

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, 36261 Schoolcraft, Livonia 48150. Our fax number is (313) 591-7279.

Cordell A. Lietz of West Bloomfield takes over the newly created position of vice president for The Taubman Co., Bloomfield Hills. He'll coordinate the acquisition program, concentrating on investments that involve the industrial real estate community. He had been senior vice president for U.S. Alpha, Inc.



Lietz

Cynthia B. Faulhaber of Beverly Hills, an attorney in the Detroit office of Miller, Canfield, Paddock and Stone, was elected president of the Children's Leukemia Foundation of Michigan.



Faulhaber

Doyle F. Browning of Rochester Hills was named vice president of insurance operations for Chrysler Financial Corp. Southfield. He's had several executive positions with Chrysler Insurance, including senior vice president of sales and underwriting administration and vice president of sales & marketing. He joined the firm in 1987.



Browning

Beverly Brooks-Davis of West Bloomfield becomes advertising director for Ameritech's advertising services division in Troy. She'll manage integrated marketing communications and brand strategies. The Chicago native has 12 years of marketing, advertising and sales promotion experience.



Brooks-Davis

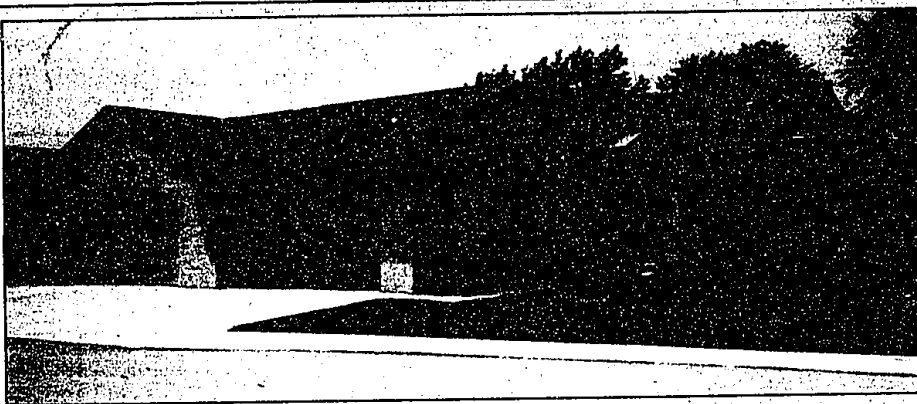
John Elkins of Livonia and president of Dearborn Federal Credit Union, was re-elected board chairman of Payments Systems for Credit Unions, a national credit-card processing firm headquartered in St. Petersburg, Fla.



Elkins

Tom Klekner of Farmington Hills was promoted to north central regional manager for Service Packaging Corp., based in North Canton, Ohio. He joined the firm in 1992.

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Easy maintenance: Units at Meadow Creek feature vinyl siding and brick. Each unit has two decks and two of a lot of other things.

Meadow Creek long on convenience



Two of everything would be a good way to summarize the goodies in all units at a small condominium project under construction in western Wayne County. Another bonus: all appliances are included.

BY DOUG FUNKE
STAFF WRITER

Two bedrooms, two baths, two-car attached garage, two skylights and two decks.

Each of the 28 ranch units at Meadow Creek, a condominium community under construction off Sheldon just north of Warren in Canton, will feature all of those amenities as standard items. "But that's not all. A full complement of new appliances also is included.

The 1,250-square-foot unit costs \$129,900. The slightly larger model, with upgrades in the master suite such as a separate tub and shower and double-sink vanity, carries a price of \$134,900.

"It's kind of a small development, which makes it nicer for the association," said Clayton Miller, developer/builder at the 6½-acre site. "Everyone knows each other. Condo living is mostly for conveniences," he added. "We don't have any age restrictions. Our main market is the empty nester. We do get some single people, younger couples."

Miller mentioned another selling point: "Development all the way around it is pretty well settled, not unknown like some places

here." St. John Neumann Church is to the west, wetlands and a day-care center to the south and existing residential neighborhoods to the north and east.

Miller said he believes he has a pretty good handle on what buyers want. Standard features include air conditioning, fireplace, skylights in the kitchen and foyer and 10-foot ceilings in the combination great room/dining room. First-floor laundry and full basement also are standard.

