

## BUILDING &amp; BUSINESS

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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.

Michael Cameron was named store manager at Gorman's Southfield store. Cameron joined Gorman's with 29 years of furniture industry experience, including management and design studio positions with the other leading home furnishings retailers in the Michigan and the Detroit area.



Cameron

Angela Bradley was promoted to director of pharmacy support services for Arbor Drugs Inc. in Troy. Bradley is responsible for technician training supervisors. Before her promotion, Bradley was the assistant director of pharmacy development. She joined Arbor in 1986.



Bradley

Christine Predhomme of Birmingham joined the Southfield office staff of Plant & Moran as a financial planning consultant. Predhomme will be providing financial planning services to the firm's clients. She had worked as an investment advisor with a local bank.



Predhomme

Joseph M. Hafner of Farmington Hills was named an account executive for Marx Layne & Co. in Farmington Hills. Hafner joined Marx Layne as an account assistant in October 1994. He had worked for Old Financial Corp. in Detroit as an assistant trader and as a communications specialist for the Rehabilitation Center in Olean, N.Y.



Hafner

Country  
living is  
near city

Recreational, cultural and shopping opportunities are fairly close to the Bluffs of Rochester off Bloomer just west of John R. Ranches can be had for about \$175,000, colonials and Cape Cods for less than \$200,000.

BY DOUG FUNKIE  
STAFF WRITER

Sales have been steady at the Bluffs of Rochester since models opened about a year and a half ago on the site of a former farm and

ski jump.

The two builders, Riviera Homes and Dynasty Homes, say just a third of the 98 lots in the 47-acre development are still available.

Country living in the city is a big attraction. Bloomer Park abuts the subdivision to the east.

"It's like you're not in the city but are in the city," said Rico Forri of Riviera. "It kind of backs up to wetlands. No one can build around us. We're close to the park. It's a nice view."

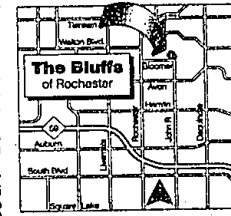
"It's a private location," said Robert Maggiorino of Dynasty. "The whole perimeter is pretty private, no (back) neighbors. There's only one entrance to get in."

All floor plans built by the pair — colonials, two-stories, Cape Cods



JIM BLOOMER PHOTOGRAPHY

Wildwood: This model at the Bluffs of Rochester features three bedrooms upstairs, a study, dining room, great room and kitchen/eating nook on the main level.



and ranches — carry base prices of less than \$200,000.

Throw in the Rochester Community Schools, city sewers and a local purified well water system plus sidewalks and street lights and it's easy to see why the Bluffs would be attractive to families.

"Ninety percent of our people

are Rochester people. They move from street to street, and most have three or four kids," said Rosemary Sellers, sales rep for Riviera.

Both builders offer common elements in all their models.

Those include attached two-car garage, range/dishwasher, fireplace, first-floor laundry and basement.

Riviera has three on-site models.

The Wildwood, a 2,400-square-foot colonial with three bedrooms and 2 1/2 baths, is priced at \$192,900.

The main level contains a study, dining room, great room with cathedral ceiling and kitchen/eating nook. A two-story foyer in at the front door, and a bridge upstairs overlooks the family room and foyer.

The master features separate tub and shower, dual-sink vanity and walk-in closet.

"This is our big seller," Sellers said. "We have a lot of young children, and parents want to be on the same floor."

The Shorecrest, a 2,300-square-foot Cape Cod, places the master suite on the first floor, two bedrooms and a full bath upstairs.

The main level also showcases a den with cathedral ceiling, great room, dining room and kitchen/eating nook.

The base price is \$188,900.

The third model, the Pineledge, an 1,845-square-foot ranch with three bedrooms and 2 1/2 baths, carries a price of \$173,900.

The bedrooms are on one side of the model, a study, great room and kitchen/eating nook on the other. Dynasty has four models. Imperial I, a 2,300-square-foot, two story, features a first-floor master with a

See BLUFFS, 2F

## Good guys

## 3 firms honored for concern

BY DOUG FUNKIE  
STAFF WRITER

Bottom line financials is only part of what defines a successful company. Concern for employees' welfare and community support are others.

Regard for workers who make things happen within a business and good corporate citizenship determine winners of Today's Workplace of Tomorrow Awards sponsored by the Women's Economic Club of Detroit.

Three companies — BDO Seidman, accounting and management consulting in Troy, Compuware computer software and services in Farmington Hills, and Hudson's, the retailer headquartered in Southfield — have been singled out for recognition this year.

"The companies selected for our award clearly demonstrated initiatives which went above and beyond the basic steps for a better quality of work life," said Lynda Haber, WEC president.

"We're looking for organizations doing something extraordinary," said Gerry Barrone, WEC executive director.

"A lot are putting into effect total quality management and some are doing truly fine things. We're looking for those companies that are three steps ahead, not just current practices," she added.

A screening committee evaluated nominees on seven criteria.

■ Sensitivity to family and alternative family structures.

■ Efforts related to the well-being of employees.

■ Alternative methods, approaches and schedules for accomplishing work assignments.

■ Cultural diversity and other human resource workplace issues.

■ Maximum use of employee creativity and skills.

■ Respect for contributions of women in the workplace.

■ Social responsibility and commitment to the community.

Finalists merited on-site visits.

"We want to point out what's right out there so we can provide it to all employees," Barrone said.

Following are capsule summaries of the three winners.

**BDO Seidman**

"People are our most important asset" is among the stated core values of the accounting/consulting firm. That also includes responsible management of each employee's time.

Fifteen percent of partners are women in an industry where the average is 4 percent.

The firm has formal procedures to establish child care services and provide meals/healthy snacks during the busy tax season.

Telecommunication capabilities allow employees to work at home and flexible work schedules are available to help alleviate stress between work and family obligations.

"Maintaining a flexible, progressive work environment that addresses their (employees') most crucial needs will enable us to maintain a competitive advantage in the marketplace," said Howard Allenberg, managing director of BDO Seidman.

## Compuware

The Compuware Employee Center housing a fitness center, day care center and employee cafeteria now under construction resulted from a wellness/work/family task force.

Employees are assumed to be hard-working adults so a time-off policy encourages workers to manage their vacation, personal and sick time from a personal time-off pool.

A cultural diversity awareness committee enhances the concept as "a basic operating principle."

Employees consistently exceed expectations through a quality operating system, women hold key positions in increasing numbers and the company is involved in numerous charitable activities including Race for the Cure, the Haven and Judson Center.

"Only through applying ourselves diligently to providing an opportunity for people to grow personally and professionally will we be the best at what we can do, meeting our customer's needs and surpassing their expectations," said Peter Karmanos Jr., chairman and CEO.

**Hudson's**

Twice a year employees qualify for benefits packages and can change optional benefits selection.

Seventy percent of managers are women compared to an industry average of 39 percent. Twice a year the company hosts a women's career management program.

Hudson's has development support network for minority executives, a task force to advise management on work/family issues and offers scheduling flexibility.

The retailer shows strong financial and staff commitment to local nonprofit focusing on the arts and social action.

"Eliminating barriers to balancing work and family life and a full-scale commitment to learning from diversity are two major initiatives where our employees played a key role in formulating programs," said Carol Kieffer-Dowling, vice president, stores.

"Not only are those initiatives the right thing to do, but we can see a positive impact on our bottom line," she said.

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