

'We're competitive'

Chamber recruits new industry

By Tim Richard
Staff writer

Arthur W. Saltzman has worn many hats in his career — industrial relations manager, college instructor, economic forecaster, Republican political leader.

And now Saltzman, 60, of Birmingham is taking on one of the most challenging tasks of his life — helping to turn around the economy of metropolitan Detroit and recruit new industry to a region with one of the highest jobless rates in the nation.

"We're attractive and competitive," said the vice president of the economic development group of the Greater Detroit Chamber of Commerce.

"For water and energy, we're among the lowest cost places in the country."

THE CHAMBER last week announced it will seek business donations of \$1.4 million for a three-year economic marketing effort to aid the entire seven-county region.

Partners in the joint enterprise are the Southeast Michigan Council of Governments, Detroit Edison Co. and the Michigan Office of Economic Expansion.

Saltzman will put 60 percent of his time into the Economic Development Council work, hiring its staff of five.

"He has already been at work on the project, visiting economic development offices in other metropolitan areas around the nation."

"Darnit, there's one of these in every other metropolitan area in the country. They're stealing us blind," he burst out.

DO OTHER economic development councils resent his trying to learn their methods?

Saltzman shook his head and smiled. "They're professionals. They're in the same business I'm in. There are national associations of industrial developers."

"There are college degrees in planning and industrial development," he went on, citing the University of Michigan and University of Oklahoma programs. "I interviewed a candidate who has two degrees in industrial development."

The key ingredients, he said, are economic research and salesmanship.

SOUTHEAST Michigan's first marketing effort to lure industry will be different from the costly North Carolina advertising effort of the 1950s and '60s which featured then-Gov. Luther Hodges.

Charles A. Muer, the restaurateur who is president of the chamber, said southeast Michigan's work will be to target industries which are good prospects for this region, identify the companies which are expanding and persuade them to locate here.

Saltzman and staff will pull together economic research with the help of the data bank of SEMCOG. "SEMCOG has more data on this region than anybody in the world," he said. "They can give you a data bank of even a subdivision."

An industrial prospect will need a certain size site with particular needs for transportation and utilities, he went on. SEMCOG will be able to identify potential sites.

"Detroit Edison's area development office does a marketing job, too," he said. "They live or die in this area. Their staff is almost interchangeable with ours. Edison will also underwrite the brochures."

The state's five-person economic expansion staff will work with referrals provided by the EDI, he added.

Major areas in which the \$1.4 million will be spent are staff coordination, advertising, publications and travel.

SALTZMAN ONCE taught economics at Syracuse University and Wayne State University.

"I came here in the Korean War as assistant director of the Wage Stabilization Board. I went to Ford (in industrial relations) in the mid-1960s except for a time when I worked for Gov. Romney in the Michigan Economic Opportunity Office."

datebook

TONIGHT'S meeting of the Detroit Chapter of the National Association of Accountants will feature William McCormick Jr., executive vice president of Michigan Wisconsin Pipe Line Co., speaking on long-range planning. The meeting will begin at 6:30 p.m. with dinner at the Detroit Athletic Club, 241 Madison in Detroit. Reservations required by calling Robert Schaefer at 259-4200.

THE SOUTHFIELD Bar Association's annual meeting and judges' night will be tonight at the Plum Hollow Country Club in Southfield. Open bar with entertainment will begin at 6 p.m. with dinner at 7 p.m. Speakers are Roger and Pam Stanton, publishers of Football News and Basketball Weekly. Tickets are \$24 for members and \$28 for non-members. Contact Stephen Landau at 3000 Town Center Suite 2500 in Southfield for more details.

SMALL-BUSINESS owners as well as CPAs seeking recertification can update themselves in their respective areas June 5-7 during a CPA weekend program at Oakland University in Rochester sponsored by the Division of Continuing Education and the School of Economics and Management as a final opportunity to earn hours before the July 1 deadline. Faculty and professionals in the field will instruct 22 two-hour courses beginning at 7 p.m. on Friday and concluding at 4:30 p.m. on Sunday. One or more courses may be taken. For more details, call 377-3120.

INDIVIDUALS AND companies which generate hazardous wastes can learn how to meet recent state regulations beginning on Tuesday in a five-week class meeting from 7-9 p.m. twice weekly at Oakland University. Outlines of the regulations and logic charts are included in the \$70 tuition. Tim Weserda, president of Waste Compliance Services, will conduct the course. For more info, call 377-3120.

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marketplace

DEMAND FOR computer field related jobs will soar 15-20 percent over the next two decades, predicts Stanley Hart of Dunhill of Troy. "Electronic data processing is the nation's fastest growing industry. U.S. Department of Labor Statistics indicate that the number of jobs for computer professionals will increase nearly 85 percent by 1990," says Hart, president of the national professional search and placement firm. A survey by Dunhill EDP specialists indicates a 20 percent shortage of systems programmers this year and a 40 percent shortage of applications and software personnel. Although unemployment is a major problem in many areas of the economy, new

jobs always are available in the computer field, he says. "Increased user demand and changing desires and functions of main-frame, mini- and micro-computers and micro-processors are part of the reason for the personnel shortage. The industry is relatively young. Nobody's great-grandfather was a systems analyst."

SIGMUND BLUM, a Birmingham architect, and Mike and Cathy McCoy, a design team from Bloomfield Hills, recently won Interiors magazine's annual design award in the educational category for their University of Michigan-Dearborn Mall project. The building was designed by Blum. The McCoy's were responsible for the graphic design, furniture selection and colors. The magazine presents one award nationally per year. The \$6 million University Mall contains a shopping mall which includes a fast

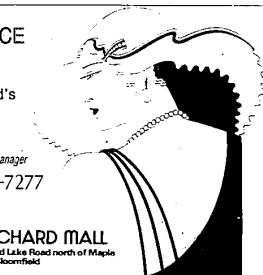
food restaurant, a deli, pizzeria, bookstore, gameroom, 28 classrooms and 73 faculty offices. Blum of Sigmund Blum & Associates Inc. of Birmingham has won awards for many of his designs including the Kmart Corp. headquarters, the First Federal Building and his own home. McCoy & McCoy, design consultants, are working on two furniture systems for Knoll International and one for Interior Center of Japan.

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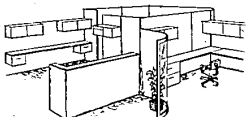
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