

# GM: If we build it, will they buy?



DAN MCCOSH

**AUTO TALK**  
I once carried a pair of jumper cables into a press conference announcing a new electric car. This was no gag as far as I was concerned, since I had left my lights on and drained the battery on my 'real' car parked outside.

While Detroit has been no hotbed of electric car development, programs like a few AMC Pacers humming around town and lead batteries under the hood have been running for years.

In fact, as far as I know, the Detroit Electric, still in limited production in the early 1980s, was the most successful electric car ever built, although it was unsuccessful like all the rest.

All this would be of academic

**ELECTRIC CAR**  
Ford and Chrysler are joining to work together on the electric car, although it isn't clear what they will uncover in the next five years or so that hasn't been discovered in the 105 years or so since electric cars were first invented.

Curiously, although GM canceled its plan to build an electric car in the old Buick plant, it still is laying plans to try to sell one, figuring the joint effort will eventually pay off.

This doesn't bother the California Air Resources Board, since nuclear waste is not in their job description.

Up until a few weeks ago, GM planned to build an electric car in an old Buick plant in Lansing that used to make Buick Reatts, which didn't sell either. Now GM,

gasoline-powered car with the gas gauge on "empty."

Dabela studies show that most people only drive less than 80 miles a day anyway, which should be OK unless they leave their briefcase at home.

Other statistics are more hopeful.

One study notes that one in five consumers in California have an old Peter, Paul and Mary album in their record collection and are currently driving old Volvos.

This is a huge potential market for a politically correct car.

Dabela got his hopes up when Peter, Paul and Mary sang at the presidential inaugural ball, but he's still trying to figure out why Little Richard was there too.

Regardless, Dabela so far has been relentlessly optimistic about selling electric cars. I figure this is because he has been told that he can sell electric cars like he can sell the next chairman of General Motors.

## Evolution from NEXT PAGE

"The biggest part of our business now is graphics," he said. "Unisys, Dow, Ford, GM. We sell them equipment. We don't do production. We sell equipment so you can develop things for training and promotion on your own."

But even the big boys put off purchases during difficult economic times, Zuccaro said. Last year was just a break-even one, he said.

"We're really counting on the economy coming back," he said. "Some of these systems take a while to sell to management. In a good economy, we could easily do between \$1.5 and \$5 million."

Prospective customers include manufacturers, architects, lawyers, who can use software for accident reconstruction, and school libraries.

"We have a head start," said John P. Stwicki, sales manager

for Aerodata. "The success of the market we're going after now depends on how quickly the public accepts technology and implements it. I guess that's our job. To show them how to implement it and that it will pay for itself."

"Things Zuccaro has learned in business for himself:

- "Success lies in reinvesting some of your earnings. We try to put away 10-15 percent for a rainy day.
- "You work a lot of hours. There is sacrifice.
- "You can't make money on every deal.
- "Luck gets you there. Luck doesn't keep you there. 400 people with disabilities and of those people 85 percent stayed at the job at least 90 days.

Some of the disabilities of the people JVS works with include mental retardation, learning disabilities, epilepsy, mental illness, physical immobility impairments, multiple sclerosis and cerebral palsy.

Developmentally disabled candidates are referred to JVS by the Department of Mental Health, Michigan Rehabilitation Services, Veterans Administration, private service carriers and self-referrals.

## Partner from NEXT PAGE

The employee turnover rate in the janitorial industry is high.

"I'm willing to talk to other janitorial services and help them do the same thing," Mnich said adding that his commitment to the program goes deeper than the usual competitive nature of the business.

"This has to do with helping out the handicap," Mnich said.

Also, people with physical or emotional disabilities benefit from the self-worth that comes from having a job, Remington said adding that the service is available to anyone regardless of religion.

"We assess skills of our clients and if there's a particular job that they need additional help with, we work with them to complete the work," Remington said.

"There's a lot of follow-up, also," JVS, with two major branches in Southfield and Detroit, has

provided placement of developmentally disabled people at other companies, like Burger King, Wendy's, Little Caesars, Mariano's clothes stores, Oligas, Wayne State University and the State of Michigan.

From Jan. 1 through Oct. 30, 1992, JVS worked with 400 people with disabilities and of those people 85 percent stayed at the job at least 90 days.

Some of the disabilities of the people JVS works with include mental retardation, learning disabilities, epilepsy, mental illness, physical immobility impairments, multiple sclerosis and cerebral palsy.

Developmentally disabled candidates are referred to JVS by the Department of Mental Health, Michigan Rehabilitation Services, Veterans Administration, private service carriers and self-referrals.

## Market from NEXT PAGE

School student said he believes the guard provides more protection than the traditional mouth guards.

"You feel like you're stronger and it improves your shot," said Frith, who plays hockey with the city of Southfield.

Her marketing focus so far has been with football, hockey, soccer and boxing/junior leagues.

"I find that getting to the parents of the junior league type people that I'm getting to the grass roots," she said.

