

Thursday, May 7, 1981

datebook

THE BIRMINGHAM. Bloomfield Board of Realtors will feature Richard Headlee as guest speaker at its Friday membership luncheon at the Forest Lake Country Club, west of Telegraph Road off Square Lake Road. Lunch will begin at 12:15 p.m. Social hours will be at 11:30 a.m. Call 646-8250 for more details.

PAINE WEBBER will host an investment strategy for the 1980s nationally broadcast seminar at 11 a.m. on Saturday at the Troy office of Paine, Webber, Jackson & Curtis, 2401 W. Big Beaver Road in the Standard Federal Building. Call 643-9200 for more details.

CHRYSLER Corporation's vice chairman, Gar Laux, will speak to the Metropolitan Detroit Chapter of the Michigan Association of CPAs on 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.

DEVELOPER HERMAN Frankel will be the guest speaker on 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.

THE GREATER Detroit Chamber of Commerce plans a May 17-20 Legislative Conference Cruise on Mackinac Island with more than 20 state legislators meeting for informal discussions with chamber members and guests in a number of seminars. Reservations, which include transportation, meals and accommodations at the Grand Hotel, can be made by calling the chamber at 964-4000, ext. 253.

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New car dealer optimistic of future

West Bloomfield resident Marty Feldman isn't fazed by the current plight of the American auto industry.

In fact, he's so optimistic about the future of the car business that he broke ground for the new Marty Feldman Chevrolet dealership in Novi last week.

But why is he gambling on a new dealership when the industry is facing such financial problems?

"I believed the auto industry was going to continue to suffer like it has over the past several years, I would be taking a risk," Feldman said.

"But I'm convinced we're going to break out of the slump, and we're going to break out of it soon."

"There's a lot of scrapage out there on the roads, and it's getting to the point where people are going to have to start buying new cars again," he added.

Feldman is also optimistic about the future of General Motors.

"GM is investing \$41 billion in new product development over the next five years, and that's going to make a big difference," he said.

This September (at approximately the same time his dealership is scheduled to open), GM is going to introduce a new product line that includes a diesel Chevette, Monte Carlo and Caprice and a series of trucks with new and improved diesel engines.

"THE OTHER domestic auto makers aren't in a position to earmark \$41 billion for product development like GM has and I think you're going to see some pretty startling developments in the field of automotive research."

Feldman also said he thinks the Reagan administration is dedicated to helping the domestic auto makers.

He said a quota on Japanese imports is a real possibility, and that the American consumer has a heightened awareness of the benefits associated with "buying American."

Robert Balzerick, Chevrolet's assistant zone manager for the metropolitan area, said Feldman's dealership is the first new one in the metro area since Dick Penske Chevrolet was approved for Southfield in May 1971.

"We've moved several dealership points over the last 10 years," he added, pointing specifically to the move of Jack Cauley Chevrolet from Ferndale to West Bloomfield several years ago.

FELDMAN, who was a co-owner of the James-Martin Chevy dealership in Detroit, said he expects his 34,000-square-foot facility, offering complete service and sales for both new and used cars, to open by October. Exterior walls are built and construction is about 35-percent complete.

For Feldman, 40, service is the secret to success at a dealership.

"The lifeblood of any dealership is its ability to provide outstanding service. Dealerships which concentrated on new-car sales and did not emphasize service have fallen on bad times over the past two years when new car sales lagged. We have no intention of making that same mistake," he said.

"We believe the customer who needs good service and is treated fairly is going to come back and talk to you when he gets ready to buy a new car."

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The Michigan Department of Transportation will require professional services to develop recommendations in respect to the design and construction of a portion of Interstate Route 1-696, approximately eight miles in length, from near Lahser Road easterly to I-75 in southern Oakland County. The firm chosen will act as a visual consultant to the Department and will be required to:

1. Prepare recommendations from preliminary design plans concerning the aesthetics of the proposed project.
2. Recommendations will be required concerning the general appearance of:
a) the features of Interstate Route 1-696 and services drives,
b) noise attenuators and
c) roadside landscaping
3. The consultant will be required to furnish models of the project.
4. The consultant will be required to meet with the several cities and communities through which the proposed Interstate route passes and to give consideration to their aesthetic recommendations for the project.

Interested professional design firms possessing substantial expertise in visual aspects of architectural, landscape architecture or highway engineering design are invited to submit a letter of interest. Included in the submission should be a completed Standard Form 254. The form may be obtained by calling or writing to the General Printing Office, Superintendent of Documents, North Capital St., N.W., Washington, D.C. 20401 (Phone: 402/783-3238).

