

datebook

CHRYSLER Corporation's vice chairman, Gar Laux, will speak to the Metropolitan Detroit Chapter of the Michigan Association of CPAs Thursday, May 14, at an 8 a.m. breakfast meeting at the Southfield Michigan Inn. Registration for the breakfast will be at 7:45 a.m. His topic will be Chrysler Corp. and the automobile industry.

U.S. SEN. Donald Riegle Jr. and U.S. Rep. James Blanchard will headline the 1981 Operation Update Program at the Michigan State University Management Education Center Wednesday in Troy. Top business, industry and educators will examine the theme, Reindustrialization: Managing Change in the '80s. The program is sponsored by the Advanced Management Program Club of the MSU Graduate School of Business Administration. The program begins at 2 p.m. at the center, 811 W. Square Lake Road, and ends with dinner at 6:15 p.m. Fee is \$40 for members, \$48 for non-members. Call program chairman Donald Sarbacher at 271-8900 for more details.

REAL FINANCIAL INC. of Farmington will sponsor a free educational seminar on How to Gain Financial Independence today at the Holiday Inn, 10 Mile and Grand River, in Farmington. Time is 7:30 p.m. For more information, call 476-7180. Speaker is Bruce Case, a financial planner and partner in the law firm of Sabourin, Anderson & Case.

BLAINE Yarrington, executive vice president of Standard Oil Co. of Indiana, will speak to the Financial Analysts Society of Detroit Wednesday, May 6, at the Veterans Memorial Building, Room 814. Reservations required by Monday. Fee is \$6 for members and \$12 for non-members. Call Ann Simmonds at 225-3046 for more details.

THE AMERICAN Institute of Real Estate Appraisers of the National Association of Realtors will conduct a standards of professional practice course May 7-9 at the Michigan State University Management Education Center in Troy. For registration details, contact the association office at 573-6987.

DEVELOPER HERMAN Frankel will be guest speaker Wednesday, May 13, at a brunch sponsored by the Sales and Marketing Council, Builders Association of Southeastern Michigan, at 9:15 a.m. at the Botsford Inn in Farmington Hills. Call the association at 569-0644 by May 8 for reservations.

Searches up 34%

Top executives in demand

The demand for financial expertise continues to grow, according to a major executive search firm.

Although the number of executive search assignments for the first quarter of 1981 was down eight percent over fourth quarter 1980 figures, search activity this year is still 34 percent higher than mid-1980 levels.

"We see this high activity as a continuation of the trend which peaked at year end 1980. As fiscal results are analyzed and performances reviewed, boards and senior executives are separating wheat from chaff and seeking proven performers with special expertise," said Robert Lamalle, president of Lamalle Associates Inc., a senior-level executive search firm.

"We're continuing to see significant levels of executive turnover, but the emphasis in this quarter has shifted.

"Business leaders in the economic climate of 1980 were brought face-to-face with weakness at the executive level. Given the persistent uncertainties of corporate expectations, the strong, creative, adaptable executive with an outstanding track record in a critical field has become the most valuable talent target for executive search.

"The most significant indicators this quarter are increases in demand for top financial executives as well as a shift from demand for the operational skills of manufacturing executives to the more creative expertise of the marketing and sales executive," Lamalle said.

THE DEMAND for financial talent is up seven percent. Marketing and sales executives registered a slight drop at year end, but 1981 demand has jumped 13 percent.

General engineering, after a 19 percent drop in the previous period, recovered with an 11 percent gain. Other areas, including data processing, legal and staff functions, all showed slight decreases between two and four percent.

Search assignments above the \$100,000 compensation level dropped three percent, although current levels are still 12 percent above the mid 1980 activity. The \$65-100,000 range maintained its high activity level.

business people

American Motors Corp. appointed **KENNETH HERMES** director of educational engineering. He was manager of production planning for basic manufacturing at the AMC Kenosha, Wis. facilities.

RICHARD STOUTHOUD of West Bloomfield, former marketing manager, was appointed director of sales and marketing, Car-O-Liner Co. in Detroit.



