

business people

Cindy Sopko of Farmington was promoted to director of administrative services at Casey Communications Management Inc. in Southfield. Sopko joined Casey Communications in 1986 as office administrator.

Glen Reedus was named senior account executive, and Frank Guglielmi was named account executive at Casey Communications Management Inc. in Southfield. Reedus formerly was public relations officer and executive assistant to the mayor for the city of Pontiac. Guglielmi is a former public relations manager for Indianapolis Golf & Country Club.

Robin H. Booth was named vice president of sales and marketing for Jered Brown Brothers Inc. in Troy. Booth joined Jered Brown Brothers in 1981 and was most recently director of advanced programs.

Jaqueline Ann Vogel, president/manager of J.D.J. Travel Inc. in Walled Lake, earned the professional designation of Certified Travel Counselor from the national Institute of Certified Travel Agents, based in Wellesley, Mass.

Dan Lingeman of Southfield was promoted to vice president at International Extrusions Inc. in Detroit. Lingeman is a graduate of Michigan State University.

Harvey N. Gersin was appointed vice president and manager of Creative Communication Associates Great Lakes bureau. Gersin was broadcast research and marketing executive for 28 years.

Richard C. Saranen of Farmington Hills was promoted by the Amerisure Cos. to vice president for investments. He was formerly assistant vice president. Saranen joined the Amerisure Companies in 1989.

Joan B. Stinson of Rochester was named assistant vice president for university development at Wayne State University. Before joining WSU as executive director of development in 1987, Stinson was with Oakland University.

Douglas A. Monforton of Bloomfield Hills was appointed national sales manager of Palmer Paint Products Inc. of Troy. Monforton had worked for Celotex Corp. in Salt Lake City, Nal/Wood Chemical Corp. in Detroit and, most recently, as president of the Austin Sales Group Inc. in Bloomfield Hills.

Dr. Yatinder Singhal of West Bloomfield assumed the position of president of the medical staff at Westside Hospital in Dearborn. Dr.



Sopko



Reedus



Guglielmi



Booth



Vogel



Lingeman



Gersin



Saranen



Stinson



Monforton

Singhal has been a staff psychiatrist at Westside Hospital since 1981.

Sam Curcureu of Bloomfield Hills has joined the WDIV-TV, Channel 4 sales department as account executive.

The following people were honored for High Dollar Volume at Coldwell Banker. They are: Arthur Wills, a real estate professional with Coldwell Banker's Farmington Hills office; Bees Leiser, a real estate professional with Coldwell Banker's Farmington Hills office; and Beatrice Redstone, a real estate professional with Coldwell Banker's Farmington Hills office. Wills and Leiser were recognized as \$1 Million Dollar Producers for 1989 in the Detroit Region. Redstone was recognized as being a member of the Circle of Honor for Listings in 1989 and as a \$2 Million Dollar Producer for 1989 in the Detroit Region.

Thomas Guy Reiter was named senior automotive specialist for Exxon Chemical Co.'s automotive and transportation industry sector, polymers group in Farmington Hills. Reiter comes from W.R. Grace & Co., where he was U.S.A. sales manager.

Leonard Short of Birmingham was appointed senior vice president and general manager of Ross Roy Direct in Bloomfield Hills. Short had been vice president of marketing for Rizzo Simons Cohn, in charge of the agency's account planning, promotions and direct marketing groups.

Allan D. Sobel has become a principal member of Rubenstein, Isaacs, Lax and Borman. Walter S. Nussbaum has affiliated with and become of counsel to the Southfield firm.

Lech M. Grabinski was appointed senior account manager for LS&A International Inc. of Birmingham. Grabinski had been with a large Bloomfield Hills-based marketing firm for five years.

Charles M. Viola of Troy was appointed senior associate and shareholder for BEI Associates Inc. in De-

troit. Viola, a project director at BEI, is responsible for the general management of architectural/engineering projects.

Giovanni Serra was named national sales manager for Dana Commercial Marketing's computer rental group, a division of Dana Commercial Credit Corp. in Troy. Before joining DCC, he was district manager at Wix Corp.

John C. Martin was appointed managing director of Automotive Industry Action Group in Southfield. Martin is an executive on loan from General Motors.

R. Gordon Winslow of Bloomfield Hills was named manager, minority dealer operations for Chrysler Motors. Winslow joined Chrysler in 1980 as zone manager of the corporation's Portland, Ore., zone office.

Kevin L. McCabe was appointed chief executive officer of McCabe Funeral Home Inc. in Farmington Hills. He had been vice president in charge of daily operations.

Timothy A. Hernden has joined Douglas & Lomason Co. of Farmington Hills as director of sales. Prior to joining D&L, Hernden had been with Chrysler Corp. for 21 years, serving most recently as vehicle procurement manager.

Harold R. Dombrowski retired after 24 years with Douglas & Lomason Co. of Farmington Hills.

The following people were named assistant vice president at Homestead Mortgage Co. in Southfield. They are: Joanne Miller of Farmington Hills, Paul R. Blik and Bruce Carr.

Phillip H. Stillerman joined the staff of Schostak Brothers in Southfield as a leasing representative for its retail centers, specializing in its Indiana properties. Stillerman previously owned and operated Stillerman Cos.

