

BUSINESS PEOPLE

KAREN PRICHARD of Troy has been appointed to assistant credit officer in National Bank of Detroit's credit administration department.



Miss Prichard

MAX MESSNER of Bloomfield Hills is now vice-president of membership and athletics for the Fairlane Club in Dearborn.

Messner, is a former Detroit Lions line backer.

FRANK SHIMSKY of West Bloomfield has been elected vice-president-sales for the Eastern Region by T.O.P., Inc.

Shimsky, a 14-year veteran of the insurance business, will establish regional offices in Atlanta, Ga.



Shimsky

DIANE RIDER of Bloomfield Hills is now loan officer in the commercial loans department for National Bank of Detroit.

GERALD BRIELMAIER of Bloomfield Hills has been named officer-in-charge of the holding company planning department, corporate staff, with direct responsibility for all banking subsidiaries other than Detroit Bank & Trust by Detroit Bank Corp.



Brielmaier

TOMMI ANN HINTZ of Troy is now assistant administrative officer in the regional banking division of the National Bank of Detroit.

Mrs. Hintz has been associated with the bank for six years.

D. VIRGINIA MURRAY of Birmingham has been appointed assistant vice-president in the trust department of National Bank of Detroit.

Ms. Murray has been with NBD for 42 years.

WILLIAM ERVASTI of Birmingham has been promoted to personnel officer at Manufacturers National Bank of Detroit.

Ervasti joined the bank in 1973.



Ervasti

ALEXANDER ROBINSON of Birmingham was appointed purchasing agent for the Grant Trunk Western Railroad.

Robinson had been vice-president of operations for the Detroit, Toledo & Ironton.

MICHAEL MULLETT of Troy is now vice-president in charge of sales and assistant to the president of Metal Awning Components, Inc.

BARBARA MCINTOSH of Farmington Hills has been elected as vice-president of Affiliated Models, Inc.

THOMAS ETHIER of Troy has been appointed second vice-president in National Bank of Detroit's Warren regional banking center.

Ethier has also worked as a loan officer in his six years with NBD.

DAVID GARFIELD of Franklin has been appointed a vice-president of the Campbell-Ewald Co.

Garfield is manager of marketing research.

FREDERICK SEELEY of Bloomfield Township has been named vice-president—real estate of Perry Stores, Inc.

Seeley has been serving as assistant vice-president since 1975.



Howard Green (sitting) confers with vice-president David Rogers, a specialist in planning shopping centers.

Market study may help

Where should store go?

By JOE MARTUCCI

Ever wonder why a supermarket or shopping center is built in a certain location? Or why some stores thrive and others fall flat on their inventories?

For many retailers and commercial developers, the answers to those and many other questions are provided by Howard L. Green & Associates, a Birmingham-based consulting firm.

"The firm advises its clients on whether to open a new store in a proposed location, whether to expand or close existing outlets and what it can do to improve its share of the market."

"With the amount of money it takes to build a new store these days, a little bit of insurance in the form of advance market study is a very minor expense," said Green, a West Bloomfield resident with a PhD in Urban Geography and Land Use from Harvard University.

"A supermarket can cost \$1 million and a mall \$30 million or more," he said.

Green struck out on his own 13 years ago. At that time he was tired of trying to climb the corporate ladder at Ford Motor Co. Previously, he had worked in corporate research and retailing for Montgomery Ward, Inc., Chicago and Stop & Shop Inc., Boston.

Today, the firm has 28 employees, including specialists in banking, food retailing and urban redevelopment. It's the largest firm of its kind in the nation, according to Green.

THE DIVERSE list of clients runs from A to Z—from Acme Markets Inc. in Philadelphia to Zeyre Corp. in Framingham, Mass.

Many local retailers are also clients. These include: Alberta, Inc., Ferndale; Allied Supermarkets, Inc., Detroit; Beckwith Evans Carpets, Troy; Chatham Super Markets, Inc., Warren; First Citizen Bank, Troy; J.L. Hudson's, Detroit; Lane Bryant, Ferndale and Postac State Bank.

Among the large commercial developers, Green has worked for Frankel Associates, Troy; and Raznick, Kenney Development Co., Ramco-Gershenson Associates and Schostak Bros. & Co., Inc., all of Southfield.

In the public sector, the firm has been retained by the cities of Farmington, Bay City and Ferndale to study downtown redevelopment.

The meat and potatoes of the firm's business involves advising clients on opening a new store or closing or expanding existing facilities.

A client with an option to purchase a piece of land will ask the firm to determine how much business a store in that location would do, and what the odds for success are.

This is where Green and his cadre of marketing experts enter the picture. A typical study will take several months to complete. More often than not, the advice is to look elsewhere, Green said.

