

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.

Debra Salem of West Bloomfield becomes marketing and public relations manager for Livonia-based Hungry Howie's Pizza and Subs, Inc. She was a publicist for Dorothy Hamill International and director of marketing and public relations for the U. S. Figure Skating Championships.



Salem

Attorney J. Bryan Williams of Birmingham, executive partner of Dickinson, Wright, Moon, Van Dusen & Freeman in Detroit, was elected to the Greater Detroit Chamber of Commerce board of directors for one year.



Williams

Sylvia V. Collins of Rochester Hills, an agent for Farmers Insurance Group of Companies, was invited to Farmer's 1994 top sales producers meeting in Hot Springs, Va. She represents Farmers through Sylvia Collins Agency at 945 S. Rochester Road, Rochester Hills.



Collins

Todd Bendler of Southfield rejoins BBDO/Detroit as senior vice president, creative director for the Dodge Dealer Advertising Association team. At BBDO, he helped create the "Dodge Boys Have More Fun" theme and received a Clio award for the campaign.



Bendler

See STARS, 2F



Bridgmont: Heritage Residential Group offers a split colonial with the master suite on the main level and two or three bedrooms upstairs at Victoria Gardens.

New sub attracts area residents



Until recently, a new subdivision of single-family homes hadn't been built in Garden City for several decades. A couple of builders in Victoria Gardens believe that their models will attract move-up buyers who want to maintain ties to the area.

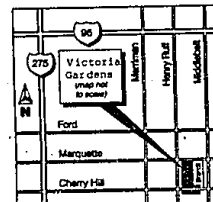
By Doug Funkle
STAFF WRITER

Two residential builders have asked claim to Victoria Gardens, a 66-lot subdivision on the site of the former Vogel Jr. High in Garden City. The Heritage Residential Group, headquartered in Farmington Hills, has 44 lots, Michigan General Construction the balance. About a third have sold since Singh Development of Birmingham transformed the parcel off Henry Ruff just south of Marquette and

tired," said Lawrence M. Dragich, Michigan General Partner. "I don't think there's a niche market here. It's more varied than most suburbs."

The subdivision is serviced by city water and sewers and sidewalks. Heritage offers five floor plans - a ranch, three traditional colonials and a split colonial with the master bedroom on the main floor. Prices range from \$128,900 for the 1,400-square foot ranch to \$159,990 for a 2,200-square foot colonial. Michigan General offers ranches of about 1,300 square feet for \$119,900 and 1,500 square feet for \$127,900 and a colonial of 1,700 square feet for \$137,900. The garden ranch with three bedrooms, two baths and an open

"We did a market study and saw that the area had nothing really new," said Dawn M. Davis, partner with Michigan General. "We've got young, mid-life, re-



floor plan is most popular with Michigan General buyers at Victoria Gardens, Davis said.

"Most people in the area have been in a ranch and like the style," she said.

See VICTORIA, 2F

O&E parent buys phone directories

Hometown Directories, a newly-formed subsidiary of Suburban Communications Corp., has purchased four telephone directories from Michigan Directory Co. in Pigeon, located in Michigan's Thumb. The purchase includes the rights to publish the Clarkston/Waterford Directory (34,000 copies), Hills Area Directory (43,000) servicing Rochester and Rochester Hills, Greater Livingston County Directory (80,000) and Oxford/Lake Orion Directory (22,000). The purchase price wasn't disclosed. "Our long-term objective is to grow our company both internally and via the acquisition route," said Richard Agnigan, SCC president. "The purchase of independent telephone directories is a natural complement to the publishing of community newspapers in several ways. The community newspaper gathers information and distributes it via print, voice, fax and computer. The community newspaper also generates advertising demand for information, products and services," Agnigan said. "Similarly, a telephone directory also gathers information, telephone numbers and yellow pages advertisements and distributes the information via print and voice. Community newspapers and telephone directories play off each other's strong points, Agnigan said. "Think of it this way - a newspaper creates demand. A phone book satisfies demand." Bill Henry, president of Michigan Directory Co. who started the firm in 1978, said he's been approached by several would-be buyers. "From what I found out about SCC, I thought it would be a good association," he said. "We'll be doing a lot of cross selling. A lot of production work we'll do for them (SCC). That capital will help us improve our directories. Too, help modernize some equipment," Henry added. Michigan Directory will continue to pub-

See PHONE, 2F

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