# Auto media feels advertiser wrath



editor David E. Davia dellvered a scathing speech critical of GM menage-ment at the Washington Au-tamotive Press Association's annual awards

nner. Well, sort of. As an award recip-Well, sort of. As an award recipient at that dinner, the consequences of which were recently reported in the New York Times, I find myself in an uncomfortable position for a working journalist -- reading an account in the general media of some event you actually participated in. Neither the includent nor the aftermath acema to have much to do with the sto-

dies about it. Unfortunately, an accurate account tends to confirm the worst opinions held by the general public about how the media really operate. First, Davia was in rare form that night. He opened bragging about the 31 million he had just received as a bonus for successful-by laurching Automobile magning and the sum of the sum of a distribut mean of the sum of the

nal — all taking this in. Unfor-tunately, not taking notes. The big guns were all at the WAPA dinner because auto executives at

dimer because auto executives at most of the major manufacturers had paid for it. In the end, this is what pushed GM comporate types attending the dinner over the edge — being singled out in the midat of a meeting of their comporte peers as the butt of Mr. Davis tirade. They went home and canceled Automobile advertising. They deey it; but they did.

They went home and canceled Automobile advertising. They deny it but they did. To the best of my knowledge, nobody wrote a word about the speech itself. Unfortunately, in-cluding me. I took my sward and ' went home. Subaru paid for my dinner. Canceling advertising, ' however, steps on the toes of the publishing industry, and it's first amendment time. Hence the col-umn in the New York Times about GM's assault on Automo-

bile's ad revenue, which followed stories in Advertising Age and Automotive News.

I can hardly condone using an conomic blugeon to curry favor in economic blugeon to curry favor in the press. But to some in the business, this is getting a bit old. Toyota in particular has canceled advertising at Car and Driver, Motor Trend and Road and Track when mildly critical articles ap-pear — or even when they don't get mentioned when they think they should.

pear — or even when they don't get mentioned when they think they should. This is, in fact the second time in recent years that Mr. Davis has had his ads canceled by GM after giving a speech. As an admirer of both Mr. Davis editing siyle and Don Quixote types in general. I would like to be able to credit him with editorial guts, but he told the Times that Automobile gets about 90 percent of its ad revenue from import car companies anyway, so GM is actually his cheapest shot.

## Tsuha from NEXT PAGE

"Growing up as a youngster in Hawaii, I always felt that someday I wanted to have my own business. I sold newspapers when I was young I always had a dream." Tsuha said.

rawani, i alwaya felt that someday i wanted to have my own busines. sold newspapers when I was young. I alwaya had artem, "Tsuba said. "At GM, we had an electronica tart-up group in the said was an alternet of the said the proj-Rockwell had an auto electronica start-up group and TRW had start-up group. After TRW, I said but acknowledges that he's apent a manager in the said start and a some will be my own," he said. Tsuba was a manager in tansportation electronica at TRW before starting his own company. Saturm initially was capitalized by an enterprise fund sponsored by group is functioned families depend on the management team and myself. We want to make sure we do myself. We want to make sure we do myself. We want to make sure we do myself. We want to anake sure we do myself. We myself. We myself. We want to anake sure we do myself. We want to

MARKETPLACE

TO PLACE YOUR BUSINESS in ■ TO PLACE YOUR BUSIKESS in the marketplace calendar, mail the information, including the business telephone number and address, to Business Editor, 36251 Schooltraft, Livonia 48180. Or drop the informa-tion off at your local Observer or Eccentric newspaper office.

IE A-1 MORTGAGE COMPANY has changed its name to Pillar Mort-gage, a division of Pillar Financial Corporation. Pillar is one of the fastest growing mortgage companies in Oakland County.

EXECUTIVE RELOCATION Carb ■ EXECUTIVE RELOCATION Corpo-ration president and CEO Samuel P. Ragues has announced the com-pletion of agreements for the firm to provide relocation services for Ab-bott Laboratories of Chicago, Illi-nois; Hardes' Food Systema, Inc. of Tarboro North Carolina; and Kimberjy Quality Care of Boston Massachusett, Executive Reloca-tion Corp. is a West Bloomfield Firm.

THE KOPKINS GROUP in Farm-

Growth will come from new prod-

liam A. Hansen of Bloomfield Hills has announced the association of his firm with Used Car Mer-chandiser. Hansen Media will rep-resent this publication throughout the Midwest.

AUTOMOTIVE SALES TRAINING SPECIALISTS, a sales training and motivation firm headquarterd in Southfield, has sekected PRMi Viden to produce a series of sales

JERVIS B. WEBB COMPANY. I JENVIS B. WEBB COMPART, a leading material handling systems integrator, has chosen Alden De-sign, inc. to handle publicity ser-vices that include product news re-leases and literature news releases.