Weiss Kahn said she tried to market the guard to major sports leagues, but found that accomplished athletes are less likely to change what they currently use.

"If they're getting paid good

**■ 'You feel like you're stronger and it improves your shot.'**

Sean Frith, 16

money to do it, they probably wouldn't change," she said.

The cost for the guard is \$65. For an additional \$10 the athlete's name is inscribed inside the guard.

## DATEBOOK

**■ STRIVE**  
Strive, a networking and support group for women and a local chapter of the National Association for Female Executives, meets on Thursday, Jan. 28 at 6 p.m. at the Troy public library. Speaker: Gayla Chamber, president of Troy Chamber of Commerce who will discuss the Troy market.

**■ PC PROBLEMS**  
"Identify and Fix Pesky PC Problems... Without Calling a Repairman" presented 8:45 a.m. to 4 p.m. Friday, Jan. 29, at the Holiday Inn Chamber Inn in Dearborn. Fee: 145. Sponsor: Fatgett-Thompson division of the American Management Association, 1-800-265-4141.

**■ MIOSHA VISITS**  
The American Society of Employers is presenting a seminar on "What to do when MIOSHA Visits on Monday, Feb. 1 at 9 a.m. at 23851 Northwestern highway, Southfield. Speaker: Richard Zdob, safety consultant, Michigan department of labor. Call 353-4500 for more information.

**■ SUPERVISIONS PRACTICES**  
The American Society of Employers is presenting a seminar on "Principles and Practices of Supervision I," Tuesday, Feb. 2 at 9 a.m. at 23851 Northwestern highway, Southfield. Speaker: Dick Warner, ASE's Management Education Division. Call 353-4500 for more information.

**■ LEADERSHIP STYLES**  
The American Society of Employ-

ers is presenting a seminar on "Leadership: Your Management Style" on Tuesday, Feb. 2 at 9 a.m. at 23851 Northwestern highway. Speaker: Jim Bruce. Call 353-4500 for more information.

**■ PERSONAL ASSESSMENT**  
"Personal Assessment of Self-Esteem" will be discussed at the Tri-County Chapter of the Professional Secretaries International monthly meeting at the Handlman Company in Troy on Wednesday, Feb. 3 at 5:45 p.m. Speaker: Janet R. Kollett, CPS, Trainer of Women's Leadership. Call 362-4400, ext. 271.

**■ WAGE AND HOUR LAW**  
The American Society of Employers is presenting a seminar on "Wage and Hour Law Review" on Wednesday, Feb. 3 at 9 a.m. at 23851 Northwestern highway. Speaker: Susan Tiberio Trimmer and Patricia Bordman, Clark Klein & Beaumont. Call 353-4500 for more information.

**■ OSHA BLOODBORNE PATHOGEN**  
The American Society of Employers is presenting a seminar on "OSHA bloodborne pathogen standard compliance training on Monday, Feb. 8 at 9 a.m. at 23851 Northwestern highway. Speaker: Don Hinkson, Electric Safety, Cost Containment and Occupational Health Services. Call 353-4500 for more information.

**■ COMPUTER INTRODUCTION**  
The American Society of Employ-

ers is presenting a seminar on "Introduction to Computers," Monday, Feb. 8 at 9 a.m. at 23851 Northwestern highway. Speaker: Robert Battaglia, We Teach. Call 353-4500 for more information.

**■ WOMEN'S NETWORK**  
"How to Improve Your Organization skills," practical information and techniques that apply to all areas of life will be the topic at the Michigan Professional Women's Network dinner meeting on Monday, Feb. 8 at 6 p.m. Call 377-1900, ext. 219 for reservations. Wednesday, Feb. 3, tickets available at door for additional cost.

**■ PACIFIC RIM CUSTOMS**  
A mini seminar on "Business Customs in the Pacific Rim" will be offered at The Detroit Yacht club on Belle Isle by the National Association of Purchasing Managers at its Tuesday, Feb. 9 dinner meeting beginning at 8:30 p.m. Speaker: Roger Carlson, CPM, CPIM, vice president, materials & logistics at Brass Craft Manufacturing. Presidential addresses by Ron Neaty CPM, president Purchasing Management Association of Canada and Richard J. Auskalis, CPM, president National Association of Purchasing Management following dinner. Reservations by Feb. 5. Call 773-3737.

**■ WORDPERFECT 5.1, LEVEL II**  
The American Society of Employers is presenting a seminar on "WordPerfect 5.1, Level II," Wednesday, Feb. 10 at 9 a.m. at 23851 Northwestern highway.

Speaker: Robert Battaglia, We Teach. Call 353-4500 for more information.

**■ SUPERVISIONS PRACTICES**  
The American Society of Employers is presenting a seminar on "Principles and Practices of Supervision I," Tuesday, Feb. 9 at 9 a.m. at 23851 Northwestern highway. Speaker: Dick Warner, ASE's Management Education Division. Call 353-4500 for more information.

