

# BUSINESS

THURSDAY, NOVEMBER 26, 1992

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## SUBURBAN BUSINESS LEADERS

**Jeffrey W. Stentz**, formerly of Birmingham, has been promoted to first vice president/senior leader at Valley Bank in Wisconsin. A graduate of Groves High School in Birmingham, Colorado State University and University of Wisconsin Madison Graduate School of Banking, Stentz joined Valley Bank in 1991.



Jeffrey W. Stentz

**Joseph J. O'Connor**, president of Consumer Market Analysis, a national marketing research firm in Troy, has been appointed by Governor John Engler to the Michigan World Cup Commission.



Joseph J. O'Connor

Michigan will play host to a series of World Cup Soccer Games in the summer of 1994.

**William J. Dettloff** of Bloomfield Hills, is retiring after 46 years with the Chevrolet Motor Division. Dettloff, who has the longest tenure of any active Chevrolet employee, is manager of Quality Improvement and Customer Satisfaction.



William J. Dettloff

**Daniel J. Riley** has been appointed sales representative for Bochi Chemicals Inc. in Southfield. Riley is a graduate of Michigan State University with a degree from the college communications.



Daniel J. Riley

See page 11B for more 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.

## A mover's lot: pack, haul and warehouse

■ Moving companies handle big moves and small moves, but to one local company, none is bigger than the move it makes for Children's Hospital.

By DOUG FUNKE  
STAFF WRITER

Palmer Moving & Storage, with 150 employees, access to 85 trucks, warehouses in Livonia, Detroit and Troy and headquarters in Troy, expects to record sales of some \$12 million this year.

But its president, Jeffrey Palmer, would rather talk about the company's involvement in the Festival of Trees, a fund-raiser for Children's Hospital of Michigan.

Palmer annually stores and moves materials for Santaland, Gingerbread Village and the Gift Shop at Cobo Center, and is one of several companies that later delivers decorated, artificial trees purchased by show attendees.

The extended Palmer family, impressed with the care their premature baby received at the hospital, answered the festival's call for help early on by donating their services.

"I'm the father of four," Palmer said. "I get involved in the festival because I realize what tremendous things Children's does for the community."

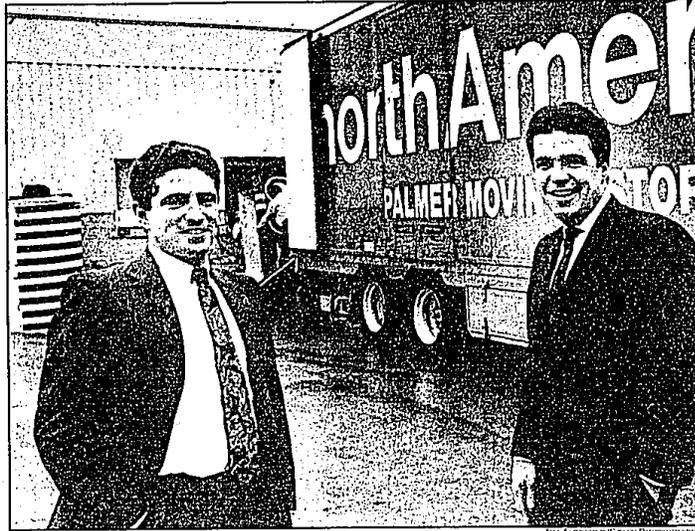
"Saying yes to Children's was easy. To figure out how to move was the challenge. It's evolved. The first year we went with lots of ideas, little success," he added.

Specially designed boxes and shrink-wrap plastic eventually turned the trick.

Palmer, 30, a Birmingham resident, became president of the moving company three years ago.

His brother, Richard, had taken over in 1979 at the unexpected death of their father, Robert Jr., and now is CEO of Storage and Transportation, the holding company for the six spin-off family enterprises.

"From the time I was 15, during



Busy movers: Jeffrey Palmer, left, president of Palmer Moving & Storage, CEO of the family-owned holding company, have nurtured the business into a steady growth position.

summers I worked on trucks doing packing and loading," Jeffrey Palmer said. "I started out sweeping up and cleaning trucks."

"I've always felt strongly I wanted to get into the business. I never felt any pressure. It's something I chose to do," he said.

Steady growth

The company has averaged 6-8 percent growth each year for more than a decade.

"We do three significant segments of business," Palmer said. "Number one is international (household) moving. We're a primary carrier for Ford, GM and Unisys. That's about one-third."

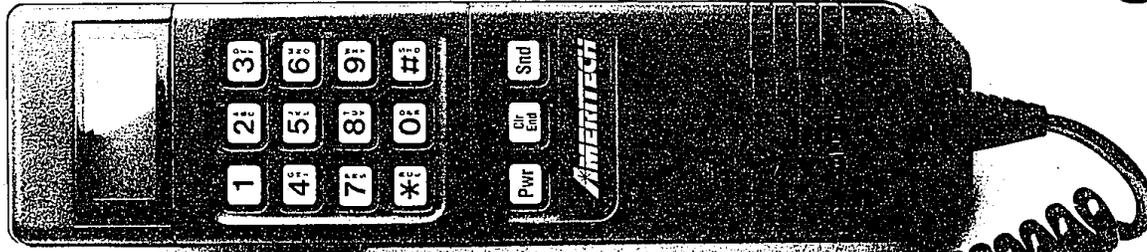
"Another one-third is local moving

of household goods and office moves," Palmer said. "We're doing the Chrysler Tech move. That's a three-year project and we're 1 1/2 years in. We'll do \$3.5 million in just office this year."

"The other third in interstate

See MOVING, PREVIOUS PAGE

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