

Volunteer from page 12B

hayride, but we want to branch out and be more pro-active (in the community)," said Elizabeth Kanter, a group founder and insurance agent for the American Benefits Group in Southfield.

"The more people we get involved, the more people we can help. In the past, we've raised money on a project basis. Now, with the help of volunteers, and hopefully some area corporations, we can help the community in another way."

But organizing an event that will involve a projected 500 people who will collect an estimated \$45,000 has proven to be difficult. Already, an area corporation pulled out after offering to donate \$15,000 to cover printing and distribution of hundreds of mailers, as well as all other

'Up until now, we've been able to provide volunteers to fix up old homes or take disabled adults on a hayride, but we want to branch out and be more pro-active (in the community).'

*Elizabeth Kanter
group founder*

organizational costs. So Kanter was left to pay for the effort from collected donations — a task she felt was both risky and self-defeating. But last week, a publishing company in Troy and a law firm in Southfield offered grants that will help defray a portion of the event's start-up fees.

Volunteer Impact still needs additional donations — both mon-

etary and physical — to coordinate what it hopes to be an annual event.

"Basically for the event to work we need volunteers, not only to go out and paint and repair homes and pack food boxes for the needy, but also to ask their friends and colleagues for pledges," said Kanter, a Southfield resident and 1979 graduate of Cranbrook School in Bloomfield Hills.

Bonnie Cohn, volunteer service coordinator for the Jewish Association for Residential Care in Southfield, which provides for adults with developmental disabilities, said a recent hayride sponsored by Volunteer Impact for residents would not have been possible without outside assistance.

"In the last few years, we've really seen young people reach out and make that extra effort to help others," she said. "And no one benefits more than our residents. They really get a big smile on their face when someone takes the time to care."

For further information about Volunteer-A-Thon, or about becoming a member or receiving assistance from Volunteer Impact, call 353-6830.

Autos from page 12B

7,000 used cars for sale in Metro Detroit.

"If we could grab 10 percent of the used-car market, I would be very happy," said Avellan, who hired six employees to help run the operation. "We feel we offer people a very viable alternative to selling their used cars through a newspaper or at a car dealership."

John DeBralander, used car manager for Glassman Oldsmobile in Southfield, said he doubted the Auto Bazaar would have an impact on used car sales at the dealership, as many customers prefer the convenience of trading in their old car when buying a new model.

"Many of our customers also like the fact that they can purchase an extended service contract when they

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*Bedros Avedian
Entrepreneur*

purchase a used car, which offers a lot of peace of mind," said DeBralander. "At a place like the Auto Bazaar, you really don't know what you're getting."

By comparison, a classified ad in the Observer & Eccentric, which operates 12 suburban newspapers in Oakland and western Wayne counties, is \$9.45 for one day for three lines, and \$18.90 for two days. Papers are published every Monday and Thursday.

In addition to cars, and trucks, the Auto Bazaar welcomes boats, motorcycles and recreational vehicles.

Joe Tsao, director of marketing and events for the Silverdome, said the stadium signed a contract with Avellan for 14 weekends extending through August.

Avellan said he got the idea for Auto Bazaar from a friend in Los Angeles 10 years ago, but he said it took him this long to set up a Michigan version due to resistance from individual communities and area auto dealers.

"The biggest problem was finding a landmark site big enough to hold the Bazaar," said Avellan.

BUSINESS PEOPLE

Stone, August, Baker Communications in Troy has expanded its professional staff in order to service an increased client base with the addition of Alyssa Testa and Derek Vertin as traffic coordinators. Juan Pilon is joining the firm as a senior consultant.

Ed Charters, parts manager at Cook Mazda in Farmington Hills, has been named a Diamond award winner and recipient of a trip for two to Vancouver, British Columbia.

Horis "Bo" Shalin of Farmington Hills, a special agent with the Prudential's Detroit Agency at Northwestern Plaza, recently celebrated 20 years with the company.

Ross Roy has appointed Ann-Marie Kuntz, Wendy Sang-Kelly and Michelle Schmeer account administrators.

Wendy Kaiser of West Bloomfield has been appointed manager of loan administration and loan review and Felicia Studstill of Detroit has been named commercial loan officer at First Independence National Bank of Detroit.