AFTER CONFERRING with the client, a member of Green's staff will visit the city where the store is to be located. He'll get population and income figures and visit with the local chamber of commerce. He'll study road access to the site, and sometimes will take aerial photographs.

If the store is part of a chain, he'll go into a neighboring community and find out what its share of the market is there. Then he'll develop an analog by looking at the competition. Customers are surveyed and a technique called spotting is used to determine the potential market.

Back in Birmingham, all the data is correlated. Projections can then be made on how much business the proposed store will do when it first opens, and a few years down the road.

By looking at these figures, which Green says are accurate to within plus or minus 10 per cent, the retailer or developer can decide whether to open the store.

Location of a store often dictates whether a store is a success or a flop, Green said. This is especially true when dealing with convenience items, like food. Green cautioned, however, that the best location in the world won't do much good if a retailer does a lousy job of merchandising.

"When you get into the bigger ticket items, like clothing, the ability of the guy as a merchandiser becomes more important. There are trade-offs in this business and the stakes are huge."

WE'VE GOT some (clients) where we've x-rayed the company from inside out. We're not hesitant to suggest changes in merchandising. We have to be retailers, too. Some aren't good enough merchandisers to have a

large enough market share (to open a new store).

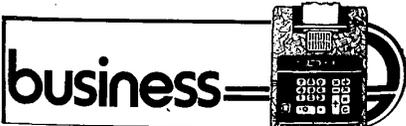
"Our philosophy is that research is a tool to help you counsel people in making the right decision. We do just enough research to help them arrive at the right decision. We don't believe in research for the sake of research."

"Our main job is to let the client sleep at night."

Green said he doesn't believe suburban shopping malls are slowly killing off downtown shopping districts. He said the two can coexist in harmony, providing downtown merchants hand together. This, he said, is the secret behind the success of Birmingham's central business district.

And shopping centers, if properly developed, can become the downtowns of suburban communities. The key, he said, is good planning.

"Oakland Mall, in many ways, serves as downtown Troy."



"With the amount of money it takes to build a new store these days, an advance market study is a minor expense," Howard Green.



Green cautions that the best location in the world won't do much good if the retailer does not do a good job of merchandising his wares.

They seek to plug microwave oven leaks

By SUZIE MARKS

Does your microwave oven leak dangerous radiation? When was the last time you had it checked for leakage? Has it ever been tested?

The popular microwave oven that has made its way into hundreds of homes and restaurants has been known to spread radiation. Although most ovens operate for many years without problems, the only way to be absolutely sure is to have it mechanically tested.

Two West Bloomfield residents appalled by the dangers of microwaves decided to help oven owners and their families be assured of safety.

Bill Kohler, 46, and Gary Swanson, 47, are in the business of testing microwave ovens for radiation leaks.

"I originally read excerpts from 'The Zapping of America,' about the entire spectrum of microwaves. It convinced me that if there was leakage, it was dangerous," Kohler said.

AFTER READING and researching many articles and books on the subject, he found a microwave oven testing device mentioned in Consumer Report. He wrote away for the device.

From Princeton Microwave & Testing, Inc. in Princeton, N.J., the boys bought an instrument that is eight inches long and three inches wide with a scale attached to register how much microwave radiation is emitted.

The detector is operated by holding its handle while depressing a button and passing the device along the oven door. If it registers green, there is no leakage. If it registers red, microwave radiation is escaping from the oven, Swanson said.

The government standards for microwave ovens are sketchy, Kohler said.

"The standard for microwave radiation is one milliwatt per square centimeter at the factory and five milliwatts per square centimeter thereafter," he said. "No scientific research on the dangers of radiation to substantiate that have been published."

Kohler said the Soviet Union has stricter standards for microwaves than does the United States.

THE TWO SAY older model ovens are more likely to leak than the newer ones, but leakage can be caused by a warped or bent oven door, a dirty or cracked seal or a broken door lock.

Micro-Alert, the boys company, charges \$2 to visit a home and test a microwave. Compared to the almost \$30 cost if the manufacturer sends a person out to test an oven, the high schoolers say they offer a good deal.

"If the manufacturer tests your oven and it doesn't leak, he charges around \$20. We didn't think that was a fair amount," Swanson said.

Even though the boys have been in business since last July and have circu-

lated flyers throughout West Bloomfield advertising their services, they have received few calls.

The reason for the consumer apathy puzzles the boys, but they will keep trying.

"There is no way someone would check if their oven leaked unless it was checked," Swanson said.



Bill Kohler (left) and Gary Swanson test microwave oven radiation leaks for a \$2 charge.