

# Chairman Lee is talking more than protectionism

OK, so I've heard the speech before. So did most of the attendees at Chairman Lee's address to the Detroit Economic Club on the eve of the Detroit Auto Show.

Still, Chairman Lee, only slightly dazed from that lousy Narita-Detroit flight, outpulled Henry Kissinger to set a record in attendance, and this time seemed to find a broader audience than the Jaded CEO types who normally brave Cobo Hall foom to listen to this kind of thing.

The Speech was in all likelihood the most articulate, emotional, profound — even funny — exposition of a dry economic subject you are ever likely to hear. No one talks big money as well as Laocœa.

WHILE HE still was wound up af-

ter the historic trip to Japan, Chairman Lee blasted Japan's current and past trade policies with a style that had a few stalwarts ready to sign up for World War III — particularly the auto suppliers, who lately have been hearing the ice crack under their feet.

But that was in Detroit. Elsewhere, both The Speech and the sluggish trade talks had the opposite effect. Collectively, the chairmen of the Big Three managed to look like winning sycophants, looking for relief once again from a superior Japanese industry.

This was, of course, a potentially major hazard to the trip to begin with. Folks like Chairman Lee see the auto business a bit differently than the average American.



auto talk  
**Dan McCosh**

FROM THE point of view of the captains of industry, things like the cost of capital, protected markets, international trade deficits and the aggregate investment in the U.S. production base are relevant issues. In contrast, most people buying automobiles still believe cars are built in the Black Forest by gnomes, in Lapland by Swedish craftsmen, in Japan by short people with advanced

degrees in mathematics, or in Detroit, where they burn down houses. It's all part of the Easter Bunny factor — the myth-making part of the auto business — which, sometimes ends up as a '59 Cadillac tailfin, and sometimes makes people believe Japanese cars run forever.

ALL OF WHICH is to say that The Speech was about as good as speech-

es get, but still managed to bounce off the collective psyche of the automotive media like a hard serve in a racquetball game.

More often than not, The Speech was interpreted as a call for protectionism — with the editorial addition that the American industry still isn't competitive. In fact, Chairman Lee made a surprisingly strong pitch for open international markets — inviting the Japanese to join in the game.

Relatively few economic writers these days have been picking up on the significance of the continuing reluctance of Japan to buy manufactured goods of any sort unless they are made in Japan, coupled with current and past restrictions on foreign investment.

PERHAPS THE most significant line uttered by Chairman Lee was the one accusing the Japanese of "mercantilism" — the one-way trade policy favored by the British, which led to the American Revolution, among other things. Hyperbole, but it gets your attention.

Obviously, this kind of thing is going to take some sorting out. But if nothing else, The Speech helped enlarge the forum of public debate in the U.S. — which, hopefully, is beginning to become sophisticated enough to separate one of the most important economic issues of this part of the century from anecdotes about Aunt Tilly's good old Honda.

Dan McCosh is the automotive editor of Popular Science Magazine.

# Job retraining boosts college, trade school enrollment

Continued from back page  
out there. That trend will hold true well into the '90s. In graduate programs, enrollment is up because students want more job opportunities, or for those that work, more job security.

Aktaa added that the growth in graduate enrollment was partly due to new programs the university offered in physical therapy and statistics.

In turn, the Michigan Department of Education recently required principals and administrators to take ad-

ditional credit hours. Looking ahead, Aktaa said undergraduate enrollment for the fall term was presently up 15 percent, which she attributed to a September college survey in U.S. News Report which showed Oakland University to be one of the best educational values in the country.

This comes despite the fact that undergraduate tuition and fees at Oakland will increase 7.7 percent in 1992, meaning a student taking 31 credit hours would pay roughly \$2,300. In turn, while in the past, many who entered area institutions

where fresh out of high school, officials are finding an increasing number of adults entering retraining programs or attending night classes while working by day.

"HISTORICALLY, WE have always seen increases in enrollment when the economy is down," said Charlotte Neuhauer, dean of the business school at Madonna University in Livonia. "People are laid off, or they don't know if their job will be there a year from now, so they prepare for their future."

Since 1985, Neuhauer said enroll-

ment has increased at a steady rate of between 2 and 5 percent at the school of business, which has roughly 1,200 students.

"Our major audience has always been the adult who works full time," she said. "Eight years ago we saw more of an increase in computers and computer technology. Today, we've seen more attention paid to management and international business. As trade barriers fall in Europe, students want to be prepared for the many opportunities."

Area trade schools are also experiencing renewed interest. At the

Carnegie Institute in Troy, which typically offers one-year programs in training cardiology and medical technicians, Gloria Mazzone, admissions coordinator, said she has seen a dramatic rise in enrollment.

"We don't have figures yet for '91, but our enrollment is up substantially, as well as the number of people filing applications," she said. "We see a lot of people laid off from an auto plant or recently divorced who want to learn new skills, especially technical and professional skills."

WITH AN enrollment of roughly

300 students, the school generally offers programs that would require students to attend classes for four hours a day, four to five days a week. The institute also provides placement assistance in area medical offices and hospitals.

"A lot of students are eligible for financial aid through the Job Training Partnership Act, which in some cases will fully cover the cost of tuition, books and supplies," said Mazzone. "Without the financial aid, some students would be scrambling to make ends meet."

## business people

International Teletec Systems Inc. in Farmington Hills has promoted John B. Lankes to vice president and general manager for Detroit Operations.

David H. Thomas of Farmington Hills has been named regional vice

president of LITel Communications Inc., an international facility-based telecommunications company.

Kay Brunals has been appointed production coordinator for R.E. LAUNS, an advertising, marketing and public relations firm based in Southfield. Also, Carol Laska has been named Media Director and Marcia Mizak has been named as

Administrative Assistant.

William K. Bateman of Southfield has been appointed audit officer, commercial lending services, and Norman D. Stringer, also of Southfield, has been appointed assistant vice president, corporate banking for Comerica Incorporated in Detroit.

Visual Services, a Bloomfield Hills automotive marketing firm, has announced the promotions of Dan Brouse in vice president of planning,

Jay Lindsey, vice president, director of database marketing, and John Bergest, group director, General Motors.

Gerrit H. Lemmen of Bloomfield Hills has been named vice chairman of Taxpayer Assistance Corporation, a nation's largest federal and state tax negotiator based in Chicago, Illinois.

Doris M. Martin was promoted to Training Officer, branch operations,

for the Troy-based Huntington Banks.

Gillian M. Bolde has been appointed project manager and consultant by Triad Performance Technologies Inc., a custom Training and consulting firm in Farmington Hills.

John M. Hood has joined General Growth Center Companies Inc. — retail management firm that manages Northland, Westland and Eastland Malls — as regional security director.

John B. Brazze, agent in the Redford District office of American General Life and Accident Insurance Company in Southfield has marked 15 years with the company.

Ronald L. Roudsbach has been named president of Automotive Operations and Stephen M. Humphrey has been named president of Automotive's On-Highway Products business for Rockwell International, automotive operations divisions, in Troy.

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