

business people

Terry D. Sipes has been promoted to Pharmacy Supervisor of Troy-based Arbor Drugs, Inc., where he will oversee the pharmacy operation of 40 stores.

Comerica Inc. has appointed Michael G. Fleischbach of West Bloomfield to vice president, operations support.

Andrew J. Ruden M.D., J.D. has joined the law firm of Kaulman and Payton as an associate in the firms Farmington Hills office. He will concentrate on medical malpractice, products liability and general personal injury law in addition to health care law.

David M. Carroll of Birmingham has been named president of Rock Commercial, Inc., a newly formed, privately held corporation which specializes in arranging commercial mortgage financing on properties throughout the United States.

David Welch, Campbell-Mithunesty (CME) Advertising corporate chairman and chief executive officer of the Detroit area has appointed Thomas L. Bernardis of Birmingham as president. Comerica Bank, principal subsidiary of Comerica Inc., appointed Georgia Harde of Southfield to personal trust officer, Personal Trust.

Sean Neall of Birmingham has been promoted to the new position of executive management director of the Ford Divisions car and truck accounts at J. Walter Thompson USA/Detroit office.



Thomas L. Bernardis



Terry D. Sipes



David M. Carroll



Andrew J. Ruden M.D., J.D.

Comerica Inc. in Detroit has appointed Southfield resident Lee Harts Jr. of Southfield to officer, Information Systems.

Edward Victor of Southfield has been elected vice president of Young & Rubicam Detroit. Victor is a regional director for the Lincoln-Mercury dealer Association account. Arval & Associates, a Troy CPA firm, announces that David Maue was promoted to principal.

Cellular One of Ohio and Michigan has appointed Katherine Cappelli of Birmingham to vice president of marketing. David Rugenstein vice president of sales for the company's northern region. Donald Clayton of Troy was named president/managing partner of Schmatz & Co. Inc., a Southfield-

based firm of Certified Public Accountants and business consultants.

Harness, Dickey & Pierce, a Troy-based law firm specializing in patent, trademark and copyright law, named Richard P. Vittek as partner.

Anthony Aratari of West Bloomfield was named executive vice president and chief operating officer at Milford Fabricating Company.

Matthew Keller of West Bloomfield was appointed to vice president of merchandising for F&M Distributors Inc., the deep discount health and beauty aids, cosmetics and household supplies retailer.

Pamela Robbins of Farmington Hills was appointed director of sales for the Dillon Inn of Farmington Hills.

Lisa Lentz of Bloomfield Hills was promoted to the position of senior account executive at Kolon, Bittker and Desmond Inc. in Troy.

Kmart Corporation in Troy announced the promotion of Charles Camello to president and chief executive officer of Waldenbooks.

Howard Back formerly of Birmingham has been elected to the Public Relations Society of America College of Fellows. This is a distinguished group of public relations professionals whose careers have exhibited exemplary personal and professional qualities that make them role models for other public relations practitioners.

Bill Clayton of West Bloomfield has joined Intergroup Marketing &

Promotions, a subsidiary of D'Arcy Mazius Benton & Bowles/Bloomfield Hills, as an associate creative director.

Providence Hospital in Southfield has named the following promotions and hirings: Cristina Cuevas-Korensky, MD of Troy and Raad J. Toma, MD of Southfield have been named to the medical staff; Randall Jacobs, MD of West Bloomfield — a specialist in gastroenterology — and Brenda Churchill, MD have joined the department of internal medicine; and Girgh Whitfield, MD has joined the department of surgery.

Charles Peterson, president of C.W. Peterson & Co. of Troy, has announced the appointment of Cynthia A. Johnson as financial analyst. In

this position she will be responsible for preliminary analysis for existing and prospective clients.

David Fukuzawa of Southfield was appointed to program officer at The Skillman Foundation. He will be responsible for evaluating grant proposals, monitoring funded programs, and managing grant policies and procedures.

Chuck Latine of Birmingham was appointed account supervisor for Jeep and Eagle Merchandising Group at Ross Roy Communications.

Cliff Sevaks of Troy was appointed manager of marketing and strategic planning for the Chrysler Dealer Marketing group at Ross Roy Communications.

Elise Minch of West Bloomfield was named account executive by the Lapidus Publicity Group Inc.

Please submit black-and-white photographs, if possible, for inclusion in the business people column. While we value the receipt of photographs, we are unable to use every photograph submitted. If you want your photograph returned, please enclose a self-addressed, stamped envelope. Indicate in a margin on the front of the photograph that you want it returned. We will do our best to comply with your request. Send information to: Business Editor, 36251 Schoolcraft, Livonia 48150. Please include city of residence and a daytime telephone number where information can be verified.

W.B. Doner wins advertising accounts of merged banks

By Doug Funke staff writer

The new Comerica Bank will need only one advertising agency when it merges with Manufacturers Bank, W. B. Doner & Co. of Southfield is the choice.

Doner has represented Manufacturers the past 10 years and developed campaigns like "Manufacturers That's My Bank" and "Bank Where Business Banks."

Comerica, represented by Campbell-Mithun-Esty of Minneapolis since 1988, most recently has advertised as the bank "Where the Bottom Line is You."

Doner will be responsible for planning, developing and implementing all advertising when the merger is finalized by a July 1 target date.

