

Business

Thursday, December 14, 1978

(F11B)

BUSINESS PEOPLE

RICHARD H. MACK was appointed systems manager for the McCord Gasket Division of Ex-Cell-O Corp. He is responsible for the data processing operations of the division and the implementation of a manufacturing controls system.



Mack

Janisse

Birmingham resident RAYMOND J. JANISSE has been promoted to second vice president and account officer at Manufacturers National Bank of Detroit. He joined the bank in 1971 and was appointed an assistant branch manager in 1973. In 1974 he was assigned as president in the credit department and in 1975 he was promoted to an account officer in the metropolitan loan department.

Directors of the Automotive Information Council have elected **JOHN M. YANTIS** to a second one-year term as chairman of the board. Yantis is chairman and president of Mid-America Industries of Fort Smith, Ark. AIC, based in Southfield, is a central information source and voice for the automotive industry. It is sponsored by a full cross section of those who make the vehicles, the companies that supply them and the people who maintain and service the vehicles. Other officers for the coming year are: vice chairman **Richard D. Kutner**, president of advertising and merchandising for Champion Spark Plug Co.; first vice chairman **Thomas G. Cook**, president of Tenneco Automotive; president **Ronald H. Weiner**, vice president **Thomas H. Hewitt**, treasurer **J. Bernard Reilly**, vice president of automotive marketing for Eaton Corp., and secretary **Danbar Abston**, Jr., president of Parts, Inc.

NBD Troy Bank, N.A. has announced the election of **FRANK J. SELLINGER** of Troy to its board of directors. Sellinger is vice president and officer-in-charge of the City West Regional Banking Center of National Bank of Detroit. Both banks are subsidiaries of National Detroit Corp. NBD Troy Bank, N.A., organized as National Bank of Troy in 1976 by National Detroit Corp., was re-named in June, 1977 and operates from headquarters located at 363 W. Big Beaver.



Sellinger

Roppelt

Carpenter Steel Division, Carpenter Technology Corp., has announced the appointment of **NORMAN J. ROPPELT** of Rochester, to sales representative—Detroit. He will report to T. F. Strausser, Great Lakes District sales manager. Based in Detroit, Roppelt joined Carpenter with 12 years sales experience at another steel firm and at the Horton Co.

BURTON L. CHASSIN has been appointed manager of the Hack Shoe Company store in Birmingham. A certified podiatrist, he joined the Hack Shoe Co., 24 years ago, shortly after his graduation from the University of Buffalo.

BASIL CONSIDINE, M.D., of Bloomfield Township, the new vice chief of radiation therapy for the Harper Division, completed his internship and began a residency in surgery at Harper following his graduation from the University of Michigan medical school and military service. Dr. Consideine was chief of the department of oncology for Christ Hospital in Cincinnati, Ohio and clinical assistant professor of radiology at the University of Cincinnati. He was named director of radiation therapy for Grace Hospital in 1971.

Bullish on Rochester

Business revolves around stomachs

By SUSAN TAUBER

If you have some money burning a hole in your pocket, there's a new place in north Oakland County to invest it.

The new business offers a variety of ways to spend money. You can put your dollars into Detroit stock markets, into bank accounts or even choose among the items on the daily portfolio.

You won't end up with a full pocket, however. You will end up with a full stomach.

The Bull Market in Rochester is the new investment business. The entire scheme of the restaurant revolves around money.

Owners Kathy and Bob Blume have gone so far to carry out their theme as to "wrapping napkins—green," of course—in \$500 bill wrappers.

Though the color scheme is in warm reds and browns, the beige walls are decorated with posters and banners by such artists as Capital Savings and Loan and E.F. Hutton.

The Blumes, former owners of 406 Bar that stood on Rochester's Main Street, have been working on their new restaurant for two years. The Bull Market officially opened Friday.

"We've been running around like crazy," said Mrs. Blume as guests piled in last week.

"After reacquiring our former liquor license we had before with the bar, we decided to open a restaurant. We sold the Lum's we owned in Flint and shop-

ped around for an idea."

THE BULL MARKET in Detroit captured the Lake Orion couple's attention.

"We liked their food and the concept of the restaurant, that it's based around the stock market and money. What we've opened in Rochester isn't a chain; it's a franchise and a test market for the original Bull Market's owner," said Mrs. Blume.

The restaurant, at 1002 N. Main, is open seven days a week for lunch and dinner and will have its own specialties.

There will be sandwiches and meals named after local banks and special dinner items of the day listed and displayed on top of the tables. Dinner items will be listed under the heading, "Board of Directors."

