

THURSDAY, MAY 25, 1995

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.

Sandra Knight-Pogue of West Bloomfield joined Albert Kahn Associates Inc., Detroit, as manager of corporate communications. She had been client service director with Services Marketing Specialists Inc. She also had been vice president/account supervisor at Hermanoff & Associates Inc. in Farmington Hills.



Knight-Pogue

Daniel H. Black was promoted to district manager with Arbor Drugs Inc. in Troy. Before being promoted, Black was a store manager at various Arbor locations in Michigan. Black joined the company in 1990.



Black

Robin W. Asher of Orchard Lake joined the Bloomfield Hills office of Howard & Howard Attorneys, P.C. Asher concentrates his practice in patent, copyright and trademark law. He received a Juris Doctorate degree from the Detroit College of Law in 1993.



Asher

Daniel J. Donohue of the Detroit Financial Group in Southfield was once again recognized by Connecticut Mutual Life Insurance Co. as a "Leader." This is his sixth consecutive years to receive the designation, which identifies him as one of Connecticut General's top agents.



Donohue

Curt Clawson was named president of AlliedSignal Filters & Spark Plugs, a unit of Southfield-based AlliedSignal Automotive. Clawson most recently was general manager of Arvin's Chrysler business group.



Clawson

Margo E. Williams of Southfield won the Best Public Relations Specialist Award from Blacks in Advertising, Radio & Television. Williams is president and chief executive officer of Margo E. Williams & Associates Inc. Williams started her public relations agency in 1990.



Williams

William F. Fabrizio was named vice president finance and chief financial officer of Automotive Industries Holding Inc. and Automotive Industries Inc. in Rochester Hills. Fabrizio had been vice president finance and administration for Rockwell Automotive in Troy.



Fabrizio

Jessica Ruth Aberly has become an associate attorney with the firm of Nordhaus, Halton, Taylor, Teradash & Frye in Albuquerque, N.M. A graduate of Laber High School, Aberly is the daughter of Suzanne and Ansel Aberly of Bloomfield Hills.



Aberly

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1 good house leads to another

Builders who enjoy success in one development often seek out other opportunities nearby to expand on that success. That's the story of two subdivisions, one nearly sold out, the other just getting started in Oakland County.

By DOUG FUNKE
STAFF WRITER



down the road to the Northbrooke Subdivision.

Saylor Building, Palazzolo Brothers and MJC Legacy Homes each will construct 20 houses on 24 acres of land off Auburn Road between Crooks and Livernois.

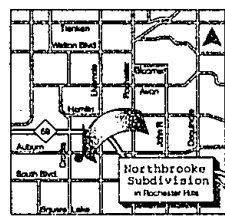
Prices start at \$178,900 for a ranch, \$185,900 for a colonial. Buyers in Northbrooke generally will be second- or third-time move-ups, sales representatives said.

There are several attractions. "Contemporary floor plans, Rochester Hills, Avondale School District, proximity to Detroit and Southfield for working, access to freeways," said Joe Catalano, sales manager for Palazzolo and MJC Legacy.

"It's an excellent product, good quality, convenient to M-59," said Claudia J. Tripp, sales director for Saylor. "You can get to I-75, there's



Windfall: This model, 2,100 square feet, has a master suite on the first floor, two bedrooms, a full bath and a loft area on the upper level.



good shopping, good schools, a lot of amenities."

Three models under construction are expected to be completed by the end of June.

Saylor's model, the Buckingham, is a colonial of 2,280 square feet with four bedrooms and 2 1/2 baths. The base price is \$193,100.

The main level features a living room, dining room, kitchen/eating nook, family room and laundry. All four bedrooms are upstairs. The master suite contains a shower and walk-in closet.

Saylor also offers six other floor plans. Standard features in all include fireplace, dishwasher, two-car attached garage, first floor

laundry and basement.

Palazzolo Brothers and MJC Legacy have a working arrangement in which they will build each other's floor plans on an alternating basis.

Two models are going up.

