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David P. Daniels of Rochester Hills was appointed staff director of operations for McDonald's in the Detroit region. He'll oversee corporate restaurants in southeast Michigan and support other departments from the regional office. He joined the fast-food restaurant chain in 1980.



Daniels

Bruce Duffey of Bloomfield Hills joined D'Arcy Masius Benton & Bowles, Bloomfield Hills, as senior vice president, group creative director, leaving the Home Depot. He previously was group creative director for HDB Needham.



Duffey

George D. McKay of Orchard Lake was elected president of Ford Motor Credit Corp. He'll oversee the North American information systems and finance information systems for the financial vehicle financing affiliates.



McKay

David J. Roznowski of Berkley became public relations director for IDL Computer Services Inc., Macle Heights. He had been an account executive for Bannister Public Relations Inc.



Roznowski

Jim Zimmer of Royal Oak was promoted to vice president for Ross Communications, Bloomfield Hills. He supervises the company's Midwest region, handling local broadcast activity, promotions and events.



Zimmer

Daniel M. Sandberg of Farmington Hills became vice president, general counsel and secretary for Hayes Wheels International, an affiliate of Romulus-based Kelsey-Hayes. He had been executive vice president and general counsel for Birmingham insurance broker.



Sandberg

Michael A. Stankovich of Farmington Hills has joined Spider Staging Corp. as the Detroit branch manager based in Livonia. He had been general manager for Overhead Door of Greater Detroit-East. Spider manufactures and distributes powered scaffolding equipment.



Stankovich

David L. Lacy of Livonia, a Ford Motor Co. supervisor at the Livonia transmission and chassis division, has finished the supervisory certificate program at Madonna University in Livonia.

Mary M. Fleeson of Canton was promoted to manager in the middle-market department of Berlitz & Touche, Detroit. She specializes in closely held businesses, real estate and employee benefit plans.

Ed Barry, formerly vice president of sales of Fraulenberg NOK, a producer of molded rubber seals and gaskets in Plymouth, was named vice president of sales and marketing for Dayton Walther Corp., a Dayton, Ohio, supplier of safety critical, wheel-end components for medium and heavy-duty trucks and trailers. His background includes an executive position with the Foundation Brakes Group for Kelsey-Hayes, a business of Dayton Walther's parent company, Varsity Corp.

Jeffrey Reitz of Troy was named senior programmer analyst for Diverser Corp., Livonia. He will be involved in the business planning and control system conversion teams and will work in the information systems department. He formerly was with Biomet Inc., Warsaw, Ind.

Ronald F. Blauet Jr. of Redford was promoted to accounting clerk for Inalfa Hollandia Inc., Farmington Hills. He's responsible for maintaining financial records and business transactions. He studies management information systems at Wayne State.

Sheila Brooks of Ferndale became account manager for Action Continuing Education Southfield, and Mark Katz of Berkley becomes training director.

Douglas J. Dingwall of Holly was promoted from senior vice president to executive vice president for Livonia-based Willis Corson Corp. of Michigan. He joined the firm in 1984.

James J. Plagens of Rochester Hills has joined ESPN's Detroit office as an advertising sales account executive. He had been senior vice president for Lintas Campbell-Ewald in Warren.

The Michigan Association of Certified Public Accountants awarded **Andrew M. Bittinger** of West Bloomfield the William A. Patton Award for passing all sections of the CPA exam at one time and receiving the highest grade. He's a senior associate for Coopers & Lybrand, Detroit.

Institute of Management Consultants-Detroit chapter, based in Birmingham, honored **Edwin O. Cuenchiser** for his contributions to the management consulting field during the past 47 years. The Franklin resident is a certified public accountant, engineer and management consultant. He worked primarily for Ernst & Young, Detroit, and its predecessor companies.

Plaudits from page 1F

Here are three stories.

ROBOTRON

Leonard Brzozowski was sent from Cleveland to close the Robotron division of the operation in 1983. A year later, sensing potential for a turnaround, he bought it.

Trouble arrived soon thereafter. A Japanese customer complained about quality. Brzozowski immediately assembled a group of employees to listen to the complaints directly.

"When the person who does the wiring out there hears the customer say 'It's crummy,' they take it personally. When they come back and share the experience, it spreads like wildfire."

Brzozowski started a quality control program that has served the Southfield-based company well to this day.

"We put 100 percent of our work force through an initial eight-week training course on quality methods," he said.

Changes were made in the final testing process and dealing with warranty claims. A more personal sales follow-up process was established.

"Within five or six months after we ship every machine, we send out an audit team — accountants, engineers, sales department, hourly employees — so every year everyone goes out on at least one."

"Quality, I think, is a mental process more than anything else," Brzozowski said. "If people don't want to make quality, no matter what kind of technology you employ, I don't think you make it."

"Getting everyone involved in turning the business around created an enthusiasm in the workforce," Brzozowski said.

Typically, if a customer visits us, the hit rate is 60 percent. If they don't, it's 15 percent. I take people off the floor to show them around. They sense wanting to please, pride in workmanship."

Today, Robotron employs about 130, Brzozowski said. Sales last year totaled \$19.4 million, compared to \$6 million a decade ago. The target this year is \$21.5 million.

'Quality, I think, is a mental process more than anything else. If people don't want to make quality, no matter what kind of technology you employ, I don't think you make it.'

