

BUILDING & BUSINESS

BUILDING & BUSINESS ECCENTRIC 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.

Carl Brickman joined the international division of First of America Bank Corp. in Birmingham as vice president-international banking/foreign direct investment. Brickman is the former president of Corbuser Symtec America Limited Inc.



Brickman

Stanley M. Stein of Canton was elected a senior vice president at D'Arcy Masius Benton & Bowles/Bloomfield Hills. He is managing director of DMB&B Public Relations. Stein began his career at DMB&B Public Relations in 1984 and was elected a vice president in 1990.



Stein

Philip Leader of Troy was promoted to chief of mechanical engineering with Albert Kahn Associates Inc. Leader had been assistant chief of mechanical engineering. Leader is an expert in health care mechanical engineering and worked on Providence Hospital's Novi center.



Leader

Eric Koemider of Livonia received the 1994 North Star Award for Excellence in Marketing Communications from the Public Relations Society Detroit chapter. Koemider is the manager of corporate communications for Telen Inc. in Detroit.



Koemider

Architect has built for the old world and new

Architects bring life experiences to their jobs. Some are fortunate enough to live, study and work in several different cultures.

By MARY RODRIGUE
STAFF WRITER



Nazar Keer is somewhat of a global architect.

Owner of Aboody Keer Associates in Birmingham, Keer has worked on projects as varied as providing a master plan for a 2,000 year old city to designing Burger King and Papa Romano's outlets in Detroit's Renaissance Center.

The Iraqi-born Keer came to America in 1967 to study architecture at Lawrence Technological University in Southfield. At 21, he already had a civil engineering degree and a desire to live stateside. But immigration hurdles caused a delay.

"I liked it here, but after graduation, I went back to Iraq," said Keer, an affable man whose second story office in downtown Birmingham is lined with photographs of his work.



DAN DEAN/STAFF PHOTOGRAPHER

His career began in the Middle East. Born in Basra and educated in Baghdad, Keer's first assignment for a French firm was heading up a team providing a master plan for Mosul in northern Iraq on the Tigris River opposite the site of ancient Nineveh.

"My task was to document historical buildings, some still inhabited. We were able to salvage the majority with a restoration plan," said Keer, whose research led to a 1,000 page book.

He also worked on Iraq's centralized post office and helped his firm win first prize for designing a resort island. But America beckoned. Government restrictions were tight, but Keer got his break in 1976 when he was selected as one of four Iraqi architects to travel to a United Nations symposium on habitats in Vancouver, British Columbia.

He never made it to the Canadian conference. "I went back to Lawrence Tech and studied business management," said Keer, who learned English by totally immersing himself in American culture.

"After the business degree, I hired an attorney to work with the (immigration) system," said Keer, who had relatives in Michigan.

"Two years later, I got my first job here, with Robert Alpern & Associates in Troy. Now they, too, are in

'If you peel off the political nonsense all over the world and look at the people, it's amazing how much good you can find. I have no room for prejudices.'

Nazar Keer

Birmingham. I learned a great deal there."

The economic downturn of 1980-81 found Keer laid off from his job.

"I began my own firm in downtown Royal Oak and a year later moved to Birmingham," he said. He liked the community well enough to build a showpiece house for himself nearby on Lincoln.

Three sisters (all college educated) and Keer's parents (his father was an Army colonel) followed.

Specializing in retail and shopping center design, Keer's firm has carved a successful niche in the world of architecture. He employs a staff of five and offers construction managing and general contracting in addition to design.

Globetrotter: Nazar Keer has done architectural work in the Middle East, South America and the Detroit suburbs.

office in Redford and just finished a dental office in Troy.

Keer's American projects are "more down to earth - lots of retail jobs and homes. We've done up to 300 condominium units a year. Abroad, when an architect is hired, it's usually for a monumental job - something very elaborate."

He also finds the styles abroad more contemporary in style and design.

"In the States, a lot of buildings lean toward the traditional look. It's not easy to put something extremely contemporary in a traditional setting and have it look right."

Right now, the firm is designing a slew of Imperial Sports stores in Michigan, Ohio, Indiana and Illinois.

While Keer works in both contemporary and traditional styles, he favors conservation of architectural treasures, such as the old buildings in downtown Detroit.

"They are beautiful buildings from the turn of the century," he said. "I would love to see them rehabilitated. But I don't know if that is going to happen in our lifetime."

Keer is a member of the Lions Club and is on the board of directors of the Arab American

See ARCHITECT, 2F

Communication links: Newsletters can foster good feelings among employees and clients, maintains Carol L. Heminger, a consultant.



DILL BREKERS/STAFF PHOTOGRAPHER

Newsletters help boss, worker talk

By DOUG FUNKE
STAFF WRITER

Carol L. Heminger, a Canton resident, is a communications/marketing expert.

Her business, Promotional Planning & Development Group, helps small and medium-sized companies carry their banners to the broader community.

Another part of Heminger's operation - developing newsletters for external clients and internal morale - is becoming more and more important.

"With a little bit of commitment from management, any company or organization can benefit by producing a newsletter," she said.

Heminger's company, in business about six years, employs 12 and records annual sales in excess of six figures, she said.

Following are edited excerpts from a recent interview.

Why are newsletters important?
Heminger: It gives communication both ways.

So often, management doesn't communicate with laborers. They don't know how to, they haven't taken the time to. Newsletters give them the opportunity to talk with employees about the state of the company.

There's another side, too - employees talking to management. Newsletters, if well done, well executed, can be a sounding board.

What are elements of a good internal newsletter?
Heminger: Employee profiles are good. Employees who won awards, birthdays, safety information. New clients. Think about it - for employees on the line, now there's a much better chance their jobs will be extended.

Human interest stuff is what's important. Look at a lot that's written. It's heavy, boring to read. It's written how a vice president thinks a vice president should talk and that's not very interesting.

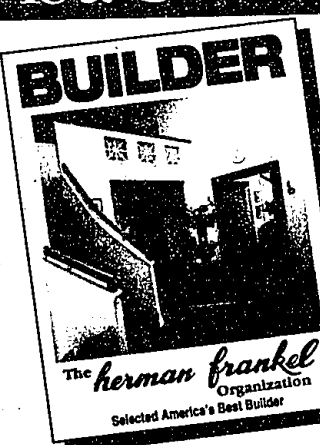
I don't want a lot of management people on this team. Middle management and hourly - those are the people I want to work with.

Once, the son of an owner wanted to be on the team. I felt he was going to keep the others from having free conversation and thought process.

What isn't appropriate for newsletters?
Heminger: Propaganda. Anything that has a company line I don't think is appropriate.

See NEWSLETTER, 2F

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HOME & SERVICE GUIDES (1-288)	F
MERCHANDISE FOR SALE (700-744)	G
REAL ESTATE (800-872)	G
RENTALS (800-528)	F, G

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