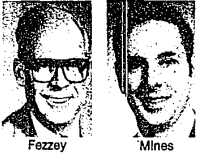
KENNETH CHEYNE, MICHAEL SOUTHERN and **PATRICIA WALTHER** have formed Cheyne, Southern, Walther & Co., Ltd., a commercial, industrial and investment real estate firm in Bloomfield Hills. Southern and Walther were vice president and investments manager for the investment division of Byron W. Trever Co. in Southfield. Cheyne operated his own commercial real estate firm.

PETER HERGUTH was named vice president marketing and sales for the Southfield-based Cement Division of National Ceynum Co.

PATRICIA DARDEN of Southfield was appointed branch manager at

Manufacturers National Bank of Detroit. She joined the bank in 1965.

Harper-Grace Hospitals recently promoted five administrators: **F.W. HYDE JR.** of Lathrup Village, former



vice president and administrator of the Grace Hospital Division, to vice president of the newly created activity of corporate clinical and support services; **ALBERT GREENE** of West Bloomfield, former associate administrator of the Grace division, to administrator of the Grace Hospital; to succeed Hyde, **RONALD TURNBULL** of Bloomfield Hills, once director of pharmacy services at the Harper Hospital division, to corporate director of pharmacy services, a newly created position.

ROBERT FEZZEY of Farmington Hills, who earlier this year retired as assistant vice president for public affairs for Michigan Bell Telephone Co., joined the MG and Casey Inc. public relations firm as an associate specializing in public affairs counseling.

THOMAS MINES of West Bloomfield

was named vice president, auditing, at DetroitBank Corp. He achieved officer status as an assistant cashier in 1975.

ROBERT ALLEN of Farmington was appointed manager, development engineering for the Packaging Systems Division of Ex-Cell-O Corp. in Troy. He was manager, value engineering.

PETER KULBABA of Farmington was appointed director, security, for the real estate management and development firm, The Center Companies. He was security manager for the firm.

ALEX MORTON of Birmingham was elected senior vice president and management supervisor of the Cadillac Motor Car Division account at D'Arcy-MacManus & Masius Advertising in



Bloomfield Hills. He joined the agency in 1980 as a vice president/management supervisor to the Detroit Free Press and Bendix accounts.

Allen **Kulbaba**

marketplace

THE NBD TROY Bank has opened a branch office in the Northfield Financial Tower at I-75 and Crooks Road in Troy. Temporary facilities housing the new branch are expected to be replaced by a permanent office in the same location by early summer. The permanent office will become NBD Troy Bank's new headquarters.

UNIFORCE TEMPORARY Services opened a new office at 1000 S. Woodward in Birmingham to provide temporary help to business and industry throughout the Birmingham-Southfield-Troy area. Gloria Martin and Patricia Gray are co-franchisees of the office. Nancy Black is personnel coordinator.

EX-CELL-O Corp. in Troy won one gold, three silver, three bronze awards and one honorable mention for its various 1980 industrial advertising program from the National Machine Tool Builder's Association. Six of the awards were prepared by the corporate public relations and advertising department and two were done by Gray & Kilgore, Ex-Cell-O's agency.

THE AUTOMOTIVE Division of CertainTeed Corporation's Insulation Group consolidated its research and development and marketing activities in Troy. The marketing office, located in Southfield, and the R&D center, located in Livonia, are now headquartered in a 10,400-square-foot building at 1459 Souter St. Some 2,000 square feet houses offices while the rest serves as a lab and shop area.

A LANDMARK Victorian house at 324 East St. in Rochester became the headquarters for the architectural firm of John Dzurman Associates Inc. Architects/Planners, a member of the Wade Trim Environmental Group Inc. The firm was located at 512 Madison in Rochester.

A NEW T.J. Maxx store opened in the Oakland Plaza Shopping Center across from the Oakland Mall in Troy recently, making it the seventh store in the chain in Michigan.

NEDERLANDER Theatrical Organization joined forces with United Cable Television Corp. of Denver to form the United-Niederlander Cable Television Co. based in Birmingham. The new venture will seek franchises in Oakland County.

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