Moving *from BACK PAGE*

moves, individuals, mostly for Ford," he said.

Moving the personal goods of transferred executives overseas and moving businesses across town as landlords continue to offer concessions provide outstanding opportunities for growth, Palmer said.

"The most difficult part is to deal with the pressure of maintaining and improving our high level of service and at the same time reducing our costs. The most enjoyable part is the many letters and phone calls I receive from customers," Palmer said.

Costs have been reduced by improving computer systems, combining job functions and layoffs, he said.

"I couldn't be prouder of the people who work for us. They're certainly one of the keys of our success," Palmer said.

Strategic growth

"In our industry now, either you grow or get a whole lot smaller," he said. "We plan to grow and expand our services."

Robert Palmer Sr., Jeffrey's grandfather, started the business in 1910. "He had a milk run with a horse and trailer and started moving pianos and other things on the side," he said.

Robert Jr. took the business to the next level, opening a warehouse and acquiring more trucks. Local household moves still accounted for the lion's share but corporate activity — moving exhibits — picked up.

His sons have built on that, expanding on existing business accounts and developing new ones.

"The key to our success is quality service at a competitive price," Palmer said.

"We took over when deregulation came into effect," he said. "We were young and didn't understand why deregulation wouldn't work. Our inexperience may have benefited us being able to change our business to new market conditions."

The Festival of Trees runs Nov. 26 to Dec. 5. It is open 9 a.m. to 8 p.m. daily (noon to 4 p.m. Thanksgiving Day) in the Riverfront Ballroom of Cobo Center. Tickets are $4 for adults, $2 for children, $3 for senior citizens.

SUBURBAN BUSINESS LEADERS

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.

Janice F. Murray, CPA, has joined Jay Alix & Associates as an associate of the suburban Detroit-based firm of corporate turnaround and debt restructuring consultants and insolvency & investigative accountants.

Murray will specialize in financial analysis, plan of reorganization development, insolvency or deceptive practices reviews and expert witness testimony.

Daniel J. Fagan has assumed the position of Integration Consultant at Megasource, Inc., a provider of computer software and consulting services to the healthcare industry, headquartered in Bloomfield Hills.

He is responsible for highly specialized communications programming, planning and implementation and product development.

Also at Megasource, **Paul A. Helmuth** has assumed the position of Project Leader-MSIM-PAQ. He is responsible for the overall software development and software support of the MSIM-PAQ product.

Clare Horwood of Bimringham has been named director, UNICEF Greeting Card Division, for the State of Michigan. Horwood recently retired from Ford Motor Company in May, 1991, where he coordinated and administered numerous Fund Drives for the Vice President of Purchasing at Ford. After his retirement, Mr. Horwood spent 17 months as a Volunteer for UNICER in charge of their Corporate/Professional Greeting Card Program.

W. B. Doner & Company has named **Craig Piechura** senior vice president/creative director. Piechura joined Doner in January 1983 as a copywriter. He was promoted to vice president/creative group supervisor in 1987, and named a senior vice president in 1991. Since joining Doner, Piechura has worked on a variety of accounts including The Iams Company, Vlasic Foods, Chiquita Brands International, BP Oil International, and the Michigan Humane Society.

In a year when the world map has seen more changes than ever, one member of the American Society of Travel Agents has proven his world geography and culture knowledge above all others. **Richard Judy**, co owner of DeFoe Travel Service in Birmingham, Mich., recently earned the World Explorer title in the final round of competition at ASTNs World Travel Congress in Cairo, Egypt.

Birmingham resident **Nancy Sanborn** was recently promoted to vice president/account supervisor of strategic planning, servicing the Cadillac account at D'Arcy Masius Benton & Bowles/Bloomfield Hills advertising agency. Prior to joining DMB&B/BH four months ago as an account supervisor, Sanborn spent five years as a marketing manager for the Buick Motor Division of General Motors.

Betty L. Lowenthal of West Bloomfield, a partner at the Bloomfield Hills law firm Buesser, Buesser, Blank, Lynch, Fryhoff and Graham, has been appointed chairperson of the State Bar of Michigans Standing Committee on Grievance.

The committee monitors the internal rules of the Attorney Grievance Commission, Attorney Discipline Board and the Judicial Tenure Commission.

Robert Hogan has been appointed as Market Research Specialist for Contract Interiors, Inc., a Southfield based, full-service office furniture dealer. Bob's responsibilities include identifying target markets, lead generation, and follow-up programs for the sales groups.

Also at Contract Interiors, Todd Kissel of Northville has joined as an Account Executive for the Business Development Group.

THE REPUBLIC BANK RATE TABLE
Rates and prices that affect your daily finances as of 11/26/92

Prime Rate	6.00%
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