A direct-vent gas fireplace enabled Miller to build a recessed opening over the fireplace for use as an entertainment center. New appliances included as part of the basic package are oven, microwave, dishwasher, side-by-side refrigerator/freezer, garbage disposal and washer and dryer.

"It seems that people prefer we include all the appliances," Miller said.

"We offered vaulted ceilings last time (at Meadow Hill in Plymouth) but 11 of the first 12 buyers chose a flat ceiling. Maybe the empty nesters who paid utility bills were conscious of energy saving and made trade-offs.

"What we find here is people like the smaller development and don't want the overhead of a pool, the upkeep, liability, that sort of thing," Miller said.

Prospects appreciate that they're getting all new appliances with the purchase of a unit at Meadow Creek, said Dawn Miller, Clayton's wife who is marketing the property.

"They like the concept of having everything on one floor," she said. "I've had quite a few comments on quality of workmanship."

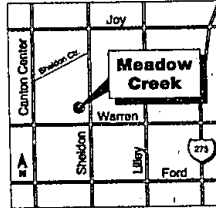
The monthly association maintenance fee of \$85 includes water.

Meadow Creek is in the Plymouth-Canton Community Schools. The property tax rate for township, county and school services is about \$91 per \$1,000 of state-equalized valuation, half of market value. That means the owner of a \$130,000 condo in Meadow Creek would face an annual tax bill of about \$2,000.

Pete and Lorraine Frola were among the first to arrive.

"We were in a four-bedroom home. We wanted to downsize. It's a nice change," she said. "With us busy running our own business, we don't have time to do all the grass cutting, upkeep."

"Our office is in Livonia. We didn't want a long ride to work every day," Lorraine continued. "We moved from Canton to Canton. The community is growing so



much and so much is available, we decided we couldn't do bad by staying in the area.

"I wanted a first-floor laundry and didn't want to walk up and down stairs," she said. "My husband is extremely impressed with the high-efficiency furnace and air. I think there's more a feeling of this being a home with a front porch and deck on back."

Rod and Carol Rubus also have bought into Meadow Creek.

"I thought construction here is of high quality," Rod said. "Fixtures chosen trimming, windows were tastefully done. I thought the 1-276 corridor was a good investment. It's a booming area."

"Dawn and Clayton were personable and responsive to our needs," Rod added.

The sales model (454-0270) at Meadow Creek is open 1-5 p.m. daily, closed Thursdays.

Top entrepreneurs include local execs

What do chief executive officers of companies that make manufactured houses and midsize buses, sell/lease video display systems and get involved in the larger community have in common?

How about 1994 Michigan Entrepreneur of the Year designation.

Three of the nine selected this year have local connections.

Walter Young Jr., chairman, president and CEO of Champion Enterprises headquartered in Auburn Hills, was judged Turnaround Entrepreneur of the Year.

Lynn Matson Kazanowski, president of Business Television Video in Walled Lake, was selected Wholesale/Distribution Entrepreneur of the Year.

Joel Tauber, president of Tauber Enterprises in Southfield, was chosen Socially Responsible Entrepreneur of the Year.

Innovation, financial performance and personal commitment were evaluated.

Judges included Thomas Landry, president of A.J. Ethkin Construction and the Associated General Contractors Association, Florine Mark, president of the W.W. Group, Lloyd M. Reuss, former president of General Motors,

and David Brophy, University of Michigan finance professor.

When Young became CEO at Champion in 1990, the company, which makes manufactured housing and buses, had just posted a \$13 million loss and was filing for bankruptcy.

Young put more than 80 percent of his personal net worth on the line in a restructuring and insisted that the new management team and directors also buy into the company.

He closed six plants, decentralized many departments and decreased corporate staff from 125 employees to 12. He also liquidated company-owned real estate, inventory and receivables to raise cash. He also personally sold 1,800 manufactured houses to Israel to prime the cash pump.

Young's turnaround strategy resulted in a \$12 million profit within three years. The publicly owned company's stock has risen from \$2 to \$30 per share. Revenues this year are projected at \$625 million.

"I am a change catalyst with sufficient intellect to recognize that encouraging and rewarding individuals is more productive than controlling and containing them," Young said.

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