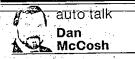
Auto journalists caught off guard in

what with most of the peen-making events of the latter part of the 20th century all happening in 1991, and all of them catching the correspondents, newsmen, anchor-people et al. more or less asleep at the switch.

It is one of the hazards of the rade — which mainly relies on thumbs-ucking, pontificating and analysis — leaving it unprepared when something like the breakup of the Soviet Union, the Persian Gulf Wor, or the makings of a trade war with Japon soudethy just, happens, and none of the experts, consultants, or unnamed sources ever leaked a word in advance. The result is a mad

Nowhere is this more apparent than the coverage of some funda-mental activities in the auto busi-ness. Which took some profound turns in 1991, few of which got much

turns in 1991, few of which got much turns in 1991, few of which got much the abrupt downstring of GM was me of the few exceptions, at least on the surface. When GM President Robert Stempel marched, into the packed GM press room, no fewer than six reporters already were interesting each other. Stempel had his say, and then it was back to the consultants, analysts and other reporters, who were anxious to report what Stempel really meant. What Stempel really meant was it was a whole new ball game. It was a



profound acknowledgement from one of the most thoughtful leaders of Anterican lindustry that the auto business is dramatically cutting back on its role as a quasi-public economic institution that cushloms the technocrats and middle managers — the people that make up much of middle class America. It was only a few years ago when GM.

moved 10,000 new employees into the northern suburbs, setting off a real estate boom that contrasted with the dismal red ink on both-coasts. Now they are moving out. The announcement coincided with the so-called 'trade mission' to Ja-pan, in which President Bush and a cadre of executives extend fingers toward the dike, not quite acknowl-

edging the dam has burst. The point being that 1991 was, in Joel, the 'yest' of the most profound change in the world industrial scene in this half of the century. The consolidation of Germany; the movie solid a European economic union, the upheaval in Eastern Europe; the growth of industry in India and Pakistan, the shift to Malaysia, Singapore and Indonesia of Jananese producstan, the shift-to Malaysia, Singapore and Indonesia of Japanese production capacity; the flight of capital from Hong Kong, the sudden come-back pf. Mexico, among other happenings, have, shaken the basies of the world's economies.

Not so surprisingly, much of this has altered even the face of the land-scape of Detroit and its suburbs. The new technical centers built just this

What is lost is the quiet, depend-able career epitomized by plugging away in the bowels of a company like GM or Ford, with a long-term future and a comfortable retirement

datebook

● PROFESSIONAL
SECRETARIES INT L
Wednesday, Jan. B. The Tricunty chapter of Professional
Secretaries International's 1992
membership meeting will be at the
Handleman Company, 500 Kirs
Blvd, in Troy. Also, the chapter will
view a video presentation. "Difficult
People, How 10, Deal With Them."
Contact 362-4400, ext. 303, for information and reservations.

DISABILITIES ACT

DISABILITIES ACT Thursday, Jan. 9:— "Americans with Disabilities 'Act Workshop I — Planning for Compliance' 8:15 am. through 12:15 pm. at the American Society of Employers, 23815 Northwestern Highway, Southfield. Non-member fee: \$125. Information. Pat Murphy, 353-4500.

DIRECT MARKETING
 Threaday, Jan. 9 — Direct Mar-

keting Association of Detroit meets at the Sheraton Southfield Hotel in Southfield Program: "Who's Mailing What." Networking at 11:20 a.m. Lunch and speech at noon Non-member fee: \$19. Information: 258-8801.

APPRAISER LICENSE

Saturday Sunday, Jan. 11-12 — "Uniform Standards of Professional Appraisal Practice" for appraisal relicensure offered in Troy. Infor-mation: 689-8282 Ext. 260. Sponsor-Waish College.

Walsh College.

WRITTEN ENGLISH

and Proofreeding Skills" 9 a.m. to 5 p.m. at the American Society of Em-ployers, 23815. Northwestern High-way, Southfield. Non-member feet \$225. Information: Pat Murphy, 353-450a

and tax seminar noon to 1 p.m. at Merrill Lynch, 32255 Northwestern Highway, Tritaria-Building Suite 260, Farmington Hills. Additional seminars planned for Tuesdays in March. Information: Dennis Herula, 1800,937,048

Invention award lauds businesses

aided design-access products that are easy to use and will operate ef-fectively on data generated by all major CAD systems.

CAD-Access, XYSYS Inc.'s newest innovation; encourages communica-tion and teamwork among diverse users of data, from the high-powered, automobile makers with huge main-frames to the smallest of auto sup-pliers with a desktop personal com-puter.

patients with a desktop personal computers with a desktop personal computers with a desktop personal computer for NSYS, said there has been a peed for CAD-Access eversize, the automotive companies being necessaring suppliers to take on a more companiers of the composition of the

"All we have is a internaism for "All we have is a inchanism for hop-down engineering — the auto companies would design something and say this it, build it." Kennedy said. The problem with that is these designers with umpteen degrees when the many practical experience. "But we have guys in the shops who smell like oil and have metal shavings embedded in their skin that know things from experience that the designers couldn't." Kennedy-said.

the designers couldn't." Kennedy-sald.

The way production process has been set up, those people in the shops couldn't communicate their ideas back to the designers. "That's what

this does."
With CAD access, the auto supplier can take data from any of the large original equipment manufacturers and work with it on a desk

there and work with it off a cess top.

The supply companies have been reductant to buy large CAD systems because the auto companies are con-stantly changing their systems and because each auto manufacturer uses a different method, he said.

business people

Douglas Rochm has joined the firm of D.R.M. Slakor & Associates the of Bochester as an associate and principal.

Thomas L. Bradburn was honored by the Greater Detroit Chapter of the American Society of Safety En-gineers in Southfield by being chosen as the Chapter's Safety Professional of the Year Award winner for the 1991-92 Chapter year.

Thomas Anthony Howard of Roased investment securities firm of based investment securities Infm of Romey & Co. as a securities analyst. In his new postion, Howard will pro-vide research coverage of many pub-licly traded companies in the Mid-west, supporting the Romey & Co. network of 27 offices in Michigan.

Donald Schulz of Birmingham was named Playboy's Detroit-based sal director for Michigan and Canada.

Bonald Tront of Rochester Hills was honored by United Parcel Ser-vice for completing 25 years of ser-vice with the company. He was cited for his loyal service contributions to UPS. He began his career as a claims adjuster in 1966.

The Bank of Bloomtield Hills announced that Louis Allen of Bloomfield Hills, farmer president of Manufactures National Bank of Detroit and former chalman of United Savings Bank, has folied its toam as a private banker. In his new position he will handle the administration and development of private banking relationships.

Deir Joney, manager of the Flo-rist department at Bordine's Better Hammas in Rochester Hills on becom-ing a member of AFD. He was in-ducted into the floral industry's pres-tigious American Institute of Flora Designers this summer.









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