

the business beat

Burroughs Promotes 2



CHARLES W. GARDNER of Birmingham has been named to head Burroughs Corporation's mini-computer product line. Gardner joined the sales staff of the firm in 1952; he will be responsible for sales and promotion for the line.

Burroughs Corporation has announced the appointment of Warren S. Aldrich and George W. Kay as product managers for the company's U.S. sales product promotion staff as well as its U.S. sales department.

Aldrich is product manager for the company's adding machine and electronic calculator lines and Kay is product manager for the company's terminal computers, currency dispensing machines, and data preparation equipment.

Aldrich joined Burroughs in 1965 in 1949 at Syracuse. He subsequently became zone sales manager there in 1962, and three years later, became manager.



ROBERT NEWELL

Newell Gets Travel Post

Robert Newell, of Farmington has been named vice president, planning and programming of S & H Travel Awards, Inc.

S & H Travel Awards, Inc., headquartered in Southfield, is a wholly-owned subsidiary of the Sperry and Hutchinson Company (S & H Green Stamps). It develops and operates travel programs for some of the nation's leading companies.

In his new position, Newell will be responsible for planning and coordinating all details of the trips worked out by S&H Travel Awards, Inc.

Newell joined S & H Travel Awards, Inc. in 1969 after a 24-year career in the travel industry.

A native of Chicago, Newell lives at 32010 Nottingwood, Farmington, with his wife and their five children.

S & H Travel Awards moved to Southfield shortly after it was established in 1964. One of the reasons for the move was to be close to the auto industry, the largest user of incentive travel.

The company has grown steadily. Last year, sales were just under \$8 million.

Explains Vote Change In Wide Trailer Debate

State Rep. Richard Young recently explained that he changed his position on the "14-foot trailer bill" because of discussions with representatives of the State Police and the Highway Department.

The bill to permit the wide trailers on state highways averaging 12-foot lanes had passed the House in May and Young supported it. But when it came back for a second vote at the end of June after being discussed in a Senate-house conference committee, Young withdrew his support.

EXPLAINING his change in position, Young said that when

the House first voted on the bill, they were assured that the State Police and State Highway Department were "strongly behind the bill."

"After it got in the Senate, I spoke to State Police and persons in the Highway Department and they expressed hesitancy on the bill," he said. "Apparently they were put under pressure to support it."

"What really had swayed me was the jobs argument," Young said of the first house vote.

The fact that the mobile home and modular unit industries provide a number of jobs was a "very persuasive argument" in light of the growing unemployment in Michigan, Young said.

He said that representatives from the upper peninsula had expressed concern with the modular unit industry springing up in that industry-barren area.

Young withdrew his support from the bill after his discussions with highway officials indicating a reluctance regarding the bill.

Federal officials have expressed concern with the "monster trailer bill" from a safety standpoint and have not

Honored

Tom Shankie, a salesman with Les Gaihoum Ford, Plymouth, has been honored at the 300-500 Club banquet for outstanding sales.

Only one other Ford salesman in the Detroit area received the honor. The 300-500 Club was founded 21 years ago to recognize the performance of Ford salesmen. An average member of the club sold approximately \$750,000 of automotive merchandise in 1970 in order to qualify for club membership.

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 Michigan Bell



DONALD R. BAYER, 34510 Springvalley Dr., Westland, has been promoted to administrative assistant to the vice president for marketing of Stroh Brewery Co. effective July 1. A native of Detroit, Bayer served in the U.S. Army, joined Stroh in 1958 and most recently was marketing research analyst.



ROBERT L. KLEPINGER of Farmington has been elected to the newly created position of executive vice president of E.W. Baker, Inc., by the firm's board of directors.

Ernest W. Baker, president, says Klepinger will be responsible for co-ordinating efforts of all departments of the agency and for account management and new business activities.

He joined E.W. Baker, Inc., in 1969 as a public relations director. A graduate of Michigan State University, he has received numerous awards for outstanding advertisements and an American Trucking Association award for editing the best internal house organ. He is married with five children.



WILLIAM J. ROST is the new international president of the Association for Systems Management. He works in that field for the Ford Motor Co. transmission plant in Livonia. He has worked at the Livonia plant since coming here from Cincinnati; Rost has been with Ford for 17 years. He, his wife and five children live in Plymouth.

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