

Business

BUSINESS PEOPLE

DONALD L. CHENOWETH has been appointed production manager at the Fisher Body Pontiac plant. He served in a similar post at the Fisher Body Flint plant. He joined the company in 1954. He replaces **CORNELIUS F. ROCHE** who is transferred to the Fisher Body general offices in Warren.

DR. WARREN BAKER, vice president for academic affairs at the University of Detroit, announced that he is leaving the university to become president of California Polytechnic State University, San Luis Obispo. The West Bloomfield resident came to U-D in 1966 to teach civil engineering. He later was named chairman of the civil engineering department, dean of the College of Engineering, and in 1976 he became vice president for academic affairs.

SEAN NEALL of Birmingham has joined the advertising agency of D'Arcy-MacManus & Masius as an account executive on the Pontiac Motor Division account. Prior to joining DM&M, he was affiliated with Batten Barton Durstine & Osborn, Inc., Campbell-Ewald, and Anthony M. Franco, Inc.



CHENOWETH BAKER NEALL

WILLIAM F. McQUEEN has been promoted to coach sales administrator at GMC Truck & Coach Division of General Motors. He will be responsible for all bus bid preparation, distribution and sales engineering activities. He succeeds **FELIX T. CASILLAS** of Rochester, who has been transferred to the GMC coach manufacturing organization as general superintendent of coaches.

Detroit Bank & Trust, principal subsidiary of Detroitbank Corp., has appointed **ANTHONY J. MAGDOWSKI** of Troy to officer status as an assistant cashier, bank investment. Magdowski joined the bank in 1973 as an administrative trainee and has held positions of increasing responsibility.

DR. JAMES DANKOVICH of Birmingham has joined the staff of the Toome Clinic. He has initiated programs and worked with delinquent and emotionally disturbed children for about two years.



CASILLAS MAGDOWSKI DANKOVICH

DENNIS D. MUMMERT of Troy has joined Lamalie Associates, Inc., an executive search firm. Mummert has joined the firm's Tampa office as an associate, and will be responsible for providing executive search services for the firm's corporate clients.

The promotion of two vice-presidents in a managerial reorganization within the General Components Group of Rockwell International was announced. **JAMES D. CAVANAUGH** of Troy and **HENRY P. McHALE** of West Bloomfield each have been named vice president and group executive. Cavanaugh had been vice president and general manager of the Truck Axle Division since 1977. In his new position, he is responsible for the Mechanical Devices Division. McHale moves into his new position after serving as vice president and general manager of the Service Parts Division since 1977.



MUMMERT CAVANAUGH McHALE

The Board of Directors of Leo Burnett, U.S.A. has elected **BORIS (BO) MOROZ** of Rochester and **EDWIN L. SCULLY** of West Bloomfield as vice presidents of the company. A member of the Burnett organization for the last 11 years, Moroz was the associate supervisor on the Oldsmobile account for the agency before being appointed to Creative director earlier this year. Scully, who joined the agency in 1955, is secretary-treasurer for the Detroit office, a post he was appointed to in 1970.

SHARON K. LEWIS, R.M., M.A., of Southfield, has been appointed assistant director of nursing for Kingswood Hospital, a non-emergency and non-profit psychiatric hospital. Ms. Lewis joins the Kingswood staff with 14 years of progressively increasing responsibilities with southeastern Michigan hospitals and health-care institutions.

In an organizational realignment, the appointment of three assistant controllers for American Motors has been announced. **BENJAMIN J. HUDENKO** has been appointed assistant controller of accounting and tax affairs. **MARTIN L. MUTZ** has been named assistant controller of information systems. **MICHAEL P. VINCENT** has been appointed assistant controller of financial planning.

Hutzel Hospital has promoted **JANET MULCRONE** of Southfield to wage and salary manager. Mrs. Mulcrone was previously the employment interviewer for the personnel department. She has been affiliated with Hutzel since 1974.

Family operated watch shop offers savings, personal touch

Sam Rizzo's hoping that lower prices and personal service will take his watch repair shop out of the basement of his Avon Township home and into a Main Street store in Rochester.