**■ LOTUS 1-2-3, LEVEL II**  
The American Society of Employers is presenting a seminar on "Lotus 1-2-3, Level II," Wednesday, Feb. 10 at 9 a.m. at 23851 Northwestern highway. Speaker: Robert Battaglia, We Teach. Call 353-4500 for more information.

**■ PERFORMANCE AND PAY - TOM**  
The American Society of Employers is presenting a seminar on "Performance and Pay in a TQM Environment," Wednesday, Feb. 10 at 9 a.m. at 23851 Northwestern highway. Speaker: Mark Pittel, Sullivan, Cotter and Associates, Inc. Call 353-4500 for more information.

**■ WORDPERFECT 5.1, LEVEL I**  
The American Society of Employers is presenting a seminar on "WordPerfect 5.1, Level I," Thursday, Feb. 11 at 9 a.m. at 23851 Northwestern highway. Speaker: Robert Battaglia, We Teach. Call 353-4500 for more information.

## TOM HALBEISEN

**GOOD YEAR**

1673 Livemont  
N. of Maple  
362-0350

**TROY**

835 Haynes  
At Hamer  
647-3370

**BIRMINGHAM**

201 E. Eleven Mile  
W. of I-75  
548-0110

**ST. CLAIR SHORES**

31080 Harper  
1 Blk. South of 13 Mile  
263-1110

**ROYAL OAK**

201 E. Eleven Mile  
W. of I-75  
548-0110

---

### ALL GOOD YEAR TIRES

**20% to 30% OFF RETAIL EVERYDAY**

**\*100% CUSTOMER SATISFACTION\***

**OUR FACTORY OUTLET CORNER**

GOOD YEAR TIRE	RETAIL PRICE	% OFF	OUTLET CORNER PRICE
P205/75R15 Wrangler Blk	115.50	-50%	<b>57.55</b>
P205/70R15 Invicta GA Blk	111.05	-35%	<b>72.18</b>
P205/70R15 Invicta GA NW	117.05	-35%	<b>76.08</b>
P235/75R15XL Wrangler HT Blk	130.20	-35%	<b>84.63</b>
31X1050R15 Wrangler RT/5 Blk	144.40	-35%	<b>93.86</b>

**CERTIFIED AUTO SERVICE**

**SAME DAY SERVICE**

**NATIONWIDE WARRANTY**

**BRAND NAME PARTS**

**ASE CERTIFIED TECHNICIANS**

**FREE TIRE ROTATION**

WITH LUBE, OIL & FILTER

**Kendall \$17.95**

MOTOR OIL

**10% OFF ANY BRAKE WORK**

Free in The Production  
 1-800-853-0844 • Free Diagnostic Charge  
 With Goodwill • Expires 2/27/93

## Michigan Eyecare Institute.

### Eye Specialists with a Vision.

As founders of The Michigan Eyecare Institute, Dr. William Myers and Dr. Mark Rubinstein have been at the forefront of ophthalmologic breakthroughs.

Dr. Myers is the first ophthalmologist currently practicing in Michigan to utilize Radial Keratotomy — the breakthrough procedure to correct nearsightedness.

In addition Dr. Myers and Rubinstein were the first ophthalmologists in the state to develop or utilize:

- YAG laser surgery for treatment of secondary cataracts.
- Nova Curve lens, designed especially for the YAG laser surgery.
- Excimer laser surgery for treatment of glaucoma.

Drs. Myers and Rubinstein conduct courses in surgery and have lectured on their state-of-the-art surgical techniques to other physicians throughout North America, Europe, Russia and the Far East. If you are nearsighted, farsighted, or suffer from cataracts or glaucoma, The Michigan Eyecare Institute can help.

For more information call us at one of our four convenient locations for a free screening.

SOUTHFIELD: 29877 Telegraph, Suite 100 352-2800 1-800-248-0463

LIVONIA: 14555 Levan, Suite E 101 464-7800

DEARBORN: 5050 Schaefer 382-7440

DETROIT: Fisher Building, Suite 874 872-2020

**6 MONTH CD**

**4.00%**

\*Annual Interest. Penalty for early withdrawal.

---

**MONEY MARKET**

<b>3.56</b>	<b>3.50</b>
% YIELD	% RATE
Variable Liquidity, Compounded Monthly	

---

**Sterling**

**bank & trust**

Birmingham 646-9787	Livonia 462-0788
Clawson 435-2840	Southfield 355-2400
Dearborn 274-3030	Waterford 674-4901
Grosse Pointe 882-2880	W. Bloomfield 855-6644

**CHIMNEYS**

- Cleaned
- Screened
- Repaired
- New

**ROOFS**

- Repaired
- Re-Roofed
- New
- Leaks Stopped

Licensed & Insured  
 Guaranteed

Senior Citizen Discount

Carney Dondosian's  
 CROWN CONTRACTING, INC.  
 42910 W. 10 Mile, Novi  
 427-3981  
 SINCE 1952