The Eccentric

Thursday, July 9, 1981

datebook

BRENDA L. Schneider will speak on Money Management for Women at the American Society of Women Accountants dinner meeting at the Bloomfield Compy 5650 Orchard Late Road in West Bloomfield July 28 with fellowship starting at 5:30 pm. and dinner at 6:30. She is second vice president and marketing officer for Mauriaceurers National Corp. For more information, call Catherine at 965-2430, ext. 4829.

COMPUTER Center, located in West Bloomfield's Pine Lake Mall, one Pine at Orchard Lake roads, will conduct a seminar on the computer and the small businessperson 10 a.m. to noon Thursday, July 9 and 16. For more details on this free session, call 855-4221.

THE SALES & Marketing Council of ^Ihe Builders Association of Southeastern Michigan will meet July 18 at 9 am. for brunch and a tour of the Detroit Edison Co. passive solar home in Troy. Reservations are necessary by calling the association's office at 559-664.

BASIC interviewing techniques is the topic of a July 15 seminar offered by the University of Detroit Division of Continuing Education at the Ramada Inn in Southfield. A performance appraisal seminar will be July 16. Reservations required for both sessions by calling 927-1025. Cost for the seminars are st[25 each. Both will be repeated in September.

Business program

marketplace

TOM SULLIVAN Volks-wagen in Southfield received a spe-cial award from Volkswagen of America for its "excellence" in dealappearance and mainteership nance.

R.E. LAUNS, advertising and marketing communications firm in Southfield, formed a new division, New York Graphics, a design studio to service industrial and consumer accounts in the area of graphic work. The firm is located in the Clausen Building.

A NEW FORM of variable A NEW FORM of values life insurance called Directed Life was introduced by Monarch Life In-surance Co. It gears policy values to returns from five investment port-folios. A policyholder can direct how

Brady

store.

vice president of leasing.

business people

policy funds will be allocated among the five portfolios — money market, government bonds, corpo-rate bonds, copilal stocks and growth stocks. These portfolios are part of the new Merrill Lynch Series Fund, managed by Merrill Lynch Series Fund, managed by Merrill Lynch Asset Management Inc. The policy differs from other life insurance in offering an option of five invest-ments and in the use of an outside investment manager. vestment manager.

INCREASED awareness in Washington of a national housing crisis is becoming evident, accord-ing to the Western Wayne Oakland County Board of Realtors. "Sarly in June, President Reagan created a 22-member commission to advise the White House and the Depart-ment of Housing and Urban Devel-opment on options for developing a

national housing policy," said Rob-ett D. Shimmin, WWOCRE presi-cent. "This was followed by House Democratis appointing a special Caucus Task Forces and Advisory Group to develop policite to solve the nation's housing crisis." He said that in seeking realistic solutions, bobb groups will run up against gov-erament policies that are detrimen-tal to home buying. These will re-quire the cooperative efforts of both major political parties to resolve, he said.

THE SINAI Hospital Guild 11HE SINAI Hospital Guid donated \$66,000 to the hospital's de-partment of research. The money is this year's proceeds from the gift shop. The total amount contributed to research by the gift shop totals \$800,000 since the hospital's incep-tion MORTCACES ON homes in May were ahead of the pallid fig-ures in April by a small margin in Wayne, Oakkand, Macomb and Washtenaw counties. But high inter-est rates took its iol on the loans for large projects compared to both April this year and May 1980. Com-mercial loans for large transactions including new partnenst dropped to only 75 involvig \$455,24,822. In April, the parellel figures were 102 loans for \$195,833,858. May a year ago produced 104 mortgages for \$333,312,877 in the large loan group.

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business Ron Gerhinski coordinator/644-1100

New mortgages for single homes and condos numbered 3,791 totaling \$126,599,835 in May. Those com-pared to 3,562 for \$120,477,286 in April and 2,973 for \$106,922,821 in May a year ago, according to the Lawyers Title Insurance Corp.

can boost profits By Joseph Sullivan special writer

Car dealers don't always have to sell lot of cars to stay economically ealthy. Other services in a dealership can be

healthy. Other services in a dealership can be managed to generate the necessary re-sources when low car sales threaten the profitability of a dealership. That's the message of Richard Beck-man, an audit manager in the small business division of the Arthur Ander-son's Co. accounting and consulting time. Bech that can help improve profit the case of the dealership. The results showed that dealers can profits by \$100,000 or more, even at highly successful dealerships has their doors in 1860, and half of the 26,600 remain-believes that a program similar to the plict project he conducted for Royal Oak Stark Hickey and Glassman Olds mobile in Solt help thouse the similar to the low plict project help the similar to the low plict project help the similar to the low plict project help that be able to the similar to the low plict project help the similar to the similar to the dealership similar to the dealership similar to the dealership similar to the similar to the low plict project help the similar to the similar to the dealership similar to the dealership similar to the conducted of Royal Oak Stark Hickey and Glassman Olds mother opolition Detroit. An auto dealership combile the your of the provide the your of the provide the provide the provide the provide the your of the provide the your of the your of the provide the your of the y

<text><text><text><text><text><text><text> of the more than 350 auto dealers in metropolitan Detroit. "An auto dealership is a highly com-pler small business due to the broad range of sales, service and repair oper-ations." Becknann said. "Most dealers have a great deal of expertise at mar-keting and selfing new and used cars, but have less time to devole to their related services." John Schoenherr, general manager and vice president of Royal Oak Stark Hickey, and Jerry Glassman, owner of Glassman Oldsmobile, said the pro-gram proved profitable for both deal-erships.