Leonard Brzozowski
Robotron

BUSINESS TELEVISION VIDEO

Lynn Matson-Kazanowski was one of the first visionaries to see the potential of providing integrated TV/VCR applications to sales presentations, employee training and point-of-sale advertising.

Being first, though, doesn't mean immunity from competition and imitators. Large consumer electronics firms want a piece of the pie.

Matson-Kazanowski's responded by emphasizing superior service.

She offered innovative design services for systems and displays and established a national network of technicians for installation and repair services.

She introduced rotation service where a customer could buy extra units warehouse by BTV to be shipped where necessary when problems arise. The malfunctioning units would then be repaired and warehoused for future use.

Matson-Kazanowski also introduced an inexpensive test and tune preventive maintenance program.

"Service is everything," said Matson-Kazanowski. "Otherwise, my clients would go to a box shop or discount houses. We pull a whole program together for clients. We do everything necessary to make their life simple."

"What they want is immediate attention to a problem . . . and not having to handle it themselves) in any way," she added.

Sales last year reached nearly \$8 million, about half in advertising, half in training. BTV employs 35 at the main office and warehouse here and sales offices in Texas and Florida.

SATURN ELECTRONICS

Wallace K. Tsuha, a native Hawaiian, literally started Saturn Electronics & Engineering on his dining room table in 1985, contracting for engineering services that required no capital investment on his part.

However, the former project engineer/manager for General Motors, Rockwell and TIW dreamed of expanding to manufacturing. Growth in that direction depended on money, big money that Tsuha didn't personally have.

A one-man band at first, Tsuha persevered even though he was turned down time after time by financial institutions.

Finally, a bank relented. That, coupled with loans from a GM minority enterprise program and the Michigan Strategic Fund and a grant from the Small Business Administration got Saturn out of the starting blocks.

Tsuha last week was out of the country and unavailable for an interview. But Sherman Cruz, chief financial officer who has been at Tsuha's side most of the way, said he doesn't believe his brother was ever tempted to give up.

"When you leave a good job at 43, it's all or nothing," Cruz said.

Over the years, Tsuha has diversified from automotive supply to defense contract work. The company has grown through operations and acquisitions. Some 330 people are employed. Sales last year totaled \$40 million.

"When you become an entrepreneur and move to become big, your style has to change because you have to let go or you can't grow," Cruz said.

Tsuha has done that but still walks the shop floor to keep in touch, Cruz said.

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\$114,900 — soon will be available, Dembs said.

"Most people coming to buy here are renting, they have one kid, two kids, max. They're young couples. The husband and wife are both working. They live in apartments in Westland. They want to stay in Westland. They know Westland and want to stay here," Dembs said. "It's a price range they can afford," he continued.

"We have a lot of financing plans. People want to put 5 percent down and throw in options — a pre-fab fireplace in the family room. They want deadbolts. Gutters are popular, some brick."

Sidewalks throughout the subdivision and no traffic access from Cherry Hill Road once construction ends were mentioned as major selling points. Dembs also will pay buyers at the contractor rate if they want to do their own painting and carpeting.

Dembs dismissed large electrical transmission lines and towers near the subdivision as non-factors.

"Only one out of 50 (visitors) mentions the towers," Dembs said. "They see them. It's a way of life. A microwave oven in a house has the same effect as the wires outside. This is straight from Edison."

"Many household appliances produce more intense magnetic fields than the power lines," said Bruce Whitney, director of electromagnetic field studies for Edison. "That doesn't say either are perfectly safe or there isn't a risk associated with either."

Dawson Estates is in the Wayne/Westland Community Schools.

The property tax rate for city, county and school services is expected to be about \$33.50 per \$1,000 of state equalized valuation, half of market value, following the statewide school financing vote in March.

That means the owner of a \$115,000 house in Dawson Estates would pay about \$1,930 annually in property taxes.

Jim and Cathie Zabinski are buying their first house, the colonial in Dawson Estates, after living in an apartment for a year and a half.

"What we're getting compared to other newly constructed subdivisions in the Westland/Canton area, which we did check out, couldn't be beat," Jim said.

"The layout was nice. It has a nice open family room, kitchen nook area. The living room comes into the dining room."

It met what we were looking for in a home — three bedrooms, new construction and the price just couldn't be beat in the surrounding area," Zabinski said.

Lynda and Perry Anderson are taking advantage of Dembs' sweat equity policy and doing their own painting and trim work.

"It's just the right size for my husband and me and it's our first house," Lynda said. "We liked the layout. We like the fact it has an attached garage, the laundry is on the first floor, not the basement, and there's lots of storage in the basement or the garage."

Torrance Cox, who has previously lived in Westland, is buying in Dawson Estates with wife Sarina and children Torrance Jr. and Ricky Cuevas in a move back.

"The area, from living here before, is desirable for family conditions, the schools, neighborhood, itself," Torrance said. "It looks like the area, itself, is on the way up. That area, in reference to work (Plymouth), is close for me."

"The houses, themselves, were pretty attractive and I decided to buy," Cox said.

The model at Dawson Estates (326-8724) is open 1-5 p.m. every day except Thursday.

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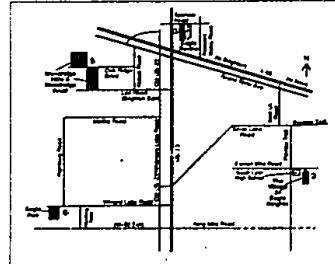
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