The goal of owning such a shop is almost a family tradition for Rizzo, 39. His father and uncle operated Rizzo Jewelers at McNichols and Schaefer in Detroit for 12 years. It was there that the 11-year-old Rizzo learned to repair watches.

For the first three years, his lessons consisted of mopping the floors and running errands. Eventually his uncle and father began to initiate him into the mysteries of watch repair.

The lessons stuck. After earning a degree in dentistry at Wayne State University and working as a watch repairman and a sales representative for a clock manufacturer, Rizzo succumbed to the lure of owning a business.

The transition from knowing the end of the week will bring a pay check to being his own boss is going smoothly for Rizzo. But careful planning is responsible for the success of the venture, he said.

"My friends are still asking, did you really quit your job," he said. He didn't do anything so drastic. He took a leave of absence.

BEFORE HE left that job, he made sure he had work to do. Rizzo did watch repair in his spare time and built up a number of customers before turning to the trade full time.

His wife, Lynn, continues to work at her own job as well as help him keep the small company's books. She also does small tasks around the shop.

Teamwork is helping Rizzo's plan. Mrs. Rizzo is learning basic watch repair and is refinishing some of the clock cases that come in for restoration.

Once he decided to start his business, Rizzo began advertising in local newspapers and putting out flyers every morning through different subdivisions in the area.

While the flyers may not result in an immediate flood of customers, Rizzo discovered that persons sometimes save the flyers until they need his services.

But he refuses to branch out beyond the Rochester-Avon area. "I want to be able to be there when people need me," he explained.

"Personal service is another method Rizzo uses to build his business.

He makes house calls free of charge. He will take a clock back to his repair area for a complimentary exam.

He claims his prices are lower than his competitors in the area using the 1977 Michigan suggested retail price list put out by the Watchmakers' Guild.

WHEN HE appraises a job, he brackets the price. If the repair work ultimately becomes more costly than he suspected, he doesn't call the customer back to inform him of a new price. Rizzo ruefully admits he absorbs the dif-

ference to keep customer confidence. He also tells his customers what that old family clock is really worth. Sometimes, the clock in the family room is a valuable antique.

"People don't know what they have in their home," he said. One customer brought in a ship's clock for repair. Rizzo discovered it was really a Howard banjo clock worth \$2,400.

In such cases, he fills in the estimated price on his receipt so the owners can use it as proof of value when they add their new antique to their insurance policy.

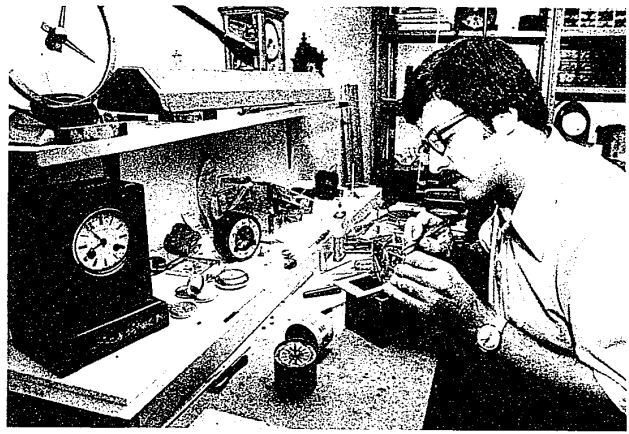
Rizzo occasionally meets a customer who refuses to allow a treasured family clock to be fixed by a man working the basement of his home. In

such cases, Rizzo keeps a list of repair shops for the customer and refers the person to someone else.

His next step will be to move his repair operation from the basement and into a store. He plans to make the move by next September.

SUCH PLANNING is typical of Rizzo's drive to start his own business. "I believe in management by objective," he said. After he buys his shop, he plans on hiring two or three employees over the following five years.

But no matter how rosy his future looks at the moment, the first step Rizzo took was the most crucial. "It takes a little guts to up and do it," he admitted.