Paul M. Alekman of The Principal Financial Group, Bloomfield Hills, qualified for the company's Premier

Club. Alekman is a third-time qualifier for the Premier Club.

Ronald F. Haase of Farmington Hills was named vice president-human resource for Arbor Drugs Inc. in Troy. Previously, Haase served as account executive for Developmental Dimensions International.

Bonnie Sokol of Farmington Hills was named installation loan officer at Comerica Bank-Detroit. Sokol had been assistant account coordinator at Stone & August.

Melanie J. McNabb of Birmingham was named installation loan officer at Comerica Bank-Detroit. McNabb joined Comerica in 1986.

Timothy Koen joined Film Craft Video, Farmington Hills, as senior colorist. Koen comes to Film Craft from Producer's Color Service Inc., where he was a film colorist.

Judith R. Trepeck of Birmingham was named chairwoman of the AICPA National Continuing Professional Education Curriculum Committee. Trepeck is a principal in the firm of Rehmann Robson & Co. in Farmington Hills.

Robert L. Haidy of Troy was recognized by the Vernon Co. for becoming the first Vernon Co. salesperson in the company's 88-year history to write \$1 million in career sales volume in the metropolitan Detroit area.

Yvonne S. Brown was named vice president (the Western Michigan Region of Mercy Services for Aging, a subsidiary of Mercy Health Services of Farmington Hills. Brown was most recently vice president of senior services with Berkshire Health Systems, Pittsfield, Mass.

Charles Hrdlicka and Kathleen Eftemilou were appointed to second vice presidents at Michigan National Bank, Farmington Hills.

Richard Ansell of Farmington Hills was named senior account executive for the Mercury Large Car Group at Young & Rubicam Detroit.

Ansell joined Young & Rubicam in 1986.

Juan Arellano was appointed account executive, responsible for managing activities related to the ongoing Ford Motor Credit Co. and U.S. Postal Service accounts at Votrax Inc. in Farmington Hills.

Steve Cole of He/Max Professionals, Troy, was named Salesman of the Year for the third consecutive year and number one He/Max agent for Oakland County.

Timothy A. Hernden joined Douglas & Lomason Co. in Farmington Hills as director of sales. Prior to joining D&L, Hernden had been with Chrysler Corp. for 21 years, serving most recently as vehicle procurement manager.

Kenneth J. Lashbrook joined Kuhlman Plastics Group in Birmingham as vice president, quality management. Lashbrook previously was a senior reliability engineer for General Motors responsible for seat belts, air bags and seating systems.

Michael J. Kroll of Union Lake qualified for The Principal Financial Group's Premier Club. Kroll is an 11th-time qualifier for the Premier Club.

Michael C. Applebaum was appointed to partner in charge of marketing at Morof, Shepley, Weinstein & Co. in Farmington Hills. Applebaum joined the firm in 1976 and became a partner in 1981.

David Parker was appointed national sales manager of the Centennial body division of Douglas & Lomason Co. in Farmington Hills. Parker was western sales manager previously.

Gerald C. Inman was appointed chief executive officer at Paul Inman Associates Inc. in Farmington Hills. Previously he was executive vice president-sales and marketing at Paul Inman.

Valtes Zukowski joined Rock Financial Corp. of Birmingham as a loan officer. Prior to joining Rock

Financial, Zukowski was employed in various sales and finance positions in the automotive industry.

Vernon C. Emerson of Birmingham became counsel to the Richard P. Diehl law firm in Troy. Previously, Emerson was contract and production manager of Army tank programs.

H. Thomas Hunter of Bloomfield Hills qualified for The Principal Financial Group's Premier Club. Hunter is a fourth-time qualifier for the Premier Club.

William A. Reed of Farmington Hills joined Honey & Co. as an account executive. Formerly, Reed was a financial consultant at the Southfield office of Shearson Lehman Hutton.

Patrick Furey of West Bloomfield joined W.B. Doner & Co. in Southfield as senior vice president, group management supervisor. Prior to joining Doner, Furey was with the Bloom Agency in New York as senior vice president, group management supervisor, director of new business.

Laurence M. Scoville Jr. of Birmingham was named chairman of the executive committee of Clark Klein & Beaumont in Detroit. Scoville joined the firm in 1961 and became a member of its executive committee in 1975.

Sanford Norman, associate broker at Century 21 Town & Country in Birmingham, was honored as one of the top-producing sales associates in the Century 21 International system.

C.M. Novess III was named executive producer-shows and exhibits at Dawber & Co. Inc. in Southfield. Previously, Novess was technical director for the media design group from Michigan Bell, Farmington Hills.

Patricia A. Watson and Gerald J. Weruette were appointed managers at Rehmann Robson & Co. in Farmington Hills.

Investing in moral values

Continued from Page 1

"Second, you find people who are coming into an awareness of what's going on — a lot is environmental — and they want to do something about it."

"Third, you also have people who haven't thought about it much. You ask, 'If you could get the same return . . . would you be willing to talk about it?'" Diskin said.

THOMAS G. O'HARA, founder and chairman of the National Association

of Investment Clubs, said he doesn't see a great surge of interest in socially responsible investing.

Most people don't invest to make a statement, he said. "They're looking for the amount of money they can make."

Donald Danko, president of the Financial Analysts Society of Detroit and editor of Better Investing magazine, expects more interest in the years ahead.

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