"We believe our combined bank will be best served by a strong Detroit-area advertising agency," said Gerald V. MacDonald, chairman-designate of the new Comerica.

"The merger of our banks is good for Detroit and the decision to use Doner & Co. as our advertising agency will strengthen our long-standing commitment to Detroit and Michigan," he added.

Neither Doner nor representatives of the merger transition team would comment on the anticipated advertising dollar volume business the consolidation will generate.

BANK AND AGENCY officials likely will have to deal with such issues as branch closings, job losses and a perception of bigness when Comerica and Manufacturers merge to form the 25th largest bank in the nation.

"This is a great marketing and creative challenge, and we look forward to it," Steve LaGattuta, a

'We believe our combined banks will be best served by a strong Detroit-area advertising agency.'

—Gerald V. MacDonald chairman-designate of the new Comerica

Doner vice president, said in a prepared statement. He was unavailable for further comment. "Plans are being looked at and formulated. Certainly in a month or two down the road we'll be closer to talking," said Sharon McMurray, a spokeswoman for Manufacturers and a transition team member.

"We expect Doner to be a partner in developing an identity for the new Comerica which will differentiate the bank from its competitors and serve as the foundation for dynamic, cohesive advertising," McMurray said.

Pat Simpson, a spokeswoman for Doner, declined to discuss strategy. "There's going to be a lot of what I call information advertising at the beginning to establish an image of the new bank," said Justin L. Moran, a banking consultant. "In the long run, they'll spend less than the two combined but more than any one would."

Leading National Advertisers, a company that tracks advertising ex-

penditures, reported that Comerica spent \$543,500 and Manufacturers \$184,300 for spot radio, TV, newspaper and magazine ads, and billboards through the first nine months of 1991.

THAT DOESN'T include planning, research or creative fees.

Each bank spent more than \$1 million to buy air time and ad space in 1990, LNA reported.

Only Doner and Campbell-Mithun-Esty were allowed to bid for the joint account, McMurray said.

"Doner's location in Detroit was a strong advantage, but it wasn't the deciding factor," she said. What impressed, too, was "just a review of their work and past performance."

A spokeswoman for Campbell-Mithun-Esty said her firm wasn't surprised that Doner won the account.

"I think it was very important to Comerica that they retain a Detroit-area agency and we fully understand that," said Paula Baldwin. "We understand working with Comerica the last few years their commitment to the Detroit area market. It was a very amicable parting."

Because no one in Minneapolis worked exclusively on the Comerica account, no one will lose a job as a result of losing the account, Baldwin said.

Eight to 10 employees in research, creative, media and supervision worked on the account on an as-needed basis.

datebook

REAL ESTATE '92

Saturday, Feb. 8 — The Prudential Harry S. Wolfe, Realtors is conducting a free seminar for individuals considering investing in their home, upgrading homes, building or retirement. Featured speaker is author Thomas Ervin.

INVESTING SEMINAR

Tuesday, Feb. 11 — Free investing and tax seminar noon to 1 p.m. at Merrill Lynch, 32255 Northwestern Highway, Tri-State Building, Suite 260, Farmington Hills. Information: Dennis Herula, 1-800-937-0446.

PC TRAINING

Saturdays, Feb. 15-29 — "Show Me How..." To Master the Personal Computer" presented 9-11:45 a.m. at 28500 W. Eleven Mile in Farmington Hills. Fee: \$95. Information: 473-1819. Sponsor: Microsystems Training Inc.

WORD PROCESSING

Tuesdays and Thursdays, Feb. 4-13 — "Show Me How..." To Master Word Processing presented 6:30-8:30 p.m. at 28500 W. Eleven Mile in Farmington Hills. Fee: \$95. Information: 473-1819. Sponsor: Microsystems Training Inc.

WINDOWS 3.0

Tuesdays and Thursdays, Feb. 16-27 — "Show Me How..." To Use Windows 3.0" presented 6:30-8:30

INVESTING SEMINAR

Tuesday, Feb. 25 — Free investing and tax seminar noon to 1 p.m. at Merrill Lynch, 32255 Northwestern Highway, Tri-State Building, Suite 260, Farmington Hills. Information: Dennis Herula, 1-800-937-0446.

WORD PROCESSING

Saturdays, March 7-21 — "Show Me How..." To Master Word Processing presented 9-11:45 a.m. at 28500 W. Eleven Mile in Farmington Hills. Fee: \$95. Information: 473-1819. Sponsor: Microsystems Training Inc.

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WHAT ARE YOU DOING FOR YOUR HOME THIS SPRING?

Are you dreaming of a new patio? Perhaps you want the latest in air conditioning or heating? Maybe you're toying with the idea of new furnishings.

Spring is the time we shake off winter, look around and decide on a project that involves something new and different for the place we call "home."

The more adventurous among us tackle the changes themselves. Those with fewer power tools or who haven't unlocked the mysteries of interior decorating, will hire an expert.

If you're looking for a lot of experts and an equal number of ideas under one roof, you'll want to check out the annual International Builders Home Flower and Furniture Show March 14-22.

In fact, you can preview the show on Thursday, March 12, without ever leaving your easy chair because we're printing a special section in conjunction with the Builders Association of Southeastern Michigan that'll be totally devoted to the show.

Filled with exciting ideas for just about anything you'd like to do to your home, you'll just have to spend some time with this section!

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