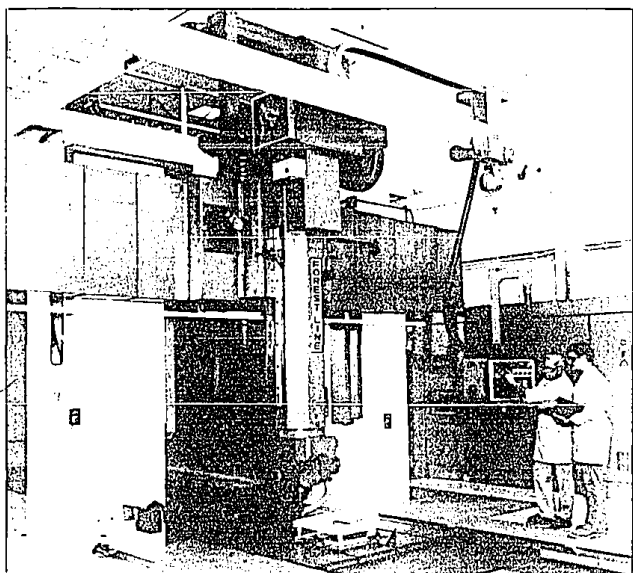
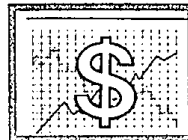




Larry Smith (left) and Mark Bacheider, technical assistants at PPG Industries' automotive center in Troy, set up a five-axis milling machine that will be used to produce check fixtures that verify accuracy of manufacturing tooling at PPG automotive glass fabricating plants.

Auto supplier entering planning process early

By R.J. King
special writer

When is blue not blue?
When it's Versaille or Gulfstream or Riviera.

So why dress up colors with fancy names, when the owner will refer to his cinnamon chocolate caramel car as brown?

"The names add a rich, exotic feel to the color and are used primarily as an attractive addition," said Brian Stewart, manager of the advance styling studio and a color stylist for PPG Industries, which recently opened an automotive technical center in Troy. "It's really a mental image you conjure up."

During a tour of the styling studio, home of hundreds of colors, Stewart referred to the hues as an artist explaining the colors of an intimate painting.

"The automobile today is a single instrument of shadows and colors and contrast, and the multiple palette allows people to find a color that expresses their personality. Even though people may refer to Rio Grande as brown, it's a lot more appealing to say Rio Grande."

While the names are invented by a color committee, PPG is also expected to take on the role of color prophets — predicting what reds and violets will be right for the 1993 model year.

"It's up to us to anticipate what

colors will be popular three years down the road," Stewart said. "This allows our automotive clients the necessary time to make a decision as well as to discern whether the industry can meet the demand."

BUT WITH THE debate of colors moving ever further from the rainbow, prints or coatings, as they are referred to in the industry, are just one aspect of PPG's role in today's automotive market. The company also offers a wide range of glass and fiberglass applications.

As part of the growing trend in the auto industry, caused in large part by the consolidation of the domestic automotive market due to fierce competition from overseas and the recession earlier this decade, suppliers such as PPG find themselves facing greater expectations.

"Ten years ago if one of the automakers asked us to supply a particular color, they'd say: 'Here are the prints, check the figures and we want to know how much it will cost to produce each one,'" said Robert Moore, general manager of the automotive glass group.

"Now we're involved in the very early stages of future car design, and we're looking at cars that won't be on the road until 1995 or 1996. We've gone from being a supplier to becoming an integral part of the team."

Automotive suppliers are also ex-

pected to shorten the product development process as well as provide just-in-time delivery to cut down on warehouse costs and fluctuations in supply and demand. In addition, suppliers are also guiding technical centers in the area to better market their services to the automakers.

"THE REASON we opened a technical center here is to enable our automotive clients easier access to such areas as design engineering, tooling and advance styling," said Frank Lovett, manager of design and development services.

"We're also ideally located near I-75 and Crooks Road. It just makes more sense to have one facility for our clients to come to than the 15 or so we operate in this area."

Employing close to 140 automotive sales, marketing and technical personnel, PPG's two-story, 81,000-square-foot facility was built at a cost in excess of \$10 million.

PPG's clients include General Motors, Ford and Chrysler, as well as a host of European and Far Eastern automobile manufacturers. The company also supplies glass and coating products to such industries as aerospace, housing, boating and office buildings.

Among PPG's recent successes, two types of glasses, designed to control heat load inside vehicles, serve to

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Casey says farewell

PR exec eyes other careers

By Doug Funko
staff writer

Deep down, Jack Casey knew last year that his days with the Southfield public relations firm which he founded and still bears his name were numbered.

The day he notified Shandwick, plc. of London, England, that he intended to voluntarily relinquish duties as chairman and chief executive officer within a year really was the beginning of the end.

Shandwick, the largest independent PR group in the world, bought Casey Communications Management in 1987.

Casey said he could have stayed with the firm in other capacities. But he didn't think it would be appropriate nor would he feel comfortable hanging around looking over the shoulder of his successor, Jeffrey Caponigro.

So he decided on a clean break, announcing last week that he'll leave Jan. 5 when he receives final payment from Shandwick for the firm.

"We can leave here confident that everyone on this floor, the gang of people we hired, will have jobs, clients get service and we will be paid," Casey said. "You can't beat that, I think."

