

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 & Eclectic Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is (313) 691-7279.

Jeanette Meyer-Fladung has been named account executive with Casey Communications Management Inc. of Southfield. Her responsibilities will include serving as counselor to Casey clients while developing and implementing public relations programs for several key accounts.



Meyer-Fladung

John D. Muir of Livonia has joined Superior Die Set Corp. as sales engineer serving buyers of die sets, mold bases and components in Detroit and surrounding four counties.



Muir

Jerome Meyer has been named a principal of CTI and Associates Inc., a Farmington Hills based environmental, geotechnical and construction materials testing engineering consulting firm. Meyer has been with CTI since 1991.



Meyer

Bryan Hirs of West Bloomfield has been promoted to area assistant vice president for The ABOW Cos., one of the largest insurance broker/consultants in Michigan and a wholly owned subsidiary of Arthur J. Gallagher & Co. Hirs' responsibilities will include strategic planning for the Group Planning Department.



Hirs

See STARS, 2F



Meadowlark
This model, like others at Rookery Woods, offers an attractive exterior and a functional floor plan inside.

Rookery Woods radiates luxury



A couple of builders have erected models that radiate luxury in a new residential development in Oakland County. The site is pastoral, but close to major freeways and area attractions.

BY DOUG FUNKE
STAFF WRITER

Rookery Woods, a residential subdivision under construction off Adams near M-59 in Rochester Hills, is well named.

A rookery is a breeding place and here reportedly nest in a substantial tract of trees along the Clinton River abutting the site. Several Canada geese also landed

during a recent early-morning visit.

But there are other things to recommend the project, namely the work of Richard Sieradzki, president of American Home Corp., and Tony Lochiro, president of Olympia Homes.

Lochiro has purchased 62 lots. Sieradzki 25 in the initial phase of the development created by Frankel Associates of Troy.

Their models are large, functional and fairly pricey.

Lochiro offers the Blair, a 3,900-square-foot two-story with five bedrooms and 3 baths for \$338,500. The Ritz, also a two-story of 3,900 square feet, has four bedrooms and 2 baths for \$339,000.

Sieradzki offers the Meadowlark, a 3,600-square-foot two-story with four bedrooms and 3 baths, for \$316,900. The Skylark, a two-story with nearly 3,200 square feet, also has four bedrooms and 3 baths for \$293,900.

The basic numbers don't do the models justice.

All have two-story foyers and multiple peaks with brick and

wood siding on the exterior elevations. All offer three-car, side-entry garages, first-floor laundry, fireplace and basement.

Ovens, countertop stoves, dishwashers and garbage disposals are common to all models. So, too, are whirlpool tub and separate shower in master suites.

Then there are the nuances between the models.

The powder rooms in the Blair and Ritz are larger than one normally finds in residential construction today. Both models also have dual staircases.

The kitchen/eating nooks in the

See ROOKERY, 2F



Researcher: John E. Lewis is trying to establish a medical research business from his home.

Home-based business tracks medical data

BY SUE BUCK
STAFF WRITER

John E. Lewis of John E. Lewis Associates provides a health/medical service for the consumer out of his home-based business in Livonia.

A former medical photographer for 25 years, Lewis worked at Harper Hospital, Mt. Carmel Hospital and Wayne State University School of Medicine until they cut staff and he left voluntarily.

His second specialty is instructional technology.

In compiling specialized reports based on a client's questions, Lewis searches several computer databases, retrieves a bibliography, locates and retrieves articles.

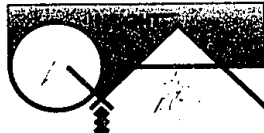
"I'm very conscientious about my clients' privacy," Lewis said.

"Putting the report together is easy. Locating the information is difficult. It's impossible for anyone to stay current. It's not an indictment of the medical community. Most physicians will tell you that an informed patient is a better patient."

Ironically, Lewis has never personally met a client face to face. He usually talks by phone.

"I've had clients in Hawaii. I've done a search for someone in Zimbabwe, Africa. It was about lymphoma (cancer)," he said.

"While a person's physician is their best source of health care information, there are



several good reasons to do one's own research. A physician tends to suggest what he does best. If you don't know about a procedure, how can you ever bring it up with your doctor?"

Through the Internet, Lewis can get into the catalogues of Wayne State University, Beaumont Hospital, Botsford Hospital, Children's Hospital, Detroit Public Library and Harper Hospital.

Wife, Dorothy, who works in the lab at Henry Ford Hospital, matches organ donors to recipients and does diagnostic work for leukemias, lymphomas and AIDS.

Their children are David, 25, a Westland resident who works for EDI and is coordinator for Mexican industries, an automotive supplier, and Mark, 23, of Warren a student at Oakland Community College.

Following are edited excerpts of a recent

See LEWIS, 3F

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