Sam Rizzo works in his basement workshop on one of the many clocks and watches that he repairs. (Staff photo by Mindy Saunders)

20 jobs at a time Fiberglass 'molds' busy vocation

By SUSAN LEINOFF

Three Oakland County men make their livings molding fiberglass. They run a "job shop" in Orion Township, working project-by-project for a variety of businesses and industries that re-

quire fiberglass goods. Bowling alley equipment, automobile engine covers, race-car panels and fenders, storefront signs are just a few of the items built by Diversified Glass Products, Inc. Partners in the firm are co-founders

Martin McClure, of Rochester, Bob Birchmeier, of Orion Township, and West Bloomfield Township resident Jack Kozma, who joined the firm a few years after its founding 10 years ago to handle sales. To keep track of the jobs, McClure

files pictures of completed projects in a photo album. No matter what the job, the manufacturing process is the same, McClure says. "You start with an object, an existing piece that simulates what the person wants built," he explains. "Then you make a mold off of that."

Raw fiberglass, which comes in the form of long threads or woven fabric, is mixed with a polyester resin solution. The mixture is fed into hoses and sprayed into the molds.

"It takes about three hours for the fiberglass to harden," says McClure. "The end product is just turned out from the mold."

He estimates processing about 40,000 pounds of the fiberglass mixture per month.

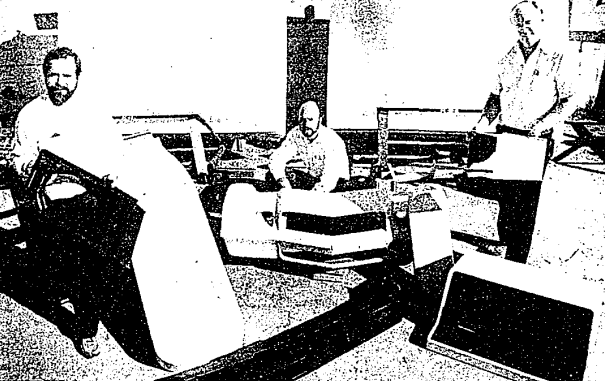
"BEING A JOB shop our work flows up and down. But we usually tackle 20 jobs at a time," McClure says.

A tour of the facility reveals a work area of about 20,000 feet of garage-like space. Floors are cluttered with remnants of projects in progress.

An example of what's being built are strange eight-foot, round bubble shapes, which McClure says are called "nose cones."

"They're attached to the front of tractor-trailers to deflect wind and reduce gas consumption," he says.

"We're probably making 40 a day. We build them for a California-based company and ship them throughout the Midwest."



Martin McClure (left) and Jack Kozma (right) examine bowling equipment while Bob Birchmeier (center) looks over completed automotive parts. In the background are nose cones. (Staff photo by Mindy Saunders)

New Chrysler bosses are local leaders

The top team Chrysler's Board of Directors elected Sept. 20 to lead the giant corporation out of its financial crisis includes four residents of the Birmingham-Bloomfield area.

Lee A. Iacocca of Bloomfield Hills, president and chief operating officer of Chrysler since last Nov. 2, was elected chairman of the board and chief executive officer.

Iacocca moved up after the board granted Chairman John J. Riccardo's request for early retirement.

J. Paul Bergmoser of Bloomfield Hills was elected new president and chief operating officer of Chrysler and

a member of the board of directors. In addition, the board elected Gerald Greenwald of Birmingham executive vice president in charge of finance and to membership on the board of directors.

John D. Withrow Jr. of West Bloomfield was elected vice president in charge of product planning. Bergmoser and Greenwald will report directly to Iacocca. Withrow will report to Harold K. Spherlich, executive vice president of engineering and market development.

Iacocca spent 32 years with the Ford Motor Co. During his career there he rose from management trainee to president and chief operating officer. He left Ford on Nov. 1, 1978.

Like Iacocca, Bergmoser came to Chrysler from Ford where he spent 30 years in various executive positions in manufacturing and purchasing.

Chrysler retained Bergmoser last January as a consultant on matters relating to purchasing and supplier relationship, with emphasis on quality and reliability. In June Chrysler named him executive vice president of its procurement and supply group.

Greenwald came to Chrysler from Ford last April. He joined Chrysler as controller and became vice president and controller in May. Before that he was president of Ford de Venezuela in South America.

Withrow will be responsible for car product planning, truck product planning, program timing, international product planning and power train and corporate components planning activities.

He joined Chrysler in 1956 as a student in the Chrysler Institute of Engineering. He was named director of product planning in August.