

Computer rental firm expanding

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became director of finance and marketing. William Basey, a longtime associate of Okonski, became controller.

Poniatowski, the major stockholder, became president. One-person branches subsequently were established in Grand Rapids and Cleveland. Other acquisitions and mergers followed.

MICRO-RENTAL NOW consists of approximately 14 permanent and part-time employees in Southfield. Poniatowski said. Inventory now is 700 computers, with roughly half in Michigan.

Business clients include companies with a specific short-term need like accounting firms on an audit or auto suppliers working on a specific project.

They also include companies under time and budget constraints. They can have access to a computer quicker and perhaps get the money easier by expensing a rental than by leasing.

Other clients need very short-term

rentals, generally a week or less, for training or trade shows.

Most clients are referrals or find Micro-Rental in the Yellow Pages, Poniatowski said.

"Renting a computer is like renting a car for a day, a week or a month," he said. "You need it for a specific purpose. It's short-term. When you're done, you give it back. That's our niche."

OKONSKI IS as complimentary to Poniatowski as the company's founder is to him.

"I liked what he was doing and I could see intuitively . . . that he had an understanding of the market," Okonski said. "And he had drive, enthusiasm, knowledge. Plus he had a market study."

Poniatowski said he hasn't regretted the decision to stay with the business when his one-year educational leave expired early in the game.

"I didn't know how to get out of it. It was almost no decision," he said. "I lucked out, to find something no one thinks of. There's a need. We have a good management team."

Contractors at show

Continued from Previous Page

are also showing at the show," Thompson added.

Hart Precision Products of Redford, which designs and manufactures hydraulic parts for large machinery and aircraft companies, returned to the expo this week after an absence of several years.

Robert Fairchild, general manager for Hart Precision, admitted to being a little gun shy after a bad

experience at another show — "a bust," he said — in Houston.

"Because business is a little on the depressed side, I thought we'd participate because of interest shown by prime contractors and some commercial people I talked to," Fairchild said.

Roger Keranen, marketing manager for Chronolog Systems of Troy, said the 2½-year-old company was anticipating its first expo.

And from our area . . .

The following Observer & Eccentric area businesses were expected to participate in the three-day exposition sponsored by the Contract Manufacturers Association at the Cobo Conference/Exhibition Center that ended today.

The list was provided by the Contract Manufacturers Association.

- Absolute Precision Drilling Service, Garden City.
- Aggressive Manufacturing Co., Troy.
- Allen Automated Systems, Westland.
- Association of Die Shops International, Bloomfield Hills.
- Automotive Electronic Journal, Troy.
- Bearing Service, Livonia.
- Berkley Screw Machine, Rochester Hills.
- BRZ Engineering, Livonia.
- Carlson Metal Products, Troy.
- Cascade Die Casting Group, Farmington Hills.
- Cellular One, Farmington Hills.
- Chronolog Systems, Troy.
- Debron Specialties, Troy.
- Detroit Art Services, Troy.
- Dexter Corp., Troy.
- Engineering Services, Southfield.
- Fairlane Gear, Canton.
- Fitzpatrick Manufacturing Co., Troy.
- Galaxy Precision Machining Co., Plymouth.
- Grant-Durban, Southfield.
- H&H Tube & Manufacturing, Southfield.

- Hart Precision Products, Redford.
- Hawtall Whiting, Troy.
- Hydralink Corp., Farmington Hills.
- Johnson Stamping, Plymouth.
- Laser Dynamics, Birmingham.
- Line Precision, Livonia.
- March Precision, Garden City.
- Michigan Precision Industries, Rochester Hills.
- Midwest Machinery Mailer, Troy.
- MRL Engineering, Plymouth.
- Osprey Group Ltd., Troy.
- P.C. Computer Services, Farmington Hills.
- P.T.I. Industries, Troy.
- Production Rubber Products, Livonia.
- Quality Screw Products, Livonia.
- Quasar Industries, Rochester Hills.
- Randall Data Systems, Livonia.
- Society of Manufacturers Reps, Livonia.
- Specialty Steel Treating, Farmington Hills.
- Sudbury Machining Group, Plymouth.
- Surface Dynamics USA, Plymouth.
- United Bronze, Farmington Hills.
- United Industrial Trading Corp., Troy.
- X-R-I Testing, Troy.
- Zatkoff Seals & Packings, Farmington Hills.

business people

Jon Keller joined the Premiere Radio Networks as Midwest sales manager. Keller is a 1978 graduate of Seaboard High School.

