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BUILDING & BUSINESS

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) 591-7278.

Cheryl Hawkins of Southfield was named media relations director for Southfield-based Casey Communications Management. The former account supervisor joined the public relations counseling firm in 1988.



Hawkins

Roger Graff of Garden City has joined Lansing-based Farm Bureau Insurance as a new agent serving the metro area. Completing an extensive career development program for new agents, he'll work from 9369 Haggerty, Plymouth.



Graff

Dr. Joseph F. Pinto of Plymouth was elected chairman of Delta Dental Plan of Michigan's board of directors. The retired dentist has chaired several Detroit District Dental Society and Michigan Dental Association committees.



Pinto

Brian Durocher of Farmington Hills was promoted to account supervisor for D'Arcy Masius Benton & Bowles/Bloomfield Hills, managing the Bonnevill and Grand Prix models for the Pontiac account. He joined the agency in 1990.



Durocher

Nanette Gerard of Troy was promoted to vice president, account supervisor for the FTD account at D'Arcy Masius Benton & Bowles/Bloomfield Hills. She joined the agency in 1993.



Gerard

See STARS, 2F



STAFF PHOTO BY SHAWN LEAHY

Special service: Daniel DeMartino, director of architectural services, and Ellen Whitefield, vice president of New Home Center services, advise all Selective Group homebuyers on fixtures, appliances and coverings from a central showroom.

One-stop shopping

Showroom helps buyers customize new house



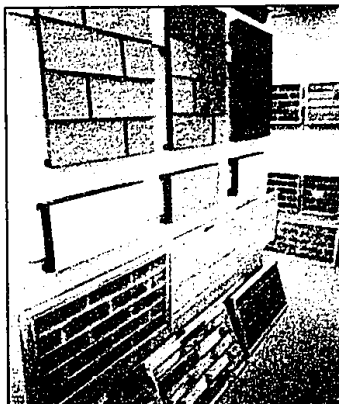
An upper-end residential building company has taken a different approach to moving the deal from A to Z. A centralized showroom with fixtures, tiles and appliances separate from on-site models enables staff members to concentrate on areas of expertise.

By DOUG FUNKE
STAFF WRITER

It's all about choices for buyers. That's how the Selective Group, headquartered in Farmington Hills, promotes its one-of-a-kind New Home Center in Southfield. Buyers who order a house at any of Selective's building sites decide on shingles, siding, brick, bath tile, kitchen tile, ceiling tile, cabinet face, doors, faucets, sinks and lighting options from a central 3,500-square-foot showroom instead of at site models. "No other builder in town offers the choices we offer and no one has a set-up like this," said Ellen Whitefield, vice president of New Home Center services. "This was a

major commitment to make choices easier." Only Selective buyers can visit the New Home Center. Purchasers make decisions over three visits. During the first stop, buyers meet with a member of the design staff and receive an introduction to the construction and selection process. The second visit deals with exterior selections - brick, stain and shingles - cabinetry and countertops, appliances, preliminary plumbing, fireplace and interior trim. The third visit concerns interior color, flooring tile colors, hardware,

See SHOWROOM, 2F



Many choices: Buyers at Selective Group's New Home Center can move individual shingle, siding and brick sample panels to see how they match.

Angel sale: Hundreds of figurines, pieces of jewelry, cards, tapes, books, posters and artwork - all with an angel motif - are available for sale from Denny Dahlmann at Angel Treasures.



JOHN STORZLAND/STAFF PHOTOGRAPHER

Angels spell success at gift boutique

By DOUG FUNKE
STAFF WRITER

Denny Dahlmann has led an exciting life during his first 47 years on this planet. He's worked as a teacher, written a book, officiated in the short-lived World Hockey League, built miniature golf courses and set up new stores for the Dunham's sporting goods chain. Last November, the West Bloomfield resident started his own business, Angel Treasures, a boutique featuring gift collectibles, in Royal Oak. It's been heavenly, so to speak, ever since. Sales have exceeded expectations. Investors have already recouped their initial outlay. Customers have descended on the 800-square-foot store like angels to a sacred shrine.



The personable Dahlmann acknowledges that the timing of his business opening couldn't have been better - just before the holidays and with recent television broadcasts and a major national news magazine featuring pieces on angels. Dahlmann has found another niche for expansion - helping other people start their own Angel Treasures on a consulting basis. Following are edited excerpts from a recent interview:

Where did you ever get the idea? Dahlmann: I was doing a miniature golf course in Corpus Christi, Texas, and saw a card shop with some angel statues in it. Little figurines. I thought it was interesting. When I went out to California, I saw a store with a lot of angel merchandise - jewelry, crystals. It wasn't a card shop, but a gift store with a lot of angel merchandise. I said this would be a great business to get into. I can do this. I can merchandise a store around angels from doing 25 sporting goods stores, from my background. I came back here and explained my idea to a couple of people. Every one said it was a great idea, that I should do it in Royal Oak.

See ANGELS, 2F

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