The menu features Detroit Stock Exchange ranging from spaghetti and whitefish to steak.

Sandwiches have unusual names, like "The DB&T" (Detroit Bank and Trust) and "The Merrill Lynchburger." Under the Daily Portfolio are special items of the day. Non-alcoholic drinks are called "Liquid Assets."

There's also a salad bar that features the soup of the day.

THE BLUMES will manage and operate their restaurant with 35 employees, including Chef Tim Marshall, former chef at The Main Event at the Pontiac Silverdome, and manager Shawn Wall.

The restaurant holds 230 diners, including the seating in the banquet room, which, according to Mrs. Blume, has its own menu for parties.

The long upholstered bar set beneath the copper ceiling seats 20 people, with

room for more in the booths.

"The decor is our own design. We worked with an interior decorator but it came out the way we wanted it—modern but comfortable," Mrs. Blume said.

"We want to serve the everyday person. Customers will be able to get sandwiches in the bar if the restaurant is closed and starting the beginning of the year, we hope to bring in entertainment."



Sean Wall, originally from Cork City, Ireland, is beverage and bar manager of the new Bull Market in Rochester. (Staff photo by Mindy Saunders)

Office lighting glows with novel designs

By SUZIE MARKS

Open office design with new lighting methods can help provide low-cost energy efficiency, according to a Troy company.

The D.L. Walls Co., located in the Top of Troy building on Big Beaver

Road, advocates "open planning"—a design using movable panels which don't reach the ceiling—and lighting which is more efficient.

According to Bill Petrillo, manager of business development, open planning can save more energy for businesses than traditional office plans.

There are no ceiling lights or stationary walls, but there are large remodeling benefits, he says.

In an open plan office, panels are constructed to form individual offices. Shelves are built onto the panels. Because there are no walls that reach the ceiling, air flow is consistent and reduces the number of thermostats needed in an office.

Petrillo also says "task-ambient" lighting plans are more efficient. "Our general level of lighting is lower," he says. "We use lower lights that reflect light off the ceiling."

By using lower "ambient" lights, and having partition dividers, Petrillo says hallway lights found in conventional offices aren't necessary.

"In conventional offices, there is more light than needed. We only put light where it is needed."

Over each desk is a fluorescent "task" light controlled by the worker. It can be turned on or off when the worker needs it, unlike the standard overhead office light.

FLEXIBILITY of open planning is its biggest asset, Petrillo says.

"In an average office, the standard cost to remodel is \$25 per square foot," he adds. "With open offices, it costs below 50 cents for remodeling because you just add new panels."

There is no disruption in the work flow, Petrillo says, because offices can be rearranged overnight.

Private areas are another business advantage of open planning, Petrillo says, because it eliminates the "bullpen" offices. With open planning, he says, workers can't talk or be disturbed by passersby.

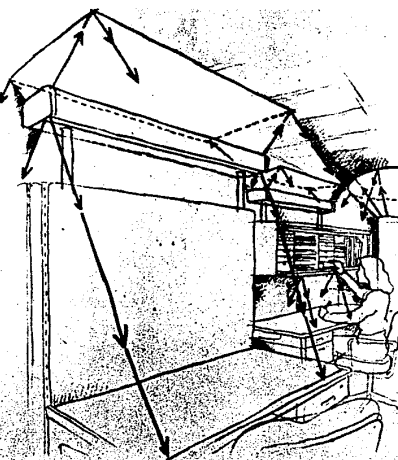
And there is a space saving in the open plan, Petrillo says.

"The panel components are hung and shelves with covers are built on. We're using cubic feet." The furniture panels were developed by Westinghouse for use in their own offices. Many people saw the panels and the idea caught on.

The initial construction cost is about the same as building a conventional office. However, Petrillo says, once the office is rearranged, the furniture has paid for itself.

The goal of open planning, he contends, is to achieve a generally ambient office.

"We want the people to be aware of the office noise but not hear what others are saying. We use hard surface acoustical walls that make people aware of the sounds but unable to distinguish what they are."



This diagram displays how task-ambient lighting works. The low level lights reflect off the ceiling down to the work area. There is also a small light that can be turned on and off by the worker just above her desk.

Historians search for old firms

Wanted: Businesses that have operated in Michigan for more than 100 years.

The Historical Society of Michigan is continuing its search for centennial businesses operating in the state. The society sponsored a contest during the bicentennial year to locate the oldest business in Michigan. Because of the enthusiastic response, the recognition of centennial businesses has been adopted as an ongoing program of the society.

Overall winner of the contest was George Jerome and Company, a Detroit surveying firm founded in 1828, nine years before Michigan became a state.

