

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.

Martin A. DiLoreto of Birmingham was elected vice president-marketing and business planning at Douglas & Lomason Co., Farmington Hills. He had been manager of the division since 1991.



DiLoreto

Kathryn Johnston of West Bloomfield has joined BDO Seidman, Troy, as director of marketing. She previously worked for Andersen Consulting and Electronic Data Systems.



Johnston

Robert Bacyinski of Plymouth, marketing and sales manager for Corporate Calling Center, Detroit, was elected to the Lansing-based Michigan Travel & Tourism Association board of directors for a three-year term.



Bacyinski

Douglas L. Cunningham of Rochester Hills was named chairman, president and CEO of Rexair Inc., a Troy-based vacuum cleaner manufacturer. He joined the firm in 1978 as assistant to the president.



Cunningham

See STARS, 2F



New amenity: Clubhouses, like this one under construction at Village Park of Beverly Hills, can add a new luster to older apartment complexes.

Village Park: rejuvenated apartments



Lack of available real estate in prime suburban locations, restrictive land-use regulations and unfavorable economics have stalled construction of new rental units here. Existing properties, however, change hands. Improvements often follow.

BY DOUG FUNK
STAFF WRITER

Just because apartment construction continues to lag, don't get the idea that things are stagnant. Less new can result in more up-grading of old.

That's what's happening at Village Park of Beverly Hills, formerly Cranbrook Place, built in several phases from the mid 1970s through the mid '80s, on Thirteen Mile just west of Southfield Road. Village Green Companies, owned by Jonathan Holtzman and

headquartered in Farmington Hills, and the Prudential Life Insurance Co. purchased the 205 units last October.

The partners intend to spend about \$500,000 to build a clubhouse/pool, landscape and update the nine two- and three-story buildings on the site, Holtzman said.

"The Birmingham and Royal Oak area is a very popular area for renters," he said. "There's a tremendous amount of demand. There is no available land to build new. Even if we wanted to build

new, we couldn't.

"Essentially, we were looking to buy one with an excellent location, well-built but in need of remodeling," Holtzman said.

"We're finding that quite a few families and older individuals approach us. They want to sell due to estate planning issues or it's time to rehabilitate and they don't know how to do it.

"The opportunity was to buy and reposition to Village Park standards. Access to highways, employment, shopping, social life - that's what made the location so special."

Holtzman had built and co-owned the most recent phase of Cranbrook Place with the Lockwood Family, which had developed the first two phases. Holtzman had also managed the entire complex.

Beverly Hills is the second Village Park for Holtzman, who purchased and upgraded the former Royal Coachman Apartments in Troy about five years ago.

Village Parks are a lower-cost alternative to newer luxury Village Green Apartments owned by Holtzman in Canton, Farmington Hills, Southfield and Troy, said Kathryn A. Hepler, director of new market development for Village Green Management.

While Village Greens target second- and third-time apartment move-ups, Village Parks aim for the first-time renter.

Rents at Village Park of Beverly Hills start at \$525 for a studio, \$550 for a one-bedroom and \$685 for a two-bedroom. The only utility included in the rent is water.

See VILLAGE, 2F

Partnering

Teaming up can help cut disputes

BY DOUG FUNK
STAFF WRITER

What "goes without saying" sometimes results in a construction dispute. And if disagreements escalate to threats, delays and lawsuits, all parties in a project can experience time, money and aggravation woes.

The answer lies in partnering and dispute review boards, says the Michigan Region of the American Arbitration Association.

The association will offer a day-long seminar, "Partnering and Dispute Review Boards: New Dimensions in Dispute Prevention and Resolution for the Construction Industry," Thursday, June 23, at its office in Southfield.

It's designed for owners, general contractors, architects, designers and subcontractors. Cost is \$185 for arbitration association members, \$190 for non-members. To register, call the association at 352-5500.

The seminar will educate and train building principals how to establish a partnering program, which, if effectively managed, will prevent the need for a dispute review board.

"Partnering is really a joint, cooperative effort where people agree to meet on a regular basis," said Jeff Enyart, construction coordinator for the AAA. "There are no formal rules or guidelines. It's more about communication than anything else."

Regular huddles involving key people from architect to subcontractors and everyone in between to review progress, timetables and budgets can eliminate erroneous assumptions and misunderstandings along the way, Enyart said.

The seminar will teach how to:

- apply the process to contracts.
- open channels of communication.
- create a cooperative management team.
- focus on cooperation and mutual interests.
- problem solve.

"It encourages parties to change adversarial mind sets, to recognize common interests," said Nadine Slowik, spokeswoman for the arbitration association.

"In some form or another, every project has some form of partnering," Enyart said. "Hopefully, it eliminates arbitration or litigation down the road."

When partnering links aren't forged or the

process breaks down and problems arise, dispute review boards are an alternative to litigation. A three-person panel can act quickly and base recommendations on practical field experience, Enyart said.

"The idea is to bring outside expert opinion, to provide analysis and advise the parties what's appropriate," he said. "They don't bring any binding authority. They consult, advise, make recommendations."

However, consensus of a panel acceptable to all sides in a dispute generally carries tremendous weight, Enyart said.

"Parties who opt for these procedures want to avoid further litigation and arbitration," he said.

It costs \$3,000 to establish a panel, with additional hourly or daily charges tacked on as needed. "They (principals) may never need their services. They're basically on call if necessary," Enyart said.

Co-sponsors include the Associated General Contractors of America-Greater Detroit Chapter, Construction Association of Michigan and American Subcontractors Association-Southeastern Michigan Chapter.

Marketing society elects new leaders

The Michigan Chapter of the Society of Marketing Professional Services has elected officers and directors for 1994-95:

Officers from the Observer & Eccentric area include:

■ Vice President - Gerald Belian, vice president, Soil and Materials Engineers Inc., Plymouth.

■ Treasurer - Dorine Kurkowski, marketing coordinator, Barton Malow, Southfield.

■ Secretary - Anita Crisman, promotion resources coordinator, Barton Malow, Southfield.

■ Directors - Susan Arneson, vice president/marketing and business development, Testing Engineers & Consultants Inc., Troy; Dawn Black, marketing director, Luckanbach/Ziegelman & Partners Inc., Birmingham; Susan Witkowski, marketing coordinator, Giffels Hoyem Basso Inc., Troy.

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