Stars from page 1F

Husam "Sam" Ajluni of Bloomfield Hills has joined Bozell/North, a Southfield adver-tising firm, as vice president/as-sociate creative director of art. He previously was a senior art direc-tor/supervisor at Leo Burnett Ad-

Ken Droz of Franklin was named account supervisor-director of public relations at Robert Solomon & Associates Advertising, Bloomfield Hills. He oversees the agency Entertainment Group accounts. Ho has been with the firm seven years.

Laurel C. Jozwiak of Bloomfield Hills was named vice president of human resources at Hayes Wheels International, Romulus. She previously was
corporate director of
human resources at
Ladbroke Racing
Corp. Livonia. Hayes designs and
manufactures automotive steel
and aluminum wheels.

Namey Schoenfields of South Lyon was named palesment coordinator at the Spees Howard School of Broadcast arts in Southfield. She graduated from there in 1981 and has spent 10 years Schoenhelde in the radio industry, including account executive posts at WABX and WNIC in Detroit. Nancy Schoenhelde of South

Thomas J. Constand of West Bloomfield was named president and managing director of the Datrol Sports Commission, a nonprofit group that attracts sporting events to metro Detrolt. He has worked with the DSC for the past year as an account executive with the Metropolitan Detroit Convention & Visitors Bureau.

Frank Clark, former wealdert

turer of customs built homes, has included the common common control and manufacturing research and development substidiary, Studio of Homes Development Corp. Ha will supervise construction of homes custom designed for Keating's Home Town, a giant new showroom of modular homes. Ho slao will oversee the research and development of Lawrence Technological University, whose Southfield architectural school is working under a grant from Keating's to develop new modular home design concepts and a prototype modular home factory of the futuro.

General Television Network, Oak Park, has promoted Brian

Gustafson of Hedford Township from technical assistant to assist-ant editor. Jeff Somers of Plym-outh was promoted from duplica-tion technician to technical as-istant. Patrick Majur of Rochester Hills was promoted from expeditor to duplication technician.

Roger Woolstenhulme was promoted to principal, senior vice president at Trammell Grow, full-service leasing and property management firm based in Novi. The Commerce Township resident will be responsible for the marketing and management of existing accounts and for new business development. Trammell Grow manages several commercial developments, including School-craft Business Park in Livonia.

Kim Kenneth Adler of St. Claire Shores was elected president of Servail Co., a Detroit-based appliance parts distributor with 12 Michigan locations, including Redford Township and Ann Arbor.

Norman L. Rogers of Harper Woods becomes sales engineer for Hy-Form Products, Livonia. He's responsible for sales engineering activity with auto manufacturers and their stamping suppliers and with tool and die plants in central and lower Michigan. He previously was manager of engineering for Allied Products, Hillsdale.

Ann K. Bruttell, president and founder of Meeting Coordinators, a management and consulting firm in Troy, was named 1994 chairman of the board of directors of the Troy Chamber of Commerce. Other Troy business people named to offices include, vice chairman Phillp Goy of Partner, Delotte & Touche, and secretary/treasurer Cruig Lange of Barlow & Lange, P.C. The following were elected to three-year terms Beth Marres, director of college relations at Walsh College Garry Carley, executive vice president of Standard Federal Bank; and Michael J. Damona, roject manager for Damone/Andrew, Inc. New board members elected to three-year terms are Engance Hartwing, senjor vice president of Standard Federal Bank; and Michael J. Damona and Sacretary, Kelly Services; Joseph O'Conter.

Joseph Gordon and Sacretary, Kelly Services; Joseph O'Conter, Consumer Market Analysts; Carol Wright, account and and accretary, and Susagn, vice president and general manager, Michigan Design Center.



Before: This is how the small strip center looked before it was refurbished.

Droopy from page 1F

all other competitors," Shinn said.

"Priorities were individual tenant identity projection . . . the immediate neighborhood's identity and the city's identity.
"I wanted to give each tenant its own separate identity, project its own strengths, but bring it all together as a unit," Shinn said.
"The identity of the neighborhood is middle class, family. Livenia has always been a city that set standards before other cities.
"We wanted to project the owners' integer." Shinn continued. "Their corporate culture was to take a piece of property a discress and bring it up to market valuur.
A big key on this job, as well as others, is to avoid coatly demolition expenses. Shinn said.

said.
"The goal was to enhance the architecture
that was here. In fact, we recycled some siding on the gables," be said.
Shinn has been involved in several other
projects, including Regency Square in Garden City and Wayne Road Plaza in West-

land. A renevation finished a couple years ago in Milford won a chamber of commerce award, be said.
"Ed is probably the most talented design man in the state, if not the country," said Jerome M. Beale, one of three owners of the Livonia center.
"He has a tremendous ability to convert a property from it's present state to a condition that would complement an area, facilitate traffic and enhance tenant mix," Beale said.

