

# 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.

**Kathleen Miracki Bienkowsk**, formerly of Farmington Hills, was appointed director of new business development with Coca-Cola in Atlanta, Ga. Bienkowsk will be responsible for developing new business services such as outsourcing and training. She had been with Talent Tree Staffing Services.



Bienkowsk

**Penelope Serafin** was promoted to director of pharmacy operations for Arbor Drugs Inc. in Troy. She had been a pharmacy supervisor. As director of pharmacy operations, Serafin coordinates the company's regional pharmacy supervisory program.



Serafin

**Dean Massab** of Rochester Hills was appointed director of sales, automotive division, with Percepton Inc. in Farmington Hills. Massab has more than 10 years of experience in the position. He has worked for General Motors Corp. and been national sales manager for both FANUC Robotics N.A. and Schlatter Inc.



Massab

## Houses sprout next to fairway

Robertson Brothers has constructed residential communities around golf courses in Bloomfield Hills and Dearborn. Similar circumstances have drawn the builder to Canton.

By DOUG FUNKE  
STAFF WRITER



Covort Robertson, precursor to Robertson Brothers Community Developers, started building houses more than 50 years ago near Phoenix Lake in western Wayne County.

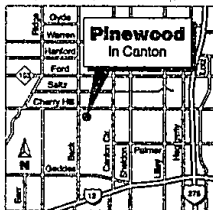
The family-owned company, currently headquartered in Bloomfield Hills, hadn't returned to western Wayne County since that initial venture until now. But it's back in a big way with Pinewood of Canton, 65 lots on 30 acres.

The subdivision, off Deck Road south of Cherry Hill, wraps around three holes of a public golf course, also currently under construction.

"I have never seen a public/private project done on a magnitude as well as this has been done," Earl C. Robertson Jr. said of Pleasant Run adjacent to Pinewood. "Everything you want in a community — library, amphitheater, sports complex, golf



Thoroughbred: This model features plenty of living space on the main level with a family room, dining room, living room and den. Four bedrooms are upstairs.



course — you've got. Everything is here within two square miles. "I got so excited with what Canton was doing here, I cut a deal to buy all the lots (in Pinewood)," he added.

Robertson offers four floor plans with 2,500 to 2,950 square feet of living space ranging in price from \$228,000 to \$249,900. There is a \$15,000 premium for golf course frontage.

All contain an attached, two-car garage, fireplace, first floor laundry, basement plus range and dishwasher. Air conditioning and decks are expected to be popular options.

Prospective buyers can browse through two models. The Thoroughbred, a 2,700-square-foot two story, places all four bedrooms upstairs. The master features a separate tub and shower, a double sink vanity with sitting area and walk-in closet. The three other bedrooms share a full bath.

The living room and dining room are off either side of the main foyer. A den, family room with high ceiling, kitchen/eating nook and half bath complete the main level.

The staircase is placed well back from the foyer and a bridge vegetable overlooks the family room and foyer.

"People come in the foyer, they like the feel," Robertson said.

"They see the stairs in back, picture windows and really get excited. Around the corner is the family room and kitchen/nook. They eat it up."

The model price is \$234,900. The Mustang, 2,650 square feet, features the same elements as the Thoroughbred with a different layout.

The den is at the front door, the living room and dining room flow together and the family room is off the other end of the kitchen/eating nook.

The kitchen features an island and built-in desk, the master a sloped ceiling.

Four bedrooms and two full baths are upstairs.

"What people really like is the traditional living room and dining room," said Jan Robertson, sales manager and Paul's wife. "They like the openness of the family room and, at this price range, so

See PINWOOD, 2F

## Face-to-face promotion powers firm



By DOUG FUNKE  
STAFF WRITER

The best advertising approach is the direct, personal contact. That's how Cathy Metry, a Rochester resident who started AD XL Promotions about five years ago, goes about her work.

Metry's concept is simple. She first persuades businessess to offer their goods at a discount. Then she prints invitations or gift certificates promoting the offering and sells the certificates in person to other business people.

There's no obligation to the client until the certificates get redeemed. AD XL keeps all the money from the sales. Customers get a chance to sample a new product/service at a good price.

Metry, 27, runs the business with the help of Laura Curtis, executive vice president, Yvonne Wiedemann, vice president, and Rose Hanlon, Plymouth office manager.

Following are edited excerpts from a recent interview with Metry. How did you happen to settle on this business?

Metry: I started by selling business-to-business for a gentleman promoting a comedy club. I met many people who said, "Can you do this for me?"

I recognized there was a niche in this market. There's a need for face-to-face marketing in many businesses, not only comedy clubs, but many service businesses.

At Northwood (University), they always taught us, "Look for a niche." They drilled that over and over.

It developed from that.

You come from a selling/business background?

Metry: I had a double marketing/management major.

My grandmother, Juliana Kaselitz, was one of the first women to own a contracting, electrical business. I used to work in the office



and did everything from soliciting bids, working in the warehouse, picking up supplies.

My dad, Richard, is in sales, general manager for Estate Motors. My mother, Diana, is in real estate.

I think it was natural. Tell me about face-to-face marketing.

Metry: Past (advertising) efforts used radio, TV or newspapers. Those are still effective, traditional, but they don't offer a guaranteed consumer. They don't offer a personal approach. Word of mouth is still the most effective.

Our approach is to take your service directly to a new customer and show them how great you are. It's a live approach, personal approach. It's almost like a live commercial. They're sold, so they're guaranteed to come.

I would think some business owners would resent an unannounced intrusion with your trying to sell them something.

We pick out specific target market territories. We go into every single business, and we approach people (owners and employees) friendly, enthusiastically.

Ninety-nine percent are receptive. They're friendly, equally enthusiastic because they've been approached so professionally. There's an honest approach. People recognize that right away.

Specific (sales) numbers, I can't quote. The more positive your attitude, the more positive the result.

We won't approach a shopper. Who are some of the business clients?

Metry: This isn't a concept that tailors to a business just starting out. We look for great staff, great service, great attitude. We want to make sure clients are great so our customers we're selling are really going to great places.

See PERSONAL, 2F

**ROCHESTER HILLS**

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For complete index turn to page 88.