"PARTS AND service are an un-known area to many dealers who spend much of their time in their office," Schoenherr said. "It brings out things we wouldn't otherwise see." Glassman said the program in-creased productivity in his service de-partment by 18 percent. "I was very favoraby impressed with the program, "Glassman said. FOR THAT reason, when car sales FOR THAT reason, when car sales are slow, dealers should try to realize full profit potential from their parts sales, repair and service shops and car sales, repair and service shops and can leasing or credit life insurance compa

nies. "Those are the areas we analyze in our program," Beckman said. "We



tive.

LAWRENCE BRADY was named national production manager for the residential division of Manufacturers Hanover Mortgage Corp. based in Farmington Hills. He was a vice presi-dent/district manager for the compa-ry

WARREN HAPPEL of Southfield was named director of engineering for Scripps-Howard Broadcasting Co. in Cleveland. He was a consulting engi-neer with John FX. Browne & Associ-ates of Bloomfield Hills. BETSY GOLD of Birmingham was named manager of the contract divi-sion of Orthogonality, where she will continue her art consultation service she did before joining the Birmingham store. She also taught art in area schools.

SERGE GRATCH of Birmingham was elected to the Board of Governors of the American Society of Mechanical Engineers. He is director of the chemi-cal science laboratory of the Ford Mo-tor Co.

DAVID ALLEN of Bloomfield Hills has joined Loonam Computer Termi-nals as an employee-trainee in Minneapolis.

VITA MOSKAL of Troy, secretary to the administrator of servicing mer-chandising of Chevrolet Motor Divi-sion, was named recording secretary of



PAUL PRIMEAU has joined the De-troit Optometric Centers as the new di-rector of financial planning in Farm-ington Hills. He was with Providence Hospital. SCOTT ROBESON assumes the title of director of professional ser-vices. He was with Bausch & Lomb Soflens.

REV. DANIEL ZALOGA was named to the faculty of the Orchard Lake Schools. He served as assistant pastor and pastor at several churches in Michand pastor at several church igan before his appointment.

RAYMOND GUIDOS of Bloomfield Hills, sales manager of the Detroit off-ice, was named senior vice president of Marsh & McLennan Inc. He was named a vice president in 1973.

GINNY SEYFERTH of West Bloom-field has joined the Amway public rela-tions staff. She was a regional field representative for St. Jude Children's Research Hospital.

D. MICHAEL BRADY of Rochester was named manager of strategic plan-ning at O. Germany Inc. in Troy. He was a Michigan National Bank vice president and assistant controller.

APT Health Care Services of South-eld named PETER SKUPEKO direcfield named PETER SKUPEKO direc-tor of physical therapy at St. Mary Hospital in Livonia.



REIN NOMM was appointed mana-ger of stockholder and financial com-munications for the Southfield-based American Motors Corp. He was senior procurement analyst for the company.

VINCE DUROCHER was named dis-trict marketing manager for the South-field-based office of Delta Air Lines.

ROBERT MAGILL of Birmingham, vice president for industry and govern-ment relations at General Molars Corp., was elected chairman of the board of the Greater Deitroit Chamber of Commerce. BEVERLY BELTAIRE, president of P.R. Associates, was named first vice chairman. Other offi-cers include RAYMOND SPINOLA, of Deloite, Haskins and Sells, treasurer, WILLIAM STEVENSON, executive vice president for external affairs at lue Cross/Bue Shield of Michigan, as-sistant treasurer, WILLIAM FEGU SON, executive vice president and chief operating officer at Michigan ell Telephone Go., vice chairman of the beard of Detroit Bank & fruet Co-the chairman of the Government and the chard of Detroit Bank & fruet Co-ROBERT MAGILL of Birmingham vice chairman of the Government and Urban Affairs Group.





was district sales manager, automo-The Michigan Chapter of the Nation-al Association of Enrolled Agents elect-ed ARNOLD ZALENKO of Farmington Hills president, STEVEN EPSTEIN of West Bloomfield first vice president, MARSHALL SCHWARTZMAN of West Ploomfield control and president

Bloomfield second vice president, CORNELIUS LUMA secretary and PETER SLIFKO treasurer.

THOMAS WATKINS, vice president of MDE Corp., was elected president of Food Industries Suppliers' Association. He lives in Farmington Hills.

DONALD BUCHANAN of Birming-ham was appointed first vice president at Manufacturers National Bank of De-troit where he is officier-in-charge of the bank's business finance division.

MILT BLUMBERG of West Bloom-field was named vice president of leas-ing for Maisel & Associates of Michi-gan, a Southfield-based national shopgan, a Southfield-based national susp ping center development firm. He was with the Taubman Co. for 10 years as





al Secretaries International