

business people

William J. Boskey of Farmington Hills was appointed general director, materials management at Hydramatic. Boskey began his career with General Motors in 1963 as a General Motors Institute student.

Carol M. Miller joined the Automotive Industry Action Group in Southfield as an associate director.

Charles W. Morof of Birmingham joined Rock Financial Corp. as a loan officer. Prior to joining Rock, Morof was an executive for a commercial real estate company in Denver, Colo.

Donald W. Keeble was promoted to senior vice president, special projects, at K mart Corp. in Troy. Keeble joined K mart in 1971 as a management trainee.

Thomas Brzezina was promoted to creative director at Troy-based ad agency Michael Flora & Associates. Thomas V. Maniaci was promoted to associate creative director. Brzezina has been with Flora since 1987. Maniaci joined the agency as art director in 1984.

William A. Penner Jr. of Beverly Hills was appointed first vice president in charge of personal trust at Comerica Bank-Detroit. Penner joined Comerica in 1963 as a trust administrator.



Boskey



Miller



Morof



Keeble



Brzezina



Maniaci



Penner



Crimmins



Korb



Navin

David C. Crimmins of Birmingham was appointed assistant vice president for corporate banking with Comerica Bank-Detroit.

Michael J. Korb was named an executive director/sales for Dawber & Co. Inc. in Southfield.

Lawrence P. Navia joined Barton Malow Co. as vice president, technical services group.

Jeffrey W. Shell was appointed development director at Kirco Development Interests. Before joining Kirco, Shell served as development manager for Rubloff Inc. of Chicago and Detroit.

Richard Ciesielski was appointed executive chef for the Northfield Hilton, Troy. Ciesielski comes to the Northfield Hilton from the Bloomfield Hills Country Club, where he was executive chef.

Frank B. Foster was named a sales leader by Knauf Fiber Glass for sales accomplishments in 1989. Foster received the award for meeting or exceeding sales forecasts in a territory including most of Michigan.

Karen Cole was appointed executive meeting manager for the Troy Marriott. Previously, Cole served in a similar position at the Minnesota Marriott Southwest.

Jennifer R. Stansberry was promoted from senior account executive to director of public relations at the Berline Group Inc. in Birmingham. Stansberry joined the Berline Group in December 1986.

Pat Hoag was named executive administrative manager for Sarah Wolk Associates in Birmingham. Hoag was previously employed at American Industrial Doors as a office manager.

Emma Chang was presented with the William H. Mansfield Michigan Honor Agent Award at a luncheon held in her honor on May 2. Chang is affiliated with the Hobbie Agency of the Equitable, Troy.

Dennis Horney was appointed account executive at Print Tech Industries Inc. in Troy. Horney was previously account executive with KBD Communications.

Donna Downes and Michael Wise were elected to membership in the 1989 100 Plus Club of Standard Register in Southfield. Downes and Wise are sales representatives for Standard Register.

Alan Poppe was named senior account executive/creative director at Sarah Wolk Associates in Birmingham. Poppe was previously employed in the marketing services department of the Detroit News.

Greg Pawlowski was appointed communications manager at Thompson Advertising Productions Inc. in Farmington Hills. Pawlowski was previously senior copywriter at Thompson.

George Kurajlan of Farmington Hills, a professor of mechanical engineering at the University of Michigan-Dearborn, was selected a Distinguished Faculty Member by the Michigan Association of Governing Boards of State Universities.

Peter Provenzano was promoted

to director of training at ABC Warehouse in Auburn Hills. Provenzano joined ABC Warehouse in 1967.

William P. Baer, president and chief executive officer of the Crown Group Inc., has been elected a director of Michigan National Bank's local board of directors.

Anne M. Bray of Birmingham has earned the professional designation of CTC (Certified Travel Counselor) from the national Institute of Certified Travel Agents, based in Wellesley, Mass. Bray is a travel consultant at Village Travel, Birmingham.

Woman succeeds in macho Detroit

Continued from Page 1

Buying media time is becoming an increasingly more complicated job because the once obvious options of newspaper and network television are declining in attractiveness.

DAILY NEWSPAPERS, once the backbone of national promotions, are seeing less of the advertising budget, Ritchie said. In addition to a decade-long decline in readership, national advertisers resent the treatment they've received at the newspapers hands, she said.

Because newspapers were the only game in town for such a long time, they exacted (in the national advertiser's mind) exorbitant advertising rates and forced them into poor placements, she said. "They were unkind to the advertisers."

The same applies, to some degree to national television networks. "Networks were a good answer when 9.5 of 10 households were tuned into one of the networks — now it's almost half of that."

Both newspapers and television now face increased competition from other areas. Cable and independent stations, video rentals, home video games, computers, and sporting events are taking up an increasingly large part of the consumer's leisure time that was once devoted to watching network television.

The media buyer must be far more sophisticated today than in the past, she continued.

Magazines have a very specialized target audience, certain shows relate only to certain people, and some people rarely watch network television. "People relate to the media in a very personalized way."

As director of media services, Ritchie is not confined to merely buying time and advertising space.

On a given day, she may be acting as a consultant with magazine publishers trying to establish themselves, or working with universities like the Massachusetts Institute of Technology on new ways of reaching people.

The future of advertising will be a far cry from network television and newspapers, she said. "We've raised a whole generation of people who look to the electronic medium as a source for entertainment, news and information and now their children are turning to computers."

"The future will probably be a (synthesis) of the two," she said.

Finding ways to reach that group will be the big challenge of the coming decades.

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