

BUILDING & BUSINESS

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BUILDING & BUSINESS OBSERVER STARS

This column highlights promotions, transfers, hirings and other key personnel moves within the suburban business community. Send a brief biographical summary - including the towns of residency and employment and a black-and-white photo, if desired - to: Stars, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is (313) 591-7279.

Harold A. Poling, retired chairman and CEO of Ford Motor Co., was elected to a one year term on the William Beaumont Hospital board of directors. The Bloomfield Hills resident has been a trustee of the Royal Oak hospital since 1984.



Poling

Marilyn Steffens of Troy was promoted from senior consultant to manager in the audit department of Deloitte and Touche, Detroit. She joined the firm in 1988 specializing in real estate services.



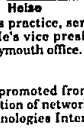
Steffens

Karen Helae of Plymouth was promoted from account executive to senior account executive for Bozell Worldwide Advertising, Southfield. She's assigned to the Chrysler-Plymouth Dealer Advertising Association accounts.



Helae

Kemper Securities named **Ernest L. Hughes** of Plymouth to the Chairman's Circle of Excellence, based on sales excellence, ethical business practice, service and professional growth. He's vice president-investments for the firm's Plymouth office.



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Lisa Matzenbach of Troy was promoted from traffic coordinator to the new position of network sales coordinator for Music Technologies Inter-



Come on in: **Gary R. Leigh**, developer of **Walnut Brook Estates**, said he spent more than \$1 million on landscaping improvements before building the first house in the subdivision.

Walnut Brook condos: unique but in harmony



Most new residential subdivisions stand out for one reason or another. Once in a great while, however, several factors blend together to make a sizzling impression. Then a project really stands out from the crowd.

BY DOUG FUNKLE
STAFF WRITER

Walnut Brook Estates, a detached condominium complex in Rochester Hills, is different in several respects.

First off, the developer, **Gary R. Leigh**, spent upwards of \$1.3 million landscaping the 45½-acre site

before allowing construction to begin on the first unit.

Then, Leigh established a 30-point quality assurance program that addresses everything from architectural design to daily cleanup at the site.

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High standards: A 30-point quality assurance program at Walnut Brook Estates will ensure architectural and construction integrity, the developer maintains.

Mexico taking part in suburban expo

BY DOUG FUNKLE
STAFF WRITER

The largest group of Mexican subcontractors ever to attend an exposition in the Detroit area to showcase what kind of work they can do will be here April 19-21, organizers and promoters of an event in Novi said.



Noonan

"I have 15 Mexican companies coming," said **Katie Noonan**, director of international trade and development for the Contract Manufacturers Association headquartered in Troy. "They're coming to personally meet Detroit players."

The North American Free Trade Agreement and an improved local economy have sparked interest from south of the border, Noonan said.

"(Mexican) companies find their markets (along the Mexico-U.S. border) absolutely flooded," she said. "Now, they're looking to expand their area of exposure. It makes sense now that the automotive capital is back on its feet. This is a most viable area to come to."

The 10th annual Contract Manufacturers Expo will feature upwards of 200 exhibitors, Noonan said.

"Essentially, we're talking job shops here - tool and die, stampings, precision moldings, electronics," she said.

"Attendees at the show are buyers. These are original equipment manufacturers, first-tier buyers and maybe second-tier suppliers. There's a veritable outsource placement going on in Detroit now. Now, they're looking to do jobs now," Noonan said.

"Local manufacturers are scrambling for sources. It's unbelievable how much work is available now. People with exhibits are people with capabilities to pick up contracts."

"The expo is essentially a three-day sales call," she said. "You get everybody under one roof and duke it out."

"The dollar value of business generated is impossible to forecast because every company is different," Noonan said. "For exhibitors, their yardstick would be how many sales reps would it take to generate calls they get at the expo."

Several thousand buyers have attended previous shows, Noonan said.

Mexican exhibitors could conceivably win out over local exhibitors, she said.

"This is competition at its greatest," Noonan said. "It's incentive. This is capitalism. This is free enterprise. I haven't heard anything except enthusiasm and excitement about the show."

Several companies with area connections have high hopes going into the expo.

"We figure it will net us probably 20 new accounts and 10 major sales. We're looking at doing \$100,000 in business from leads from this show," said **Paul Silver**, sales manager for RMS Inc. of Troy, which markets and installs technical equipment for designers and engineers.

"This is also an image building and marketing awareness opportunity," Silver added. "There's an untold amount of PR and advertising benefits you get just from being seen at this show."

See MEXICO, 2F

GRAND OPENING

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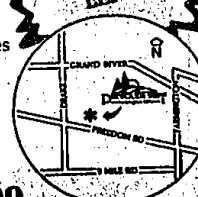
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