

business people

Jan Mroz of West Bloomfield was named vice president of sales for Neenan/Colten Associates Inc. of West Bloomfield.

Dave Michalak of Farmington Hills was promoted to vice president, creative group supervisor at W.B. Doner & Co. in Southfield. Gail O'Brien also was promoted to vice president, creative group supervisors.

James M. Mangan was promoted to manager of the Michigan region, Farmington Hills office at Amerisure Co.

Julia Johnson-Francke was promoted to vice president at Ross Roy Communications in Bloomfield Hills.

David Van Pearsom of Birmingham and Tom Bernards of West Bloomfield were promoted at Campbell-Milburn-Stacy in Southfield. Van Pearsom was named executive vice president, management director for the Chrysler Eagle division account. Bernards was appointed senior vice president, management director for the Chrysler Jeep account.

James G. Ulrich was appointed general manager of Kilbly-Robert's Detroit Branch in Farmington.

Lisa Dvorchak of Southfield was appointed account executive, Kelter-Thorner Inc.

Anne Law was named corporate recruiter for ACM of Troy.

Virgil M. Fisher and Jeffrey W. Patterson were appointed technical representatives by Exxon Chemical Co. in Farmington Hills. Fisher was named senior technical representative. Patterson joined Exxon's automotive sector as a technical sales representative.

Charles E. Fisher was appointed vice president, purchasing at Lear Siegler Seating Corp. in Southfield.

Aurel C. Bamba joined RE/MAX



Johnson-Francke



Mangan



Dvorchak



V. Fisher



Bernardin



Ulrich



Michalak



Law

Professionals II Inc. in Troy as a Realtor Associate.

Jeffrey Parsons of Parsons Group in West Bloomfield was a featured panelist at the annual Los Angeles Independent Music Conference, May 5-7.

Jill E. Gleba of Troy, a special agent with the Prudential's Motor City Agency in the Timberland Office Park in Troy, received the company's Quality Service Award.

Mark Grobbel of Bloomfield Hills joined Frank's Nursery & Crafts Inc. as associate counsel.

Hal Dittenber was named senior vice president/account supervisor at Hermanoff & Associates in Farmington Hills.

Jim Hollinshead was appointed art director at MARS Advertising in Southfield.

Frederick S. Karwacki of Birmingham was elected general auditor of the Detroit Edison Co.

Judy K. Miller of West Bloomfield joined Greiner Inc. as manager of the new Farmington Hills branch.

Bill W. Weatherford, vice president, construction and a partner of Weatherford/Walker Developments Inc. of Farmington Hills since 1974, will retire from his corporate responsibilities.

Weatherford will continue, however, his association with the company

as a co-general partner in several projects, and will serve as a site-work construction consultant.

John E. Ball was named president of Colt Automotive Products Division in Troy.

Fred Schott of Rochester Hills joined RE/MAX Professionals II Inc. in Troy as a Realtor associate.

Hal Dittenber was named senior vice president/account supervisor at Hermanoff & Associates in Farmington Hills.

Meta Williams was appointed marketing communications coordinator for Brass Craft Manufacturing Co. of Southfield.

Dahn Bricker of Southfield joined Intergroup Marketing & Promotions Inc. of Bloomfield Hills as senior writer.

Carmen Tubaro, administrator at Cusman & Wakelield's Southfield branch, received the George E. Lee award for outstanding performance.

Polly Owen Jantzen was named vice president, administration of MedView Inc. of Farmington Hills.

John W. Cunningham of Pacific Advisory Services Inc. of Birmingham has earned the "accredited personal financial specialist" designation.

Patrick G. Callaghan of Callaghan & Associates earned the Personnel

Accreditation Institute's accreditation as Senior Professional in Human Resources.

Peter W. Ronan assumed additional responsibilities as director of the trust department of Michigan National Bank in Farmington Hills.

Kenneth Nash of Birmingham and Don Gervase Jr. of Birmingham were promoted at Ross Roy Advertising in Bloomfield Hills. Nash was promoted to copywriter and Gervase to junior copywriter.

Stephen Q. Whitely of Birmingham and Charles T. Robinson of Birmingham were elected to be on the board of directors for Albert Kahn Associates Inc. Whitely was re-elected and Robinson was elected for a three-year term on the board.

James P. Holden of Bloomfield Hills was named director of sales operations planning for Chrysler Motors Corp.

Renée M. Pokoj joined Ray D. Eisbrenner & Co. of Troy as account coordinator.

Tim Kelling was appointed W.B. Doner & Co.'s senior vice president and director of the agency's automotive division in Southfield.

Jeffrey Seregay of Rochester Hills and Cynthia L. Kenety of Birmingham

were promoted at Lintas/Campbell-Ewald. Seregay was named senior vice president, general accounts. Kenety was appointed vice president, account supervisor on the Chevrolet area marketing account.

Kenneth E. Bellis of Rochester was named general manager of the Shalco Systems Division.

James P. Holden of Bloomfield Hills and Steven A. Torok of Birmingham were appointed directors at Chrysler Motors Corp. Holden was named director of sales operations planning. Torok was named director of parts supply and distribution.

Janet R. Tuckey was appointed director of purchasing at Akzo Coatings Inc. of Troy.

Please submit black-and-white photographs, if possible, for inclusion in the business people column. While we value the receipt of photographs, we are unable to use every photograph submitted. If you want your photograph returned, please enclose a self-addressed, stamped envelope. Indicate in a margin on the front of the photograph that you want it returned. We will do our best to comply with your request. Send information to: Business Editor, 36251 Schoolcraft, Livonia 48150. Please include city of residence and a daytime telephone number where information can be verified.

Great Scott! freezes prices

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In a question-and-answer session that followed Mankoff's statement, he said that the company was hoping to solidify its current customer base. "We'd like to see a 10- to 15-percent increase in sales," he said.

The 4-year-old Farmington Hills store was chosen as the site of the announcement because it was "convenient for a lot of the press," said Mankoff later. The idea for this marketing effort was his own, he said. "We went through the items and said, 'Which items can we freeze that make economic sense for us and still do something for the consumer?' Many of these were top items."

He declined comment on how much the campaign would cost.

Gilbert Borman, director of communications for Borman Inc., which runs the Farmer Jack chain, said that his company does not issue a comment on another company's advertising or sales efforts. "This is all that this is," he said.

A merger between A&P and Farmer Jack in January increased the number of Farmer Jack stores to 133. Previously, Farmer Jack had 78 stores, Borman said.

A Danny's Market spokesman was unavailable for comment.

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