sold.
"Ed gets a feel for what the needs of the tenants are," sold John G. Liadis, another owner. "We look at working as a team, the landlord and tenant working together. They're marketing a store. We're marketing

space."
Shinn said he's basically learned by

Shinn said no's Dasically learned by doing.
"There's no academic study for environmental graphics design. My ideas come from all over. Publications I read, research

work at Lawrence Tech. I have \$20,000 invested in my own library. I consult architect friends, product design friends."
Virtually all of his work is generated by computers, Shinn soid.
"There's a combination of things that present a nice street appeal — security, ambient lightling, architecture, signage, ingress/egress, color, texture," he said.
Liadis, who specializes in turning around distressed properties, believes there's opportunity to make money by spending money on refurbishings of older shopping centers.

"The way the economy is now, you'll see very few centers built. You're getting an ex-isting base of population. Rezoning land is difficult.

"I think we're far better off redeveloping rather than moving off to Timbuktu and hope that one day there will be more people out there," Liadis said.

building a better economy Forum focus -

"Viewpoints," a series of free community forums presented by The Community House in Birmingham, features "Building a Successful Michigan Economy" at 7 p.m. Thursday, Feb. 10.

For reservations, call the program department 810-844-8582.
The program is the goal of Michigan Future Inc., a nonprofit organization committed to helping Michigan business. "cross to the New Economy."
Rick Insteme. The third insteme of Inacomp Computer Computers, founder insteme of Inacomp Computer Centers, and member of the board of directions.

tors of Michigan Future Inc., will be keynote speaker.

"For Michigan to remain an industrial center, we must make changes in the way we work, think, learn and live," Inatoms aid. "It will mean a loud wakeup call to those who resist change and have a closed mind toward technology. What made Michigan a leader in the past isn't going to cut it in the new economy."

The response panel will be comprised of four people who influence Michigan's workforce:

Gerl Larkin, senfor manager, and the seeker, director of education. The composition of the properties of the mass promerging business services at Deloitte & Touche, a business financing expert who provides technical assistance to young companies in their strategic planning.

A mid marketing.

James Jacobs, director of policy research, Macomb Community of workforce development who will discuss the impact that occupant the country of the country of the mass that the properties of the mass prometries and the properties of the mass properties of the mass

man of the Community Forum Committee, said, "Anyone who is concerned about Michigan's economy, about where a son or daughter will work, about the employability of high school graduates and about Michigan's ability to compete, will want to hear this stimulating discussion."

This forum is cosponsored by The Eccentric Newspapers, The Birmingham-Bloomfield Chamber of Commerce and the Community Forum Committee of The Community House.

The Community House is a not-for-profit organization that provides educational, social and cultural programs. It is at 380 S. Bates in downtown Birmingham.

Handleman expansion sparks consolidation

Troy-based Handleman Co., a mass merchandler of home entertainment products, has completed a \$2,000 square-foot addition to its corporate headquartors. According to Stephen Strone, president and chief executive officer, a decision to combine a number of administrative functions into one facility led to the building program.

"The added space will allow the company to consolidate its Troyares offices into one building," Strone said. "This expansion is consistent with our continuing commitment to find ways to make our company more efficient and productive. We've also allowed for an expansion factor in the new space to accommodate future growth."

space will be used by an expanded information systems department, which will result in a more cost-effective operation of the company's proprietary order processing purchasing and inventory control systems. Two floors of offices plus a basement storage area make up the new wing.

Design of the new addition is patterned after the existing structure with the office area surrounding an atrium. Architecta for the project were Luckenbach' Ziegelman and construction was done by Jonna Companies. These are the same two Troy-area companies responsible for the original award-winning structure, completed in 1985.

The Handleman headquarters building now has a total area of 130,000 square feet. It will ulti-

mately be staffed by more than 500 employees.

Handleman Co., with sales in excess of \$1 billion, is the largest specialty merchandiser of home entertainment products to mass merchants in North America.

Products include prerecorded music, prerecorded videos, books and home computer software. The company's 4,000 employees ser-vice approximately 22,000 retail departments from distribution fa-cilities in the United States and Canada.

SCORE adds Southfield office

Service Corps of Retired Execu-tives opened a new office in the Buell Management Building at Lawrence Technological Universi-ty, Southfield, Jan. 4.

Service Corps of Retired Executives opened a new office in the Buell Management Building at Lawrence Technological University, Scuthfield, Jan. 4.

SCORE helps people start their own business and assists people already in business, says Jack





Model office 960-7155 Bosco Building Located on Maple Rd. (between Beck & Wixom Rd.)