According to Frank C. Wilhelm, executive director, more than 265 cen-

tennial businesses have been located through an intensive search conducted by local historians throughout the state since 1976.

IN ADDITION to local ceremonies, all businesses celebrating their centennial during the coming year will be honored at the society's second annual Salute to Michigan's Business Pioneers, Wednesday, May 23, 1979, Livelihood Day of Michigan Week. The Salute will be held in Lansing.

Each century-old business will be presented with a certificate officially designating the recipient as a Michigan Centennial Business.

Wilhelm noted that the centennial business program has encouraged many communities to become active in preserving their business and industrial heritage.

"We hope that the contest has also stimulated an interest in preserving important commercial and industrial buildings throughout the state," Wilhelm said. "These structures serve as significant visual links with our past."

THE SOCIETY is especially interested in locating all businesses celebrating their centennial in 1979 and 1980. Older businesses not yet identified are also urged to notify the society.

The names of all centennial businesses and their founding dates will be sent to the State Library, the State Archives and the State Historic Preservation Officer.

How to manage the newlywed finances

Sally and Bill Jones have been married six months. The aftermath of their wedding is still present. They've returned the six toasters, two coffee pots, and countless other duplicates. The thank you's have all been written except for Aunt Martha's whatchamacallit which is already collecting dust. Sally and Bill are your typical newlyweds but they don't know that a head-on collision looms down the road.

Last night on his way home from work, Bill stopped in at an auto dealership to look at the new cars. He'd been attracted to a classy new sport model he'd seen advertised while watching Sunday's ball game and wanted to take a closer look. Besides, his car was accumulating mileage which could mean expensive repair bills could be right around the corner. And it wouldn't be hard to pay for what with a raise expected and now, Sally's income.

SALLY, ON THE other hand has a dream of her own and Bill's new car isn't part of it. She is secretly hoping that their sparsely furnished apartment will soon feature some badly needed furniture. By careful finagling, she figures she can buy some living room furniture.

But the money she plans to spend for the furniture has been earmarked by Bill for the new car. And therein lies the potential conflict. There is only so much money coming in and certainly not enough in Sally and Bill's case to allow them to buy the furniture and the new car.

The future success of Bill and Sally's marriage is going to be based partly on how well they successfully communicate their different attitudes about money.

All couples, whether contemplating marriage or already married, need to explore their attitudes about money. It is very imperative in all relationships, but becomes even more crucial if the woman has an income-producing job.

EACH PERSON comes into the relationship with a set of values accumulated since birth. There is no way two individuals can have identical value structures. The differences need not, however, become points of conflict if the couple keeps the lines of communication open. There are some basic steps which can be followed to insure that the relationship will grow even stronger.

MONEY GO ROUND

By BRENDA L. SCHNEIDER



• COMMUNICATE. Realize that there are bound to be areas where your attitudes will be different. But the airing of the differences can be healthy. Determine where your spending priorities are similar, where they are different and where you will need to compromise when you merge your financial affairs.

• ESTABLISH GOALS. The establishment of goals sounds easy but usually causes the greatest problems. Both members of the relationship may see the ownership of a home as a goal, but when it is achieved may differ between the two as they are forced to make spending decisions. To insure that the goals are achieved and that both members of the relationship

are happy, it is best that each person first establish a list and then give it a priority. Then the two lists should be combined. This is when it becomes important to remember that key word: Communicate. Some compromise is going to be necessary on each person's part.

• TAKE STOCK. Once you've determined your goals, you need to assess your financial status. Determine your assets and liabilities. This will help you determine your net worth which then becomes the key to your financial future.

• MAKE A BUDGET. Usually couples quit when they get to this point, but this is the area where many

marital problems begin. Living without some sort of organized budget is like driving in a strange city without a map. First, list your fixed expenses and then the flexible. Make an estimate of what you think it'll take to live for one month. Two or three months and a little record keeping later, you should have a more realistic outlook on your monthly expenses.

• PLAN AHEAD. After two or three months, you are ready to do some long range planning. With your income and expenses firmly in mind, you can develop a plan suited to your needs. Try and keep things simple. A too complicated system will only become a source of frustration and ultimately will probably lead to abandonment of the whole thing. The purpose of any financial plan is to help you control your money so you can't control you.

Above all else, keep working with your income and expenses until both of you are happy with what you are able to accomplish with your money.

Further information for newlyweds can be obtained by writing Consumer Affairs, Manufacturers Bank, 151 W. Fort St., Detroit 48226. (The author is Director of Consumer and Urban Affairs for Manufacturers National Corporation.)