DICO CORPORATION, a manufac-turer of Diamond and CBN Cutting Tools, is pleased to announce the relocation of its offices and manu-facturer operations from SouthField to Auburn Hills. The new phone



Albert H. Callewaert has joined the Huntington Banks of Michigan Staff as vice president, commercial business development and Lynetto M. Kababik has been promoted to Bank office manager in the Union Lake office.

Plants & Moran, the largest ac-counting and management consult-ing firm based in Michigan, has an nounced that Troy resident Kristin Binsfeld Brender has joined the firm as its public relation coordina-

tor. The D'Arcy Masius Benton & Bowles/Bloomfield Hills advertia-ing agency has announced several changes. Bob Brownell, vice presi-dent and director of graphic ser-vices, will now overse the opera-tions of the newly created print pro-duction and traffic operations. Craig Birrel and Jack Dorsey have been appointed production di-rectors for the Print Production Do-partment. Phylifs Avatth has been account for the Print Production De-partment. Phyllis Austin has been appointed manager of production ces

Also, Birmingham resident Pa-trician Dugan, has been promoted from media planner to media super-visor servicing the Pontlac Account.

Robert Goldfarb, president and CEO of Goldfarb & Company in Southfield, has announced that Marvin H. Hirsch has joined the company as Senior Vice president, management superior company as Senior Vic management supervisor.

John S. Kolon, president of Ko-lon, Bittker & Desmond, Inc. has announced the appointment of Sar-ah Simmons and Liss Thomas to the position of account coordinator and John Francescuti to the posi-tion of production coordinator.

Charles Katko of Bloomfield Hills, retired GM vice president and group executive, has been

Cleaned

New

Screened

Repaired

SINCE 1952

)



411

tives to its staff, promoting Sandra Seewald and hiring Dana McPher-son. Seewald will be responsible for generating new business and serv-ing client video production and

Christopher M. Pavilens of Farmington has joined ICI Fluoroager.



Kristin Binsfeld Brender

ing citent video production and post-production needs; McPherson specializes in video duplication sales, in addition to generating new business and serving client video production and post-production needs.

chemicals as a senior account man-

Select Care Inc. has announced the appointment of Harry L. Doerr, M.D., M.H.S.A. as preferred provider organization medical di-rector and Jerry Belke as manager of third party administrator devel-opment.

of third party deministrator devel-opment. Jervis B. Webb president and chief executive officer Joseph M. Hammond has announced several key ercetuive appointments intend-ed to further strengthen the Webb organization, the world's leading designer, manufacturer and install-er of custom material handling sys-tems, including the promotions of E. Owen Newell to Senior Vice president, John S. Soberyk to vice president John S. Soberyk J. Pletrangell to director of purchas-ing. ing.



named 1992 Distinguished Alum-nus — the top honor awarded by the GMI Engineering & Manage-ment Institute Alumni Association.

Ross Roy Communications, a di-vision of Ross Roy Inc., has ap-pointed Susan Hochstein, Robin Randolph, Mark Schwarz and Mary Suchland as account ad-ministrators.

Du Pont Automotive Products in Troy has named Dr. David R. Rea to the newly created position of vice president — manufacturing and technology.

Attorney Mark Frankel of the Southfield Iaw firm of Sommers, Schwartz, Silver & Schwartz has been elected to the state bar repretative assembly for the 6th Judicial Circuit.

Frank Brochert of Bloomfield Township has been named head of Plunkett & Cooney the firm's Mu-nicipal Law Section. He will oversee nicipal Law Section. He will oversee the municipal law section 26 attor-neys in such cases as civil rights, zoning, wronful discharge litiga-tion and the day to day matters of council for various municipal offic-es throughout the state.

Thomas J. Gawlik has been named group director of finance for Southfield-based Allied Signal's Bendix Automotive Systems Group.

Harold S. Armstrong, formerly Harold S. Armstrong, formerly of Birmingham, has been appointed general manager of General Affairs and comptroller for New United Motor Manufacturing Inc., s joint venture between General Motors Corporations and Toyota Motor Corporation.

Disconsi



TRW TRANSPORTATION ELEC-TRONICS DIVISION has been recog-nized by Chrysler Corp. with Chrysler's Quality of Excellence Ward.

training video tapes.

mber is 340-1000.

ington Hills has been named the agency of record for Botsford Gener-al Hospital and its affiliates.



about it. Unfortur

advertising in Automobile Magazine's after editor David E.



(F)7B