Chris W. Payne of West Bloomfield was appointed accounting manager at LeaseFirst, a national vendor product leasing service based in Southfield.

Joseph G. Cooke of Southfield was named vice president/controller, and Kenneth M. Vancini of Southfield was named director, VIP Group at LeaseFirst in Southfield.

Jeff Bickerstaff was named executive producer at Jack Morton Productions Inc. in Farmington Hills. Prior to joining JMP, Bickerstaff was president and owner of Specific Productions in Detroit.

Eugene A. Procknow of Bloomfield Hills was named a partner of Touche Ross. Procknow was formerly a manager with the management consulting department of the Michigan practice of Touche Ross.

Roy E. Parrott was named president and chief operating officer of Simpson Industries Inc. in Birmingham. Parrott recently served as president-distribution and logistic operations and as a member of the office of the president at Federal-Mogul Corp.

Walter E. Smolak was appointed senior-Aries/Tiger Implementation at Ameritech Publishing Inc. in Troy. Smolak joined Ameritech Publishing in 1984.

Harvey Frank, a certified public accountant of West Bloomfield, was recently named an honorary member of the American Institute of Certified Public Accountants. Frank



Keller



Payne



Cooke



Vancini



Bickerstaff



Procknow

was a partner with Grant Thornton in Southfield until his retirement last July.

Debbie Muran joined Key Media Center in West Bloomfield as director of sales and marketing.

Stephen W. Galtard of Bloomfield Hills, formerly vice president and general counsel of the automotive sector of Allied-Signal Inc., has become a partner in Clark, Klein & Beaumont, Detroit.

Dr. Habib Vaziri of Birmingham was named chairman of the Department of Psychiatry and Chemical Dependency Services of Samaritan Health Center. Vaziri will continue his role as director of the department of psychiatry of St. Joseph Mercy Hospital, Pontiac.

Joseph B. Stulberg of Birmingham was named to head the master of arts in Industrial Relations program at Wayne State University. He had been an associate professor of management at Baruch College, City University of New York.

Carl Wheaton was named mortgage loan counselor at the West Bloomfield office of DMR Financial Services, Inc. Prior to joining DMR, Wheaton originated single-family mortgages for a retail banking com-

pany in the Detroit and Ann Arbor markets.

Sandy LeJeune was named vice president of advertising at Prime Design Systems Inc. in Birmingham. She was formerly the senior art director at a local advertising firm.

Brian Butkis was named systems manager of the computer aid drafting department for Prime Design Systems Inc. in Birmingham.

Joan E. Ryan of West Bloomfield was named senior vice president and general merchandise manager for AnnTaylor Inc. Ryan was senior vice president and director for the AnnTaylor stores in the northeastern United States.

William J. Taft of Troy was named food and beverage manager for the River Place Inn. Previously, Taft was restaurant manager for the Guest Quarters Hotel, Troy.

Carl Balte of Farmington Hills was appointed director of food and beverage at the Southfield Marriott. He had been the executive meeting manager for the Santa Clara, Calif., Marriott.

Andrea L. Wolf was promoted from vice president to first vice president/corporate manager of

trust operations at Michigan National Bank in Farmington Hills. Since joining Michigan National in 1972, Wolf has held trust operations management and staff positions.

Jack Knowles was named engineering manager for the North American operations of the body systems division of Lucas Automotive in Troy. Knowles is a 28-year veteran of the Lucas switch division, now called Lucas body systems.

Dan J. Comrie Jr. of Troy was named to the board of trustees at Michigan Health Care Corp. Comrie serves as executive vice president and chief financial officer of Michigan Health Care Corp.

Karen Schneider of Rochester was named media supervisor for the Detroit office (in Troy) of the Competitive Edge advertising agency. Before joining Competitive Edge, Schneider was a media director at Stone and Simons.

Stephen J. Gulyas was named vice president, branch administrator, operation at Liberty State Bank & Trust. Gulyas joined Liberty State Bank & Trust in 1982.

Terrance R. Francez was named director of strategic planning for Akzo Coatings Inc. Francez came to Akzo in 1983 from Touche-Ross where he served as senior auditor.

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