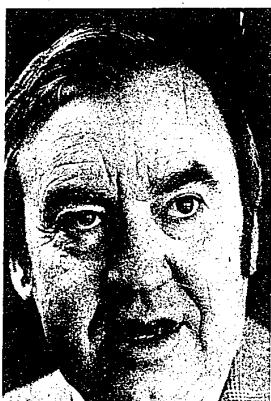


Business

Thursday, December 20, 1979

Expert advice

How did they become successful in sales?



ROBERT TICE
Corporate manager

"We're a pure service organization. We have no product. You have to have the ego to knock on doors and say, 'Hi, I'd like to help you.'

—David Hall



ALMA JOHNSON
Artist, UCF manager

ABOVE LEFT: Tice is the new manager of the Bloomfield Hills office of Real Estate One. ABOVE RIGHT: Johnson works out of the Chamberlain Real Estate Office in Southfield. LEFT: Hall is recruiting coordinator for Chamberlain. BELOW: Taylor manages Chamberlain's Sterling Heights office.



ROBERT TAYLOR JR.
Future minister

The key: Environmental controls

Firm confronts energy problems

By JACKIE KLEIN

Long before energy conservation became a household term, the Southfield-based Clayton Environmental Consultants Inc. advocated conservation.

Last month, according to Richard J. Powals, director of environmental control, the Clayton organization which celebrated its 25th anniversary — evidence of the company's history of involvement.

"The firm said it's more economical for the United States to use its own energy sources than to import energy from other countries. But it has been difficult, because of environmental laws which restrict the burning of high sulfur coal in the east which has a plentiful supply, according to Powals.

"A large mid-western company contracted Clayton to evaluate the problem," Powals said. "The results of our investigation allowed the company to mix an appropriate amount of low sulfur coal with high sulfur coal to comply with regulations."

The consulting firm was founded to provide environmental advice to industry, unions and government.

"The need for such a service was apparent in 1954," he said. "The health and well-being of large numbers of the working population and the general public were being adversely affected."

"Through its activities, the organization has been instrumental in saving many lives and improving the environment."

IN A 25th anniversary booklet, George Clayton, founder of the company, explained its origins. He said he has frequently been asked why he started a consulting practice back in the early days, when environmental matters weren't well known to the general public.

"As a consulting officer in the U.S. Public Health Service, I was in charge of the field investigation of the first air pollution disaster in the country," he recalled. "That was in 1948 in Donora, Pennsylvania, where 20 people died and thousands became ill."

"A COUPLE of years later, at the request of the Mexican government, I studied the Pozo Rico episode in which 22 people died and many were ill. Inci-

ents like these made me realize I could make a major contribution to mankind by working on environmental problems."

"I would offer services to make the general public aware of the hazards in the environment and the workplace. I could also supply the expertise necessary to correct such problems."

When the demand for services increased, Clayton enlarged the company. He hired Robert Keenan, a world famous chemist, to develop a laboratory and leased the building. Marsh & McLennan purchased the company in 1971 and merged with Clayton.

"The demand for services is greater than ever before," Clayton said. "Increased public and workers' awareness of the hazards of environmental contaminants generated an accelerated demand for environmental consultants."

Powals said the energy conservation approach is in the best interest of Clayton's clients.

"For example, a major diesel engine manufacturer was contemplating exhausting diesel fumes during the tune-up process of their product," Powals said.

"A preliminary study indicated that not only was the entire process totally unnecessary, but it resulted in an increase of energy consumption."

"The controls from these diesel exhausts were completely redesigned. Emissions decreased and additional energy for use in the company's processes was provided."

Liquid wastes are a major concern to municipalities as well as industry throughout the country, Powals said. The Clayton organization designs liquid waste treatment plants for industry.

"Recently, Clayton implemented the three-phase approach to environmental control — evaluation, feasibility and design," Powals said. "This was done for a client whose facility used solvent-laden inks to print records for the electronic data processing industry."

"FIRST we conducted a comprehensive emission inventory, identifying each source. We assessed the significance of the sources according to measured levels of organic material discharged. A feasibility study identified all applicable control strategies consid-

ering their technical and economic feasibility."

"Next we selected and recommended the optimal control strategy for this application. Finally, Clayton design engineers developed a control system to abate organic emissions and recover enough material of value to offset the cost of the control system."

Clayton has also been involved in industrial hygiene, air and water pollution control projects and occupational health.

The organization evaluates communities to determine healthful qualities of the general environment, Powals said.

Clayton responds to environmental emergencies such as personnel sickness or death, injury from industrial workplace or office contamination, community complaints of atmospheric contamination, accidental material discharges to water or land and furnace explosions caused by excessive dust levels."

Clayton Environmental Consultants is headquartered in two adjoining buildings at 25711 Southfield Road. Facilities include analytical and engineering laboratories, offices and storage areas.

JAMES A. FERRETT of Troy has been named general sales and service manager for Lear Siegler's National Branch & Machine division located in Detroit.

JERRY BROAD, account executive with the Southfield office of Manley, Bennett, McDonald & Co., members of the New York Stock Exchange, has been selected for membership to the Capital Planning Advisory Council. The Council is sponsored by the Michigan-based investment firm through its capital planning department.

GEORGE MEISTER of Southfield, has been named district sales engineer for the Titus-Olsen Testing Machine Co., Inc. In his new position, Meister will be responsible for sales for Olsen in eastern Michigan, Kentucky, and northern and western Ohio.