Inquiries or letters of interest should be addressed prior to May 22, 1981, to:

William J. MacCreery
Engineer of Design
Michigan Department of Transportation
P.O. Box 26050
Lansing, MI 48999

Qualifying firms will be furnished a detailed Request For Proposal. The Michigan Department of Transportation is an equal opportunity employer.

Published May 7, 1981

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marketplace

WILLIAM A. PREW Co. of Southfield has merged with Mason-McBride Inc. of Detroit to form Prew-McBride Inc., one of Michigan's largest independent agencies which represents all major insurance companies. It has 6,000 clients and yearly sales of nearly \$20 million.

THE BARKLEY & Evergreen advertising agency has changed its name to Stone, August & Co. and moved to a new location in Birmingham at 30800 Telegraph Road. Under the new company, Ron Stone is chairman and chief operating officer while Jim August is president and chief executive officer. Norman Prady is vice president and creative director. The firm expects to bill more than \$5 million in its first year.

CORE INDUSTRIES of Birmingham will relocate its national headquarters in the 500 North Woodward Office Center in Bloomfield Hills. Core, manufacturers of specialty products for four industries, will lease the entire third floor of the building. Moving date is June 1. The A.J. Etkin

Construction Co. expects to complete the building ahead of schedule.

ST. JOSEPH Mercy Hospital in Pontiac recently completed a capital fund drive netting the hospital \$4.6 million. Those funds are earmarked for improving cardiac services, mental health and substance abuse services, ambulatory care and the hospital's general space needs.

McCLELLAND & Co., formerly of Royal Oak, has moved to larger corporate offices at 1035 Adams in Birmingham. The supply firm servicing the foundry and steel industries has been in business 10 years.

MAY HAS been proclaimed Savings and Loan Month by Gov. William Milliken in honor of the 150th anniversary of the founding of savings and loan associations in the U.S. Michigan's S&L industry reports an \$18 billion business. Michigan leads the nation in home ownership with three out of every four families owning their own home.

business people

J.E. ROWLAND of Birmingham was named vice president-automotive products sales of GTR Coated Fabrics Co., a unit of The General Tire & Rubber Company's Chemicals/Plastics/Industrial Products Group. He will operate out of the Southfield office, where he was director of automotive sales for the company's textile division.

RUSSELL CAMPBELL of Troy was appointed general plants manager-castings for the Troy-based Rockwell International Automotive Operations. He was director of finance and business planning for the supply and mass transit division.

JOHN MACINNES of West Bloomfield was appointed to the Michigan State Social Services Advisory Council. He is director of planning for United Community Services of Metropolitan Detroit.

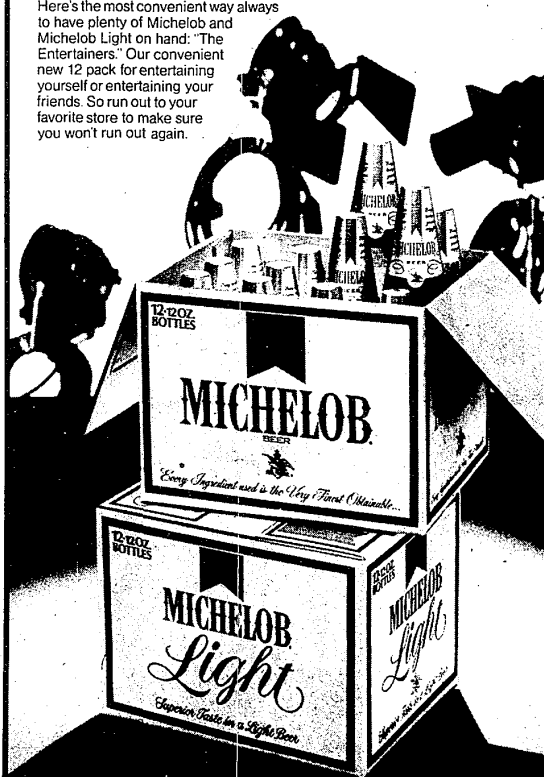
THOMAS SLINEY of Bloomfield Township was named supply, process and distribution manager for St. Joseph Mercy Hospital in Pontiac. He was in materials control and management at Ford Motor Co. prior to the appointment.

JOHN JOHNSON of Birmingham was promoted to the Cadillac Motor Car Division account as an account executive at D'Arcy-MacManus & Masius in Bloomfield Hills. He joined DM&M 15 months ago as an account executive assigned to the Dow Chemical Co. account.

SUSAN FEDOLAK of Troy was named accounting director of The Detroit News. She was assistant accounting director.

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