

Stars

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Lance Aldrich was named senior vice president, associate creative director on the Dodge national account with BBDO advertising in Southfield. Gary Weiss was named vice president, associate creative director, and Mike Lowes was named vice president, associate creative director.

William T. McCarthy of Livonia and James T. Seavitt of Orchard Lake were named to the Boys Republic Board of Directors. McCarthy is vice president of McCarthy, Smith Inc. in Redford. Seavitt owns Village Ford in Dearborn.

Mark J. Rogers and Gary W. Jbara opened the Smith Barney Retirement Management Group office in Farmington Hills and

Kalamazoo. Others working with them are Robert Tighe and Howard C. Weinberger.

Eric Hutton was named sales engineer for Michigan Induction Inc. of Canton. Hutton had been responsible for the human resource department. He is now responsible for marketing and sales.

Dominic Asta was named director of purchasing with Mastrol Co. in Southfield. He joined the company in 1989 as credit manager in the accounting department. Patrick Bubla was named communications manager. He had been advertising manager since joining the company in 1992.

Pam Lauer of Westland re-

cently was inducted into the \$100,000 Club by Superior Coffee and Foods for achieving \$100,000 in sales in 1994. Lauer, regional manager/office coffee service and vending, has worked for Superior for a year.

Thomas P. Elsbrenner was promoted to senior account executive at Elsbrenner Public Relations in Troy. Before joining Elsbrenner as account coordinator in 1992, Elsbrenner worked in the public relations department at Ingham Medical Center Corp.

Rick Fleming was named human resource director for Michigan Induction Inc. in Canton. Fleming had been the metallurgy laboratory supervisor.

Janet B. Ofodile of Southfield was given a dual appointment of vice president at HMO administration at Blue Cross Blue Shield of Michigan and president and chief executive officer of Blue Cross Network of Southeast Michigan. She was vice president of the manage care division.

Lawrence A. Higginson, an executive with Productivity Action Associates in Plymouth, received an Outstanding Achievement award from the Automotive Industry Action Group in Southfield. The award cites Higginson for his work on the AIAG's continuous quality improvement project team.

Barbara Cardinal was promoted to associate executive di-

rector in charge of programs for United Cerebral Palsy of Metropolitan Detroit in Southfield. Cardinal joined the UCP of Metropolitan Detroit in 1989.

Kevin Gallagher of Redford Township received Liberty Mutual Insurance Co.'s Auto Plus award for 1993 in recognition of his sales of auto policies. He also received a company award in recognition of his sales of homeowners' policies. Gallagher, a sales representative at Liberty Mutual's Canton office, joined the company in 1992.

Gerald Downey of Farmington Hills was named creative and communications director of MDI Creative's Midwest region. Before joining MDI Creative, Downey

was a creative director for Visual Services Inc. and vice president/creative director of Gray & Kilgore Advertising.

Erlich J. Vogel of Garden City completed a course in diamonds with the Santa Monica, California-based Geological Institute of America and has been awarded the institute's diamonds certificate.

Vidya Shaw of West Bloomfield, a representative with Prudential's Livonia office, was named top representative of 1993 among the 500 representatives in the company's Michigan region. The Prudential contributed \$200 to the Bloomfield Hills SCAMP program in her name to support programs for physically and mentally handicapped children.

Awards

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The house was developed into a simple rectangular box sliced vertically by a steel wall that separates public from private functions on the first floor. The wall also encompasses the second/third floor master bedroom/loft house form.

The house contains steel stairs, steel floors and steel around fireplaces.

An exercise room is in the basement; great room, living room and laundry on the main level; three bedrooms on the second level; and an office on the third level.

"Probably the most difficult thing was the site," Smith said. "The house couldn't be wider than 25 feet or longer than 83 feet and we were building 3,500 square feet."

Ray G. French Associates doubled the space of the nature center at Dinosaur Hill Nature Preserve in Rochester to about 2,400 square feet by adding on to a portable classroom.

"The most challenging aspect to us was they were on a very limited budget — just under \$100,000," said David G. French, vice president.

"We connected to an existing trailer," he added. "It's built into part of the woods with windows from floor to ceiling and a high-pitched, cathedral ceiling. Structural trusses are all exposed. It's done with natural wood, inexpen-

sive wood, that was stained."

Arthur F. Smith
state competition chairman

Quinn Evans/Architects of Ann Arbor won two awards — law school classroom renovation at the University of Michigan and a new Ypsilanti Transit Center.

Other award winners were Nordstrom Samson Associates, Dearborn, for a new MichCon Muskegon Service Center and Eckert/Wordell Architects, Kalamazoo, for Lansing Regional Eye Care Center.

William Kessler & Associates and Smith, Hinchman & Grylls Associates, both in Detroit, received awards for projects at least 25 years old which they originally designed.

The former did public housing for the elderly in Wayne, completed in 1959; the latter First Federal of Michigan headquarters in Detroit, finished in 1965.



Renovated house: Neumann/Smith and Associates transformed a cottage into this contemporary house.

Buildings

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largest among 11 metropolitan areas in the Midwest and Rust Belt surveyed by U.S. Housing Markets.

The others ranged from a 24-percent increase, St. Louis with 6,200 single-family permits, to a 4-percent decline, Minneapolis/St. Paul with 7,500 permits.

For the period April through June, southeastern Michigan builders pulled permits for nearly 6,000 single-family units, a 25-percent increase from the second quarter of last year.

Nationally, the second-quarter increase was 14 percent with 315,000 units permitted.

"Obviously, the auto industry's resurgence and continued prosperity has had an effect in our area," said Brian Bragg, editor.

"Even though interest rates have run up so sharply this year . . . a point and a half or more . . . the (new housing) market is running ahead of last year. That's really remarkable."

Brian Bragg, editor
U.S. Housing Markets

"It's job formation and expectation of job security that gives everyone confidence to make a commitment to buy that house. Even though interest rates have run up so sharply this year

. . . a point and a half or more . . . the (new housing) market is running ahead of last year. That's really remarkable," Bragg added.

The U.S. Housing Markets report picked up on some of those themes.

"One-firm surge had (Detroit) metro area among nation's biggest gainers for second quarter and first half," the publication reported.

"Surprising strength of auto industry spreads employment bonus across many sectors. Area has added about 35,000 jobs in the past four quarters, bringing total to 84,000-plus net new jobs, some 21,000 in manufacturing, in the past eight quarters.

"Sales of new single family dwelling is strongest in the \$170,000 to \$190,000 move-up

range," the report continued. "Market for dwellings \$300,000-plus weaker."

"Homebuilders bustling, great numbers of subs offering product in all price ranges," U.S. Housing Markets said of southeastern Michigan. "Some nervousness about possible overbuilding if job numbers weaken. Mortgage rate increase softened summer market."

"Best traffic and sales are in far west suburbs along I-275 and I-96 corridors — Northville, Novi, Walled Lake and Canton Township — and further west toward Ann Arbor with M-14 as stem."

"Builders in north Oakland and Macomb County still generating good numbers; Orion Township is busy."

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