The Windfall, a story-and-a-half with 2,100 square feet, places the master on the main floor, two bedrooms, a full bath and a small loft on the second floor.

The master has a cathedral ceiling, walk-in closet, separate tub and shower and two-sink vanity.

The main floor also contains space that can be used for a formal dining room or den, a great room with cathedral ceiling, kitchen/eating nook with island and laundry. Base price is \$196,900.

The Kensington, a colonial of 2,520 square feet, has a living room, dining room, family room, library, kitchen/nook and laundry on the first floor, four bedrooms and two full baths upstairs.

Six other floor plans are available. All include the same basic features as the Saylor plans.

"Some of the best ideas we had came from owners," said Sam Palazzolo. "In the Windfall, we moved the fireplace to the corner,

put a larger walk-in closet in the master. We put walk-in closets in secondary bedrooms in the Kensington."

High, volume ceilings also are popular, Palazzolo said.

Exteriors on all houses in Northbrooke will feature brick and wood.

The property tax rate for houses in the subdivision is \$30.67 per \$1,000 of state equalized valuation, half of market value. That means the owner of a \$190,000 house would pay about \$2,900 per year.

Northbrooke is serviced by city water and sewers. It will have sidewalks.

An annual association fee of \$40 will be used to maintain the entrance and tend to the common retention pond, wetlands, park area.

Jim Zych and his fiancée, Betty Scanlon, ordered the Windfall.

"We really like the area a lot. We don't want your house, my house but our house," Zych said. "The main thing, after everything else, is the quality I've seen matches what I have now."

"These builders built a house for Betty's brother last year and he's

See NORTHBROOKE, 2F

New computers power the classifieds

By DOUG FUNKE
STAFF WRITER

A new, modern computer system is operational in the classified advertising department at the Observer & Eccentric Newspapers.

The Advision system, developed by C-Text of Ann Arbor, allows users producing flexible advertising the paper together, makes it easier for customers to revise and rerun ads and provides more information and a fresher look for readers.

"What it means — what we hope it means — is a more efficient way to place classified advertising in our newspapers," said Rick Ficorelli, marketing director for the Observer & Eccentric.

Classified advertising includes real estate, automotive and help wanted ads.

"Advision will give us more flexibility to place art work directly into ads," said Jack Padley, O&E classified advertising manager.

"We will also be able to build two- and three-column display ads directly on the system, which will then go electronically straight to a page, saving some composing time."

"Advision stores more information and offers various ways of locating information," Padley said. "It can store for a longer period of time, a year as opposed to a couple of weeks."

That makes it easier for customers who may want to revise or rerun an ad months after the original. Readers, too, should benefit by the new system.

"Ads should appear cleaner and clearer," Padley said.

"Readers are being telling you what the classifications are. The numbers are bigger. Right by your thumbs, you can open the page and look at the top and see exactly what items are on that page."

Advision could also result in better ads, said Fran Gillis, inside sales supervisor.

"Ad reps can view an ad before it goes to the computer. They can actu-



JIM JAGDELL/STAFF PHOTOGRAPHER

Advision: Customers, readers and the production process, itself, should all benefit from a new classified advertising computer system at the Observer & Eccentric Newspapers.

ally see what goes in the paper. Hopefully, they can refine or enhance it in some way."

Gillis also pointed out the "dynamic index" at the front of the classified section, which lists specific page numbers of major classifications instead of just section locations.

"That's what classifieds are all about — a systematic collection of ads easy to access," Ficorelli said. The O&E bought more than 50

new computers and work stations — cubicles, desks and chairs — to enable inside sales representatives to work comfortably and efficiently. Steve Pope, general manager, declined to give a specific dollar figure on those costs.

Because the technology is so new, bugs invariably crop up. Callers may wait a bit longer now to get through on the telephone, but Fi-

correlli asks for patience.

"We hope, obviously, it will be easier for our inside sales people to service the needs of the marketplace. Unfortunately, it's not happening now. Long term, it should make it easier to input ads."

"We're well aware we have an obligation to produce because we're a money-making end of the paper," Gillis said.