

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 residence 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.

Elaine M. Moloney of Auburn Hills was named corporate counsel for Lawyers Title Insurance Corp.'s national division in Troy. Her primary responsibility is the commercial division.



Moloney

Terry Reese of Canton was named director of operations for McDonald's Detroit region. He joined the fast-food restaurant chain in 1973 and most recently was staff director at McDonald's headquarters in Oakbrook, Ill.



Reese

Terrence E. Keating, an attorney from Bloomfield Hills, joined Michigan National Corp., Farmington Hills, as vice president, personal trust business development. He previously specialized in estate planning and employee benefit plans for a Detroit law firm.



Keating

Lawyers Title Insurance Corp., Troy, elected Linda E. Lakatos of Troy vice president-national division manager. She joined Lawyers in 1983 as a sales representative in Dayton, Ohio.



Lakatos

Richard R. Wilson was elected vice president and secretary of the board of directors for Cable Access Management, Troy. The Waterford resident

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The Essex: This model, a three-bedroom, 2 1/2-bath colonial, is expected to be the choice of many buyers at Heritage Village.

Heritage Village lures: location, price



Two Southfield builders have combined to provide what they say is a tremendous opportunity for families looking for a new house - Farmington Hills for less than \$170,000. A quality school system and access to shopping are major attractions.

BY DOUG FUNK, STAFF WRITER

Kaftan Enterprises, more widely known for involvement in the apartment field, and Richter-Rosin, a second-generation residential building company, have joined forces to create Heritage Village in Farmington Hills.

Work already has begun on the initial phase, 48 houses off Drake Road, north of Grand River. The subdivision is nestled between Hillside Estate Condominiums and Farmington Research & Industrial Center. It backs up to Heritage Park.

"Location and price - you can't

beat it," said Dennis Yoshinsky, partner at Richter-Rosin.

Kaftan developed the parcel. The two companies will build for buyers on a rotation basis.

"I envision a family-oriented development, although we do have a lot of empty-nesters looking," said Mel Kaftan.

Six models are available, ranging from a two-bedroom, two-bath ranch of 1,350 square feet priced at \$149,900 to a four-bedroom, 2 1/2-bath colonial of 1,900 square feet at \$164,900.

The most expensive model, the

Essex, also expected to be one of the most popular sellers, is an 1,800-square-foot colonial with three bedrooms and 2 1/2 baths priced at \$169,900.

The Essex features a two-story foyer, nine-foot ceilings, a living room/dining room combination and a kitchen/breakfast nook that opens to a family room.

Upstairs, the master bedroom contains a cathedral ceiling and its own bath. The two other bedrooms share a bath.

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Entrepreneurial spirit succeeds

BY DOUG FUNK, STAFF WRITER

Mark A. Taylor perceived himself as a master salesman blocked from corporate advancement by his relative youthful age.

He continued to work hard for several years, then channeled his unhappiness into action. Taylor and his wife, Vera Angelico, started their own company customizing and selling computerized shipping systems.

It was a struggle at first. But now, nearly 4 1/2 years later, EVCOR, headquartered in Plymouth Township, has topped the \$1 million mark in annual sales while employing 10.

"This is beyond my wildest

dreams," said Taylor, 38, who isn't about to rest on his laurels. Following are edited excerpts from a recent interview:

What exactly is EVCOR?

Taylor: The way I would explain it is computer shipping systems. Our niche has been integrating our system into existing business platforms.

It's like a franchise, with no rules to follow. There are 18 EVCOR owners with 34 offices around the U.S. We all have our own corporations. We pool a portion of our sales for national advertising, trade shows. We're a buying group. It's a network.

We have a computer software development firm that writes a basic program for all our offices. It's a separate company we have an exclusive contractual relationship with.

How do your finances look?

Taylor: According to my CPA, we paid all our bills and the federal government. We started on a shoestring and provided for all our growth internally.

Last year, we had sales between \$1 million and \$1.5 million, about \$1.2 million. At the end of the year, we had 5 percent left over. I think that's good.

Our aim is to grow 50 percent this year. Last year, we grew 38 percent.

How did you happen to link up with EVCOR?

Taylor: I was working for Pitney

Bowes at a trade show in Chicago. I'm standing and looking at 10 or 12 people at a little booth and wondering, "What does he have?" It was computerized shipping systems, really high tech compared to what we had. I thought, "They'd kill us in Detroit." I started talking with the rep, he saw that I worked for Pitney

See SPIRIT, 2F



Bill Berman/STAFF PHOTOGRAPHER
Simplifying shipping: Mark A. Taylor has established a company that designs and sells computerized shipping systems.

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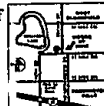
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