

Banks in stores get customers as depositors

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Savings and Loan, which were acquired in December.

Six are mini banks inside K mart stores in Farmington, Farmington Hills, Warren and Livonia. They offer a wide range of services including savings and checking accounts, certificates of deposit, consumer loans and mortgage applications. They are part of a marketing strategy initiated in California in 1984 and subsequently implemented in 12 states.

"It's a natural," said Joseph G. Chupke, vice president and regional sales manager for 1st Nationwide. "There's a lot of traffic in K mart stores, and they're the kind of mid-

dle-income people we want."

NOT ONLY DOES 1st Nationwide want these middle-income customers, personnel at the K mart branches are trained to go out and recruit them — as was the case with the McGhillivray sisters.

Janine said she and her sister, both employees of Henry Ford Hospital, were not thinking about banking when they went browsing at K mart. But they were approached by Carol L. Eaddy, a financial services supervisor, who solicited their business.

"She was very friendly and persuasive," Janine said of Eaddy. "My old bank was so nasty, and she was such a contrast. So I started an ac-

count."

Eaddy, a banker for about five years, said her recruiting is an offshoot of bank policy. "Other banks say they are people-oriented. We really are," said Eaddy, who is also a part-time business student at Wayne State University.

Jeffrey P. Stredlo, financial services counselor at the K mart branch in Livonia, said he got into the banking business almost by accident last fall when he answered an advertisement for a sales position. That sales position turned out to be with 1st Nationwide at the Livonia branch. Stredlo graduated from Michigan State University in 1986 with a degree in advertising.

Stredlo and Eaddy said they view their jobs as a combination of banking and sales, with heavy emphasis on friendly involvement with customers. "We want people to know we appreciate their business and we care," said Eaddy.

FIRST NATIONWIDE is going to meet enthusiasm and personalized service — as well as competitive rates — according to observers who say putting branches in K marts is yet to be proven as a marketing strategy.

"The jury is still out," said Justin L. Moran, an Ann Arbor banking consultant. "It's just too early to say whether that strategy will work out."

One reason, he said, is that customers don't normally stop at a chain store like K mart or Sears as frequently as they shop at a grocery store or pharmacy.

"When was the last time you went into a K mart?" Moran said. "Compare that with the number of times you go to the supermarket. I personally believe mini banks would be more successful in food markets."

In 1986, D&N (formerly Detroit & Northern) Bank of Hancock opened five K mart branches in Grand Rapids and two in Flint when it was part of the 1st Nationwide Network. They were closed Dec. 31.

"We closed those branches because we disaffiliated with the 1st Nationwide Network," said Steve

DuBois, assistant vice president of investor relations and public affairs for D&N. "The closings don't necessarily mean the branches failed or were a bad idea."

Mutual Savings and Loan Association of Bay City has operated five branches inside Meijer stores — including those in Royal Oak, Canton and Taylor — for about five years, said Donald J. Saveria, senior vice president and director of marketing.

"They've been moderately successful," said Saveria, "especially last fall" when people were signing up for loans for the Michigan Education Trust, the state-sponsored tuition guarantee program. "But every bank function is evaluated on a year-to-year basis."

business people

S. Kim Bray was promoted to central regional sales manager of Stanley Door Systems.

William Sidenstecker was appointed vice president creative director of Gray & Kilgore advertising in Troy. Catherine Stohler was named vice president client services.

Paul R. Steger of Birmingham joined Comerica Inc. as vice president of electronic banking. Barbara J. Martin of Farmington Hills was named branch office of the LakePoint Village office.

Carol Moore of Farmington Hills was appointed director of human resources of Embassy Suites Hotel-Detroit/Southfield.

Richard L. Hetke of Birmingham was appointed president of Ameritech National Yellow Pages Sales.

William E. Stevenson was named executive director of the Michigan Association of Osteopathic Physicians and Surgeons Inc.

Cheryl J. Longtin of Bloomfield Hills joined ITT Automotive's SWF Auto-Electric Group as president of SWF's North American operations.

Mary Ann Kemper of Birmingham was promoted to manager by Touche Ross.

Deborah G. Piazza of West Bloomfield was appointed risk management consultant for Stratton-Cheesman Management Co. Inc. in Birmingham.

Bruce G. Wilson joined Schaden, Wilson, Heldman, Lampert and Katzman in Birmingham.

Michael P. Charnow of Rochester Hills was appointed assistant manager of the automotive parts department for Toyota Tsusho of America in Southfield.