ELIZABETH ANN CLARK's appointment to the position of manager of the new typographic division

BUSINESS PEOPLE

LESLIE DIETZMAN was promoted to the position of vice president, general manager, Fairlane Store of The J. L. Hudson Company. Formerly vice president store merchandising, Dietzman joined Hudson's in 1967 as an executive trainee.

A. ROBERT BLIVEN of Birmingham was appointed architectural staff consultant and manager of the staff consultant group for the architectural/engineering firm of Ellis/Nespeca/Gehlner Associates Inc. FRANK A. DIOSZEGI was appointed assistant team manager and NICHOLAS F. RAAB was appointed project team manager to the Troy-based firm.

EA. Robinson, Inc. has announced ELIZABETH ANN CLARK's appointment to the position of manager of the new typographic division

and TIMOTHY J. DUFFY has been appointed to the photographic department.

DAVID W. BEIER JR., president of the packaging systems division and a corporate vice president of Ex-Cell-O Corp., will retire at the end of the current fiscal year. He will remain with Ex-Cell-O as a consultant. VITO G. CATTIOLONE, formerly vice president of marketing for the division, was named executive vice president and will assume the president's responsibilities.

JOSEPH J. CRONIN JR. has become vice president and national account supervisor on the Dodge Dealer Advertising Association accounts of Kenyon & Eckhardt Advertising, Inc.

JERRY A. McCABE was appointed publications manager for the McCord Replacement

Products Division of Ex-Cell-O Corp. Prior to this appointment, McCabe served as sales promotion manager for the division.

BILL FORD and ANTHONY LONGO of Birmingham, have been appointed vice presidents of the Campbell-Ewald Co. Ford has been a part of the company's creative director since joining the agency last year. Longo is a senior art director, who rejoined the agency in 1975.

DENNIS E. SHERIDAN of Troy has been appointed brokerage supervisor for the Dominion Life Assurance Co. Sheridan's offices will be at the company's Northland branch.

General American Life Insurance Co. has appointed JOSEPH SCOTT a general agent in Southfield.

market place

MICHIGAN National Corp. of Bloomfield Hills has received Federal Reserve Bank Approval for four new banks: Michigan Bank-Livingston in Brighton, Michigan Bank-Midland, Michigan Bank-South Metro in Lincoln Park, and Michigan Bank-North in Petoskey. The new banks are expected to open Dec. 31. Michigan National Corp. is a multi-bank holding company comprised of 19 banks with more than \$3.3 billion in total assets and approximately 300 offices serving more than 150 communities statewide.

KUHLMAN Corp. will pay a 20 cent quarterly dividend to stockholders of record Dec. 21. Dividends have been paid by Kuhlman every year since 1946.

SILVER'S Inc. will relocate its corporate offices in the former Manufacturers' National Bank building at 151 W. Fort St. in Detroit. Silver's is in architectural and interior design, office furniture, supplies and gifts business.

A REPORT offering consumer information on furnace vent dampers is available from the Better Business Bureau of Metropolitan Detroit. An automatic vent damper is an energy saving device that may be installed on a furnace, heating boiler or water heaters to reduce heat loss. For a copy of the report, send a self-addressed stamped envelope to the Bureau at 150 Michigan Ave., Detroit 48226.

THE BULL Shirt opened its second retail outlet in Birmingham Dec. 7. The 5-year-old firm started in Taylor and has another store in Royal Oak. The new store is at 167 N. Woodward. The store carries more than 1,000 designs, custom lettering while you wait, ladies tops, men's jerseys, T-shirts, T-dresses, maternity tops, underwear, infant wear and silkscreen printing with a computer design and photo department. Owners are Russell McCaffrey and Louis Reeves of Birmingham.

BUSINESS may want to express its good will this holiday season by throwing a party for clients, customers or employees. The Michigan Association of Certified Public Accountants says for it to be tax-deductible business expense a few guidelines must be followed. This includes that the boss must be present and personal friends should not be invited.

Holding the holiday party in your home this year may be just as deductible as if you took clients or employees to a restaurant. Spouses of clients or employees may be invited because of the cost of entertaining such spouses is also deductible. If some of the guests are not business contacts, the expense can be pro-rated accordingly. One of the most important things to remember is keeping records. The CPAs say this should be made at the time of the entertainment. Receipts must also be kept for costs.

RAM Broadcasting of Michigan Inc. in Southfield will build a new 2,100-square-foot addition after eight years in the same building at 18501 N. 10 Mile. The firm will expand its facilities to handle the increased demand on its radio paging beeper station. Construction is expected to begin in spring under A/E Associates of Troy, architects.

THE importance of the automotive industry to the nation's economy and to all of us has been well documented by job losses and layoffs and business failures, according to the Automotive Information Council of Southfield. Almost 139,000 workers at auto plants are on layoffs because of reduced vehicle production. More than 450 new car dealerships closed in the model year. The "ripple effect" into supplier firms and other back up industries is too broad to be measured, AIC reports. An economic study by a Nobel Prize-winning economist indicates that layoffs in one industry cause to almost 50 percent more than those laid off by the auto makers. These include those in wholesale and retail sales, service, prefabricated metal products, machinery, business services, advertising, transportation, warehousing, textiles, rubber, glass, chemicals, paint, wood, finance and communications. In addition, it affects real estate, insurance, hotels, restaurants and even the dry cleaner in West Bloomfield, AIC says.