaitsoolis, owner/president of Creative Corner Learning Center, is the Troy Chamber of Commerce 1993 Outstanding Volunteer. She contributed her time chairing the welcoming committee, attending chamber events and calling members to thank them for their support in the chamber office last summer while Family Works of Troy was in-between program coordinators.

Dr. James Phillips of Birmingham was elected to a one-year term as a member at large of the Delta Dental Fund's board of trustees. In private practice since 1962, he's a member of the American Dental Association, Michigan Dental Association, Michigan Academy of General Dentistry, International Association of Orthodontics and the International College of Dentists. Delta Dental Fund was established in 1980 by Delta Dental Plan of Michigan as a nonprofit philanthropic group to help fund educational and research projects in dentistry, health and human services and community and civic affairs.

Ross Roy Communications, Bloomfield Hills, has hired Janet Agius of Birmingham as administrative services manager and Phillip Gladys of Royal Oak as account administrator. Ann Kelly of Troy was promoted to product supervisor.

Agius, formerly an account executive at Adista Corp., Plymouth, will handle department and staff management. Gladys will oversee jobs in production for service and parts and dealership training accounts. Kelly will revise CustomerOne's product training materials and other literature.

Colette B. Scholten of Novi becomes marketing director at S.R. Jacobson Development Corp., Rochester Hills. She formerly was construction/sales coordinator for Jacobson's residential developments.

Robert F. Boesiger joins Strobl and Manogian, a Bloomfield Hills law firm, as an associate specializing in corporate and individual taxes, employee benefits and estate planning. He previously was a law clerk at the firm and also an accountant at Plante & Moran, Southfield.

Residential building permits

Selected residential building permits issued from January 1993 through October 1993. Figures for 1992 are shown for comparison.

OAKLAND COUNTY

Municipality	1993	1992
Auburn Hills	35	42
Bloomfield Twp.	94	161
Farmington Hills	181	288
Novi	321	413
Oakland Twp.	92	74
Rochester Hills	223	316
Troy	339	342
West Bloomfield	195	229

WAYNE COUNTY

Municipality	1993	1992
Canton Twp.	468	336
Livonia	182	142
Northville Twp.	124	113
Plymouth Twp.	90	80
Wayne	25	13

Source: Builders Association of Southeastern Michigan and BSMCO

THE OBSERVER & EXECUTIVE NEWSPAPER

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Rex Rosenhaus, a Farmington Hills builder, said he expects to increase his activity by at least 10 percent this year. Westland and West Bloomfield are target communities.

"I think it's good for everyone, not only suppliers, but consumers, too," he said. "It gives more product to choose from and competition forces builders to put out better product."

Kreis gave another example of the ripple effect of a flourishing residential building industry: "Realtors say for every new house built, five sell."

That, in turn, stimulates other spinoff activity.

Two main factors — low interest rates and the relative affordable nature of new housing stock here — will continue to fuel growth, the Builders Association of Southeastern Michigan forecasts.

Robert R. Jones, a West Bloomfield builder and BASM president, urged his colleagues during a recent membership luncheon to "delight" rather than satisfy their customers.

"It's not always easy, but I think it takes us to a new level of building in this community," Jones said.

Two issues — wildly fluctuating wholesale lumber prices and a big jump in the state real estate transfer tax — could present problems in the future, Jones said.

Irvn H. Yackness, BASM's executive vice president, urged builders to include clauses in sales contracts that buyers will pay for the revenue stamps while he analyzes competing tax proposals.

Dave Seiders, chief economist for the National Association of Home Builders, suggested that local builders, especially smaller operators, band together to obtain better cash prices from lumber suppliers.

"One reason prices rise so much I really do think has to do with (President) Clinton's forest policy," Seiders said. "It pretty much shuts down traditional sources we've had in the market."

Canton, which issued 48 sin-

gle-family residential building permits through the first 10 months of 1993, and Troy, which issued 339, were among the hot growth spots last year, BASM reported.

"Canton will continue to go very well. Troy will hold its own and there will be a step up in Oakland and Commerce townships," Jones predicted.

While BASM predicted a 10-percent increase in single family housing starts this year, Seiders forecasts little growth here.

"Interest rates have basically hit bottom," he said. "They will continue to support the current level of activity, but won't be a driving spurt."

Job growth also will be moderate, Seiders said.

One reason the two forecasts don't match is that BASM looked at a larger area than the national association considered.

Reward offered in skater's attack

Southfield-based Guardian Alarm Co. has offered a \$5,000 reward to anyone who provides information to the Detroit Police Department leading to the arrest and conviction of figure skater Nancy Kerrigan's attacker.

"We support the administration and want to work with the city to make Detroit a safer place to live," said West Bloomfield resident Richard Pierce, Guardian Alarm Co. owner. "That's the commitment of Guardian Alarm."

Anyone with information should contact the Detroit Police Crimes Against Persons Property Section between 8 a.m. and 4 p.m.

at 313-596-2223 or all other hours at 313-596-2170.

Guardian Alarm Co. has been securing metropolitan area residences and businesses for more than 60 years.

Kerrigan, 24, was struck in the right knee with a blunt object by city to make Detroit a safer place to live," said West Bloomfield resident Richard Pierce, Guardian Alarm Co. owner. "That's the commitment of Guardian Alarm."

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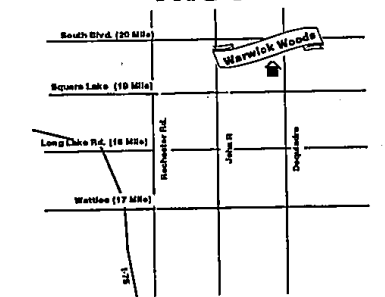


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OAKLAND COUNTY

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Rolling Meadows	Lake Orion	from \$170,000	Pulte Homes	4512
Hemlingway Woods	Lake Orion	from \$150,000	Jaikins Invest. Dev. Co.	4515
Silverbell Oaks	Lake Orion	from \$190,000	Jaikins Invest. Dev. Co.	4516
Andover Farms	Van Buren Twp.	from \$130,000	Jaikins Invest. Dev. Co.	4517

WAYNE COUNTY

DEVELOPMENT	CITY	PRICE	BUILDER	BUILDERS HOTLINE
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Glengarry Village	Canton	from \$180,000	Pulte Homes	4514

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