Area accounting professionals have agreed to share their expertise as members of a new advisory board for the Department of Accounting at Oakland University. Board members are Jeffrey D. Bergeron, partner, Arthur Andersen and Co.; William J. Bufe, partner and personnel director, Plante & Moran; Michael P. Cenko, partner, Price Waterhouse; Charles W. Dunaway, managing partner, BDO Seidman, Arthur, W. Herrmann, senior vice president and controller,

America Incorporated; John Keaton, chief financial officer, Providence Hospitals; and Arnold Krieger, managing partner, Parker, Wittus & Company.

Other board members are: Carol H. Larson, partner, Deloitte & Touche; Matthew A. Medrzycki, partner, Ernst & Young; Thomas F. Murausky, executive vice president and CEO, Kmar Corporation; Michael C. Palazzola, principal, Perichini, Kahn, Seyferth & Salucci; P.C. Ashton G. Ward, treasurer, Michigan Bell; Douglas J. Williams, chief deputy treasurer, Oakland County; and advisory board chair James R. Wilbert, partner, Coopers & Lybrand.

Tom Marino has been promoted to vice president of network administration & technical services and Laura Podoj has been promoted to director of service quality for Allnet Communications Services in Birmingham.

Gary M. Schlaff of Farmington Hills has been named director of research for WXYZ-TV Channel 7.

Lee Bunk of Orchard Lake and Victor Fryling of Ann Arbor received Wayne State University's 1992 Corporate Leadership Awards in the 10th annual ceremony.

Thomas Hiley of Birmingham has been named director of facilities management at the University of Michigan-Dearborn.

Larry Berman of West Bloomfield has received an award for excellence from AAA Michigan for being the top life insurance salesman for the company in 1991. Berman works out of the Livonia office.

Alas poor Yugo, I knew her well

AUTO TALK
Now that we don't have Yugos to kick around anymore, I have to confess that I will miss it.
Yugo of America closed for good a couple of weeks ago, leaving \$500,000 in assets and \$15 million in liabilities, the sort of balance sheet only a Texas S&L operation would be comfortable with.

Yugo's demise marked the end of the last foreign car in the U.S. I don't mean imported — I mean truly foreign, a vehicle, loaded with the kind of idiosyncrasies that used to tug at the heartstrings of the owner, of, say, a Hummer Super Snipe, or maybe an Austin America.

As a true foreign car, the Yugo was never any threat to anyone. It had the foulest quality records seen in the U.S. in decades, mediocre fuel mileage, and weird handling. None of these things themselves would have kept it from at least modest success had it appeared 15 years or so ago, but it had the misfortune to appear just when the U.S. automotive scene was changing for all time.

The basic concept, to make a car so ridiculously cheap no one could afford not to buy one, ran afoul of today's staggering insurance costs and finance charges — which are so high you could give a new car away and still only the richest 10 percent of the country could afford to drive it.

But even more important was the fact that it was made in Yugoslavia. Remember Yugoslavia? Americans have deep-seated prejudices about their cars, knowing that the French are cookeys and lovers, Italians are only good at Ferraris, and Germans and Japanese are born with motor oil in

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their blood. Yugoslavia? That's the question you flunked in high school geography.

But of all the problems that plagued the Yugo, the most surprising was the hostility of the foreign-car magazines. Two decades ago, the Yugo would have been the darling of Road and Track, and Car and Driver would have been busy stuffing a 289 V-8 under its hood. Instead, the Yugo was dumped on, because it was slow, because it looked funny, because it was . . . well, foreign.

Yugos did all the right things to cultivate the media, taking them to Europe (well, all right, Yugoslavia), taking them on factory tours (this mistake), taking them to nude beaches . . . nothing seemed to work.

The magazines that codified and promoted weird cars for all those years had changed. They saw only the flaws, none of the fun. The Yugo was an embarrassing reminder that the enthusiast magazines had grown up, sort of. Now they were owned by junk-bond conglomerates that kept an eagle eye on potential advertising revenues, and were perfectly aware of the state of hard currency in Yugoslavia.

With the Yugo folding in the midst of a bloody civil war, another question emerges. What in the world is going to pull the old Green Blue into 20th century commerce? It wasn't a great car, but it was the best effort ever seen in that part of the world to produce a viable export. A lot more has been lost with the end of the Yugo than just another weird automobile.

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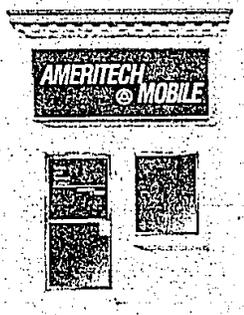
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