

SUBURBAN
BUSINESS
LEADERS

Leslie J. Patterson, CPA, of Bloomfield Hills and a partner at the Southfield accounting firm of Parker, Wittus and Co., has been elected president of the Michigan Association of Certified Public Accountants (MACPA).



Leslie J. Patterson

Edward E. Hagenlocker of Bloomfield Hills, a Ford Motor Company vice president and general manager — truck operations, has been named vice president — General Operations, North American Automotive Operations. James D. Donaldson has been elected company vice president and general manager Truck operations.



Edward E. Hagenlocker

Tiffany & Co., the 155-year-old American jeweler of international renown, has announced the appointment of Charles Coleman to the post of vice president in its new Troy store.



Charles Coleman

Donna Metzger of Bloomfield Hills has joined Contract Interiors, Inc., a Southfield-based, full-service furniture dealer, as a marketing specialist.



Donna Metzger

To submit materials to this column, please send a brief biographical summary along with a black-and-white photo, if possible, to: Business Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150.

Few problems with ATM crime here

Local banks have not been forced to engage in costly security measures at automated teller machines mostly because of the relatively low incidence of crimes at the convenience banking centers.

By R.J. KING
SPECIAL WRITER

Recent laws in New York City requiring tougher security measures at automated teller machines are not likely to be adopted in metro Detroit.

In recent years, several people were murdered after they were abducted from or taken to cash machines in New York City. The new laws, both stringent and expensive, call for the use of surveillance cameras and other security measures.

Closer to home, two teenage assailants, after murdering a Rochester Hills couple in their home two years ago, used a magnetic card they found in the home to operate a local cash dispenser. But the criminals were soon apprehended and are now in jail.

"Unless there's an outbreak of automated teller machine crimes, or some heinous act involving a cash machine which gets a lot of media attention, I don't see tougher security measures being passed," said Ray Van Hoeck, vice president of the retail banking group for the National Bank of Detroit.

The bank operates 206 cash machines in the state, 25 percent of which have surveillance cameras. Another 10 percent have locks that check the cards of people entering a cash machine vestibule against computerized bank records. Overall, there are 4,000 automated teller machines in the state.

"These types of crimes are few and far between. We haven't had one incident involving a cash machine," said Chief Robert Scoggins of the Plymouth Police Department. "Of course, we have a small area to patrol, and we're very visible."



For convenience sake: Use of automated teller machines is on the rise. Existing security measures and users' common sense have kept the incidence of crime low.

Across the state, there were 240 bank robberies last year, up from 200 in 1990. The records division of the Michigan State Police Department does not categorize such crimes by type. Both the city of Rochester and Rochester Hills reported no robberies involving cash machines have been committed since the murder incident two years ago, and even then, the cash dispenser was a case of one crime leading to another.

teller machines, or ATMs, have steadily proliferated, and can now be found at most bank branch sites as well as large office buildings, grocery stores and retail outlets. Although security measures such as surveillance cameras and card-access locks are in place at area cash dispensers, their presence is far from universal.

The new laws in New York City, adopted two weeks ago, are blanket restrictions. In addition to requiring cameras at all machines, either a card-lock or security guard must be in place. Better lighting, large windows in at least one wall, mirrors to let customers see

behind them and electronic surveillance signs are also called for. Because the improvements will cost tens of millions of dollars to implement, banking officials here say it is highly unlikely any new laws would be so restrictive. What's more, there is no guarantee the laws would curtail such crimes.

Safety precautions

"Most of our machines are in 7-Elev. See ATM, PREVIOUS PAGE

Popularity grows

In use since the mid-'70s, automatic

Second opinion hotlines attempt to dispel some investment clouds

By GERALD FRAWLEY
STAFF WRITER

Your broker says he's got a hot tip.

"There's a new company on the coast and, are you ready for this, they manufacture glow-in-the-dark toilet seats!"

"This is going to be the next big thing. Everybody's going to want one, and we have an opportunity to get in on the ground floor. Now it's a little risky, but for a song you can..."

"You're skeptical. I mean, this is your broker, and he's been a good one in the past, but glow-in-the-dark toilet seats?"

As they say in the medical profession, this calls for a second opinion. That's where a relatively new service — investment advice over the phone — comes in.

One such service, My Asset Advisor, is a phone-in financial advice hotline offered by Asset Advisory Services, a registered investment adviser in Farmington Hills.

Steven M. Zimberg, a certified financial planner, said the genesis of the idea is the non-commission, fee-only financial planning service concept, of which he has been a proponent since he began as a financial planner in 1981.

Dialing for dollars

Zimberg charges \$25 for the first 15 minutes and \$25 for each quarter hour after that.

"The hotline evolved because it's an easy, noncommittal way for someone to talk to a financial adviser without the fear they are going to pull you in and spend all of your money," he said.

Zimberg said he thinks there's great potential for services like his, not necessarily because financial planners, insurance agents and brokers are dishonest, but because of the way they have been conditioned.

"Everyone thinks they have the best policy, mutual fund, whatever," he said. "That means they may be less inclined to thoroughly research other options."

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Steven M. Zimberg
Certified Financial Planner

Zimberg said the purpose of the hotline is to provide second opinions — much like someone in need of a medical procedure might seek a second opinion from another doctor — on investment ideas.

Most of the advice given over the hotline concerns general ideas and then focuses toward the specific.

Changing times

The fact that many brokers, insurance agents and financial consultants also work on commission, rather than a flat fee, may also color their judgment, he said.

"Commissions have fallen a lot since only a couple years ago," he said. "If, for example, a financial planner was making 8 percent several years ago, and the commission is only 2 percent, he has to generate four times as many sales to take the same thing home to his family."

Zimberg also stressed he doesn't think a single opinion will be as valuable in the future as it was in the past.

"I think it's a fundamental concern. If an investment of \$10,000 in 1975 is worth \$1 million today — so what? An investment's past performance is no guarantee for the future."

Zimberg believes the runaway profits of the 1980s are unlikely to return.

He said people who call the hotline are difficult to categorize. "They are people with a pressing concern, but aren't confident enough to make a decision themselves," he said.

"Many people have been burned in previous investments."

401(k) service

General financial advice isn't

the only thing people can obtain over the phone. 401(k) Advisors Inc. in Livonia dispenses advice on the fastest growing segments of the retirement plan market — the 401(k) plan over a 900 number.

Richard C. VandenBrul, certified investment management consultant, started 401(k) Advisors because, despite the tremendous popularity of the plans, few participants know enough to invest in them wisely.

Most recently, VandenBrul was senior vice president of Harbor Capital Advisors, the sponsor of the Harbor Fund, a family of no-load mutual funds and a subsidiary of Owens-Illinois, which has a 401(k) plan with approximately 6,300 participants.

Most of the participants were not putting the money into the area that would most likely grow," he said. When he tried to put together some information to be given to employees, he was told by corporate lawyers that it would constitute investment advice.

"That would open us up to liability," they said. VandenBrul realized that literally thousands of 401(k) participants throughout the country were in a similar situation.

Not too long after that, VandenBrul said he was reading about the proliferation of 900 numbers. "I said that's the answer."

He has also written a booklet, "How to Invest in Your 401(k) Plan," which is available for \$15 by writing 401(k) Advisors, P.O. Box 530854, Livonia 48153-0854.

VandenBrul said it is likely that for future retirees, 401(k)s will be the only retirement plan. From 1985 through 1990, 60,000 defined bene-

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