THINGS AREN'T quite the same when you aren't running your own show, Casey conceded. And Casey, 61, never has been much for just putting in time.

In addition to his career in public relations, Casey has worked as a staff writer for the Detroit Free Press and as a special assistant to the late Detroit mayor Jerome Cavanagh.

He also serves as a political and public opinion analyst for WJR Radio.

Casey said he hasn't decided on a new career.

"It's the first time in my life I don't know what my next job is," he said. "I don't want to work in PR. If I wanted to do that, I'd stay here and work in a nice office."

"I have prospects in other business fields somewhat related," Casey said, declining to elaborate. "I'm not sure I want to take one thing and put all my eggs in one basket."

AMONG IDEAS he's mulling — teaching college seminars and talk-show host.

"I've been running two careers, PR counselor full time and running the business as chief executive officer. To go to a 40-50 hour week will be a piece of cake," he said.

Casey said he would consider a political appointive position but wouldn't run for election.

Mary Lou Butcher, 46, executive vice president at Casey Communications Management and Casey's wife, will leave the firm at the end of this week.

She had announced those intentions last September when Caponigro, 32, was named president.

Butcher, a former reporter and editor at the Detroit News and vice president of a public relations firm before joining Casey, will teach a class in public relations next term at the University of Michigan.

"I think I might like to do some writing again. I'm a journalist at heart," she said.

BUTCHER, WHO filed and won a class action discrimination lawsuit against the News on behalf of female staff members, said she intends to keep active in women's rights causes.

In addition to managing accounts, Butcher has served as personnel recruiter and training coordina-



Jack Casey



Mary Lou Butcher

tor. She also was instrumental in modernizing the office's communications equipment.

Casey founded his company in 1982. Both he and Butcher worked together when the firm was small potatoes. Caponigro, who will become chairman and CEO when Casey leaves, was one of their first hires.

Since 1984, the firm has grown from four to 45 employees and become the largest in Michigan in terms of billings with fees of \$3.3 million last year.

"I think it will be a good opportunity for them and us to look at other ventures," Butcher said of the couple's exit. "I think it's good to leave on top. We have a lot of confidence in our team to move the firm forward."

"And we have confidence in ourselves to do something else," Casey added.

Casey and Butcher, who live in Bloomfield Township, also plan to sharpen their golf games, catch up on their reading and learn more about classical music.

"Our goal always was to develop the company so it would continue after us," Butcher said.

"We're just going to re-channel our interests," Casey said.

Check out these expenses

While you're wrapping up your holiday packages, don't forget to wrap up your tax year as well. In the next few weeks, you can take some quick tax action steps that can result in a lower tax bill.

Start by reviewing your miscellaneous expenses, suggests the Michigan Association of CPAs. Although miscellaneous expenses are deductible only to the extent that they exceed 2 percent of your adjusted gross income (AGI), they can still provide substantial tax benefits. For example, a taxpayer with an AGI of \$20,000 can deduct any miscellaneous expenses in excess of \$400.

Miscellaneous expenses can help reduce your taxes only if you itemize, so find out now whether you will be able to itemize on your 1989 tax return. If some quick calculations indicate that itemizing is in your future, you may be able to avail yourself of the 2 percent threshold by accelerating some of your qualified expenses into this year. To help you get off to a running start, here's a list of miscellaneous expenses taxpayers often overlook.

- Attend a work-related seminar. Before the month ends, attend a one- or two-day seminar related to your

practically speaking

current job. Educational expenses for courses that maintain or improve your job skills are generally deductible as a miscellaneous expense.

- Stock up on uniforms. Does your job require you to wear a uniform? If so, December may be a good time to pick up a few extra sets of work clothes. To be deductible, the clothes must be suitable for general wear. The expense may help you reach or pass the 2 percent threshold.

- Start subscribing. You can deduct the subscription cost of any newspaper or magazine related to your business. In addition, you can write off subscription fees to investment or tax-related magazines. But the costs have to be reasonable. If you take out a three-year subscription, you can generally deduct only one third of the entire cost. The remaining two thirds can be deducted in subsequent years.

- Buy tax books. If you want ex-

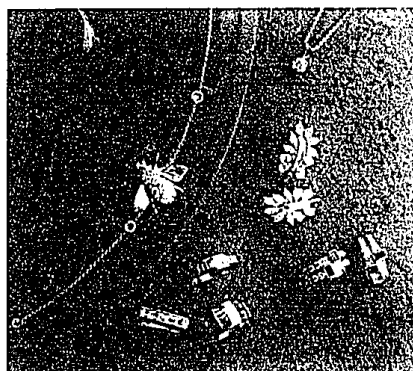
tra advice this tax season, start purchasing tax publications before the year ends. Any tax book you buy now will trim your taxes in April.

- Join a professional society or union. The membership fees or union dues constitute a miscellaneous expense.

- Look for a job. If you are contemplating a job change, start sunding the pavement right away. Any job hunting expenses you incur through the remainder of the year can be written off on your 1989 return. Eligible expenses include phone calls, transportation costs and fees charged by a career counselor. In addition, any cost related to revising your resume — from typesetting or xeroxing charges — is deductible.

- Get a safe deposit box. Store investment papers or taxable securities in a safe deposit box and the fees become deductible.

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