

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 & Eclectic Newspapers, 36251 Schoolcraft, Livonia 48150.

Nearly 900 graduates and some 4,000 family members and guests attended the Lawrence Technological University's sixty-first commencement exercises at the Michigan State Fairgrounds Coliseum in Detroit. The commencement address was presented by Jack W. Schmidt, of Bloomfield Hills, immediate past president of the Society of Automotive Engineers-International, who received the honorary degree, Doctor of Engineering.

Lawrence Tech also honored three others. John P. Cullen, of West Bloomfield, president and CEO of St. Joseph Mercy Hospital, Pontiac, received the University's 1993 Alumni Achievement Award. Edgar E. Parks, of Bloomfield Hills, recently retired chairman and CEO of Albert Kahn Associates, received the honorary degree, Doctor of Architectural Engineering.

Dr. Richard E. Marburger, of Southfield, who retires June 30 after 16 years as president of Lawrence Tech, received the honorary degree, Doctor of Engineering.

Arthur Andersen is pleased to announce that Eiji Mizutani of West Bloomfield has joined the firm as an audit manager in the International Business Practice. He is a native of Japan and specializes in providing accounting, tax and business advisory services to Japanese companies with operations in the United States. Mizutani is based in the Detroit office and will serve clients through the firm's offices in Michigan and Northwestern Ohio.

John Rokleki was hired as a new copywriter for the Du Pont account at Young and Rubicam.



Jack W. Schmidt

Catherine Paulson was hired as a keyliner.

In the finance department, Marsha Nelson was promoted to client budget manager.

On the Lincoln-Mercury Dealer Association account, Eric Davies was promoted to operations account executive for the Northeast and Southeast regions.

Decca Angus was promoted to account executive for the Lincoln-Mercury Division account. Previously, Angus was a traffic coordinator for the account.

Susanne Hensel-Goodwin has been hired as an account supervisor assigned to the North American Automotive Operations (NAAO) and Ford Division accounts at Wunderman Cato Johnson Detroit. Previously, Hensel-Goodwin was an account executive with Leo Burnett Company in Southfield.

Terry Ayrault was promoted to junior copywriter. Before his promotion, Ayrault was a traffic coordinator for a variety of WCJ accounts including Lincoln-Mercury and Ford Merchandising and NAAO.

Peggy Sloma has been promoted to account supervisor at Goldfarb & Company in Southfield. Her responsibilities will include the supervision of the agency's AT&T Phone Centers account.



John P. Cullen

Sloma, who joined the agency in 1986 has advanced through a number of positions. She started as an Administrative Assistant and became an Assistant Account Executive. She was, most recently, the Senior Account Executive on the Phone Centers account.

Rob Weekes of Birmingham has joined cruising World and Sailing World as Midwest sales manager for non-marine accounts working from the Detroit office.

Both magazines are published by NYT Sports/Leisure Magazines.



Edgar E. Parks

Weekes was previously senior Detroit advertising manager for car and Driver Magazine from 1989 to 1993 and account supervisor at Lintas; Campbell-Ewald for two years.

Robert Solomon & Associates has announced the promotions of Heidi Spiegel and Nick Thomas respectively.

Spiegel of Bloomfield Hills has been named Media Director and will supervise the planning and placement of all broadcast media. Thomas has been named account executive for the motion picture group and Star Theatres,



Dr. Richard E. Marburger

overseeing all advertising campaigns for the agency's film studio accounts and Star Theatres.

Spaulding for Children, celebrating 25 years of service to Detroit area children, has elected E. Delbert Gray, Ph.D., as president of its board of directors and announced Dennis Callahan, Ernestine Moore, Diane Smalley Norman and Shonnane Townsend Sealley as new board members.

Gray, a Southfield resident, is the director of the State of Michigan Department of Commerce's Minority Business Enterprise, whose mission is the creation, ex-

pansion and retention of minority businesses.

Callahan, of Grosse Pointe, is president and CEO of Crowley Milner Corporation of Detroit.

Moore, of Detroit, a self employed attorney and social worker, is president of Ernestine Moore & Associates, Human Service Program Consultants.

Norman, a Farmington Hills resident, is Assistant to the Pastor, Youth and Neighborhood Related Ministries, at Harford Memorial Baptist Church in Detroit.

Townsend of Southfield is a managing attorney at the UAW Legal Services Plan for the General Motors Division in Warren.

Spaulding for Children, a nationally recognized child welfare agency, finds permanent families for children with special needs, supports families through difficult times and educates thousands annually in the adoption process.

Joan Miszak has been named director of Human Resources in Troy-Kelly Services Major Markets Division.

In her new position, Miszak is responsible for defining and executing an overall human resources strategy to support the company's business objectives.

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