

## Expert advice

### How did they become successful in sales?

By TIM RICHARD



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.



DAVID HALL  
Navy veteran



ROBERT TAYLOR JR.  
Future minister

A lawyer has gone to law school, an engineer to engineering school — but in what line of work do you find an architect, a former Navy officer, a former dairy executive, a community fund administrator and a future Presbyterian minister?

In real estate, that's where.

That's because it's not what you studied that makes you a success in real estate sales. It's the kind of person you are.

"To be a success, first you have to have a supreme ego drive. But then you have to have feelings for the other guy," said David Hall, recruiting coordinator for R.F. Chamberlain Co. in Oakland and Wayne counties. He goes on:

"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.'"

FRAN MIRSKY at the Durbin Co. in West Bloomfield puts it another way: "Success follows success."

She explains that a person who is successful selling real estate has been successful at something else — be it another line of business, teaching or even volunteer community service. Real estate isn't for losers.

A lot of people try it, said. "Only 20 out of 2,000 real estate licenses that are granted are active after one year. Of the 20 active after a year, 80 percent of those will drop out by the end of five years."

Many simply don't use their licenses right away. Others just quit. "You have to have the financial staying power for 30 to 90 days and a need to succeed," said Hall. "Real estate associates are independent contractors."

ONE WHO didn't use his license right away was Robert Tice, manager of Real Estate One in Bloomfield Hills.

Tice has a degree in agriculture and was once a principal and teacher at Sand Creek, near Adrian. That was when teachers made \$1,800 a year.

Tice served a Navy hitch as a line officer on two troop ships, spent less than a year with the Michigan State University Extension Service and joined Sealtest to work with farmers in developing a milk supply out of Great Lakes County.

He rose through sales to management in marketing and production. Then he lost a major supermarket account and figured, "Things were going to flat out for me at Sealtest."

Meanwhile, he and his wife had already been considering real estate. "We had gone to real estate school and got our licenses — at Mercy College. I paid for it on my own," he recalled.

Calling on farmers had taught him to knock on doors. Having lived in Grand Rapids, Lansing, Pittsburgh, Chicago and metropolitan Detroit "gave me rapport with corporate transferees, young people, new people."

He and his wife work as a team. On top of that, Tice teaches advanced selling for his firm's training program.

HOWARD ELLMAN of Durbin's Farmington Hills office has a master's degree in architecture from the University of Michigan.

He spent five years with four architecture firms, designing a high school, custom homes and even Charles's Crab in Troy.

Ellman finds his technical knowledge helpful "in procuring a piece of property. I know the feasibility of the land for what they (buyer-builder) want to use it."

Although he still does some architect work (H. Sterling Ellum Associates, Inc., from his Southfield home), he switched to real estate because:

"It's a related field where I can use my knowledge. There's a potential of income that I wasn't reaching in architecture alone. And I enjoy working with people. I'm not at a drafting board eight hours a day."

ALMA JOHNSON of Chamberlain's Southfield office "hated the thought of selling" before she got into it three years ago. Today, said Hall, Mrs. Johnson is one of the firm's top producers.

The Beverly Hills resident has a BA in general arts from the Philadelphia College of Art and is considered a talented artist and photographer.

After working as a secretary, she was an administrator for United Community Services of Detroit and ran a camping program for underprivileged children.

"Now I realize I've never loved a position (selling) more," she said. "When I think of how much I can help people with one of the biggest investments of their lives, I feel fulfilled."

ROBERT E. TAYLOR has been in real estate five years and would like to stay in another five to seven years.

Then he plans to enter a seminary to become a Presbyterian minister.

A big switch? "Both professors are based on caring for and helping people. Real estate is just different, that's all," said Taylor.

The manager of Chamberlain's Sterling Heights office, he knows his way around Avon and Troy as well as Macomb County. Managing pleases him, too. "I enjoy helping others succeed."

Taylor grew up in Farmington Hills, earned a BA in math and history at Alma College and an MA in history from the University of Missouri.

After a year as a manufacturers representative for Cleveland Cotton Products, Taylor in 1974 got into real estate where he could earn more and set his own schedule. He made the Million Dollar Club in 1975.

HALL BECAME a real estate recruiter in an entirely logical way. He had done a lot of recruiting as a 17-year Navy officer.

The Toronto native was commissioned out of NROTC after earning a degree in electrical engineering from the University of Michigan. He served as a supply officer, weapons officer, engineering officer and executive officer on ballistic missile submarines.

"We moved 12 times in 13 years of marriage," Hall said.

"I got out because my wife and I have two children and we were moving every couple of years. That's one of the reasons I got so incensed at the Birmingham school board — one of our daughters had five first grade teachers."

## 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 \$5.3 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 complete 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. 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 driven home by widespread layoffs and business failures, according to the Automotive Information Council of Southfield. Almost 130,000 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 support areas come 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.

## 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 Poza Rico episode in which 22 people died and many were ill. Incidents like these made me realize I could make a major contribution to mankind by working on my own."

"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 Kennan, a world famous chemist, to develop a laboratory and leased the building. Marsh & McLennan purchased the company in 1971 and merged with Clayton.

"The need for our services is greater than ever before," Clayton said. "Increased public and worker 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 co-sponsoring an exhausting diesel fumes during the tune up process of their product," Powals

said. "A preliminary study indicated that not only was the control process totally inadequate, it resulted in an increase of energy consumption."

"The controls from these diesel exhausts were completely redesigned. Emission 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 its three-phase approach to environmental control — evaluation, feasibility and design," Powals said. "This was done for a client whose facility used solvent-laden ink 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 designed 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 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 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.

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 group 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.

## BUSINESS PEOPLE

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 Tinius 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.

LESLIE DIETZMAN was promoted to the position of vice president, general manager, Fairlane Store of The J. J. 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/Neayert/Genheimer Associates Inc. FRANK A. DIOSZEGI was appointed assistant team manager and NICHOLAS F. RAAB was appointed project team manager to the Troy-based firm.

E.A. 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. CATI, with Ex-Cell-O as a consultant, VITO G. CATI, formerly vice president of marketing for the division, was named executive vice president and will assume the president's responsibilities.

JOSEPH J. CROWIN 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