Paul M. Murray, Cynthia Berneham, Nancy Barber, Andrea



Bray



Stohler



Steger



Martin



Moore



Hetke



Stevenson



Longtin

Vaughan, Ellen Archer, Reagan Hodgins, Diane Racz, Elizabeth Murphy and Terry Chaney were appointed at McCann-Erickson Detroit of Troy. Murray was appointed associate media director, GMC Truck. Beerboom was named associate media director, Champion Spark Plug Co. Barber was named media supervisor for Champion Spark Plug Co. local planning plus Buick RMO planning while continuing her work as network supervisor on Buick National Business. Vaughan was promoted to media planner on assistant media planner on Buick. Archer was promoted to media planner on GMC Truck and GMODC-TES accounts. Hodgins was promoted to assistant media planner on the Champion Spark Plug Co. account with continuing responsibilities as network coordinator on Buick. Racz was promoted to senior broadcasting estimator for Buick RMO Planning Group. Murphy joins McCann-Erickson as media estimator on Buick. Chaney, assistant buyer for GMC Truck assumes additional responsibilities on the Champion Spark Plug Co. account.

Charles Anouette joined the Commercial Industrial Division of Thompson-Brown Realtors of Farmington Hills.

Iris M. Lopez was elected assistant vice president and associate counsel in the Legal Services and Governmental Affairs Area of Empire of America Federal Savings Bank in Southfield.

Robert V. Schechter, Gabriel Sinawi, Charles L. Reno, Aaron Brooks, Robert J. Elminger, Benjamin Rapap, Gary A. Stone, Harold Elson, John A. Copeland, Jesse W. Antman and Mancel Katzman have qualified as members of the 1988 Executive Council of New York Life Insurance Co. in Southfield.

Victor Begg of Bloomfield Hills and John Fiebelkorn of Bloomfield Hills acquired Finlay & Save Naked Furniture stores.

Dale D. Dannen joined Thorn Apple Valley Inc. in Southfield as vice president and general manager of Frederick Division.

John Richard Rokicki joined Gray & Kilgore Inc. of Bloomfield Hills as an associate creative director.

Steve G. Tibany was promoted at Ross Roy Communications in Bloomfield Hills. Joseph Thomas Gaultlett was promoted to assistant account executive with the company.

Robin Byers, Denise Hulslander of Southfield, Kathy Fretwell, Sherma Mills of Lathrup Village and Margie Morgan joined Contract Interiors' Southfield office. Byers and Hulslander joined as sales administrators in the Corporate Accounts Group. Fretwell and Mills joined the accounts department. Morgan was hired as a corporate administrative assistant.

Cheryl Cupelli was promoted to customer service representative in the corporate accounts group of Contract Interiors in Southfield.

Patricia Gray, owner of Uniforce Temporary Services offices in Birmingham, Southfield and Livonia, was listed in "The Top 50 Women Business Owners" in Michigan by "Michigan Woman Magazine."

Richard S. Miller was elected to K mart Corp.'s board of directors in Troy.

Leelle Smith of Southfield joined the Southeast Michigan Hospital Council as the new vice president of external affairs.

Kenneth R. Stoppo was named account executive at Lutz Associates Inc. in Farmington Hills.

William G. Yagerleiner of West Bloomfield was promoted to vice president/community relations and manages the Brighton Health Services Corp.'s community affairs and fund development programs.

Kevin A. Bove of Southfield joined BEI Associates Inc. as systems manager-CADD services.

Tina Hornsack of County Mortgage Corp. of Birmingham was promoted to senior mortgage loan consultant.

Arthur A. Hornung of Beverly Hills

was promoted to corporate counsel at Perry Drug Stores Inc.

Cary C. Turecemo of Farmington Hills was named general manager of River Place Inn.

Dale N. Kondas of Troy was appointed vice president-controller at Ferraloy of Troy.

Glenn Bar was promoted to news writer for WXYZ-TV Action News in Southfield.

David N. Robinson was promoted to senior mortgage loan consultant for County Mortgage Corp. in Birmingham.

Neil Lindholm was named director, internal audit for Florists' Transworld Delivery Association in Southfield.

Kelli Brady joined Hermanoff & Associates in Farmington Hills as an account executive.

Free trade: opportunity for the U.S.

Continued from Page 1

"Some 280 companies do 90 percent of your trade. That isn't gonna work."

Stoehrs said U.S. companies can get into global markets by starting in Ontario. "This is the way to learn how to export. You won't stop at Ontario and Canada. You'll move into a worldwide market."

"If we ever get you started, you'll be a phenomenal country. Don't set that (Canada) as your goal. Set it as your first step."

DESPITE THEIR 3,000-mile common border and similar political systems, the United States and Canada have their differences, said Dennis Grimm, managing partner of Thorne Crest & Whitney in Windsor. Among them:

- Language — part of Canada speaks French, and there are German and Italian pockets that require sensitivity.

- Unions — Canada is more heavily unionized, and labor continues "dead set against" free trade. Social benefits are costly.

- Fear — "Canadian business view the U.S. as big, more aggressive, something to be fearful of... Our business culture is less confident in our ability to compete."

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