

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, 36261 Schoolcraft, Livonia 48150.

Raising Mr. Bulky

Mr. Bulky Treats & Gifts is Rubin's second successful entrepreneurial venture. He founded and ran Circus World, a toy shop, for nearly 20 years before selling all 166 of those stores in 1982.

Two years later, Rubin purchased a minority interest in Mr. Bulky, a company that spurred processed, brand name, prepackaged food products and gave consumers the ability to buy exactly as much as they wanted from storage bins on site.

In 1987, Rubin bought out his partners and took over day-to-day control and management of the company.

There are similarities and differences in selling toys and treats, Rubin said.

"Aside from the fact that both are fun businesses, which is one criteria I have in any business venture I get involved in, . . . candy appeals to more than just children. Our buyers in candy can range in age from five years old all the way up to 75 years old."

Rubin grew his business by offering franchise opportunities, establishing company stores, constantly monitoring and studying his customer base, acquiring sophisticated information systems, and at one time, retailing retail expertise from other investors.

At the beginning of this year, Mr. Bulky Treats & Gifts had 71 corporate outlets and 90 franchise stores, each about 1,500 square feet located in regional malls. Some 2,000 are employed at headquarters in Troy and in company stores.

Rubin projects sales this year of \$75 million and 50 more store openings.

"We think there's another 2,500 more locations that could satisfy opportunities like ours," he said. "I think future growth will come from internal financing."

"Our mission is to have the right product at the right price at the right place at the right time," Rubin said. "I think that comes with surrounding yourself with first-class personnel that signs on to the same mission and sings the same song every day."

New Boston's Peter J. Glnab Jr. was appointed to the 'President Council,' an elite planning and advisory board of Alexander Hamilton Life in Farmington Hills. Glnab will attend a top-level sales planning conference in Paris, France to study financial planning trends for personal and business insurance.

Gary Hoelst, Associate General Counsel has been promoted to the Director level at Allnet Communication Services, Inc. in Bingham Farms. Hoelst will continue to be responsible for drafting and reviewing commercial contracts, leases, corporate policies, compensation plans and other legal instruments.

Glen H. Willson of Farmington Hills has been named general motors business unit manager for teleflex automotive group, based in Troy. Willson will have overall responsibility for sales and engineering of the Teleflex product line to General Motors divisions.

The Yellow Pages Publishers Association (YPPA), and the newly formed Association of

Directory Marketing (ADM), are taking steps to strengthen the level of cooperation within the Yellow Pages industry through the appointment of James C. Logan, Jr., president of YPPA, to the ADM Board of Directors and Herb Gordon, president of ADM, to the YPPA Board of Directors. Logan and Gordon will co-chair the newly formed Marketing Task Force to improve the attractiveness of the medium to advertisers.

Ameritech Publishing Inc. in Troy recently named two new directors: Brad Davis of West Bloomfield, director brand management - consumer segment, and M.J. (Ron) Leskiw, general manager, sales merchandising.

Davis will be responsible for API's core branded products, new product offerings within the core brand, as well as the expansion of existing products through extensions and enhancements, Michigan Chapter, Inc.

Moore will be responsible for the implementation of API's marketing and promotional programs in the recently created sales merchandising department.

WDIV-TV news anchor Emory King was appointed to the Board of Trustees of the National Multiple Sclerosis Society, Michigan Chapter, Inc.

King served as the Honorary Chairman of the MS Walk, promoting the MS Society and the MS Walk through news broadcasts and public service announcements aired on WDIV.

Fruehauf International Ltd., Southfield-based Fruehauf Trailer Corporation's international unit, recently appointed three veteran Fruehauf employees to key executive positions.

Alex K. Hoover was named managing director of Fruehauf de Meidco, a wholly owned subsidiary of Fruehauf International Ltd. and Meidco's leading trailer manufacturer for more than 30 years.

Darl D. Sanford has been named Fruehauf International Limited's director of manufacturing services - Latin America & Asia.

Richard W. Matero was named Fruehauf International Ltd. export parts manager.

Community activist Carolyn Moore has been appointed to the Board of Trustees of the National Multiple Sclerosis Society, Michigan Chapter, Inc.

Moore was Public Health Nursing Supervisor for the city of Detroit. She has also served in a number of capacities with Detroit Country Day School, as a board member for the Grace Hospital Guild, and as a volunteer for Cornerstone Schools in Detroit.

Nancy Kling of West Bloomfield, has been appointed to the position of design director at WJBK-TV 2. She is responsible for the graphic look of the station and supervising the design staff

to meet the on-air and print needs of the news, programming, promotion and sales departments.

H. Samuel Greenawald, senior vice president of Michigan National Bank, has been appointed to the Board of Trustees of the National Multiple Sclerosis Society, Michigan Chapter, Inc.

Todd A. Wyett has been named General Counsel of Arbor Drugs, Inc. in Troy.

As General Counsel, Wyett oversees all legal and public reporting activities of Arbor Drugs, in addition to serving as the legal liaison between the company and its outside counsel.

Nemes Allen & Company, a Bingham Farms-based certified public accounting firm has announced the appointment of Denise K. Wilcox as Manager of Information Services.

The Comark Group Incorporated, the corporate design unit of Anthony M. France, Inc. public relations consultants, welcomes Donald E. McLean of Farmington Hills as a principal of Comark.

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Best Buy prepares to fill vacuum left by Highland

BY GERALD FRAWLEY
STAFF WRITER

Nature abhors a vacuum. So, apparently, do electronics and appliance stores.

Just a few short months after Highland Appliances began liquidating its stocks under bankruptcy, a new electronics store is poised to enter the southeastern Michigan market — and it's looking for help.

Minneapolis-based Best Buy Co. Inc. a leading consumer electronics/major appliance retailer, will open its first store in the Detroit area this fall.

The company will begin interviewing job applicants during job fairs next week for more than 400 positions full and part-time positions for six locations.

Best Buy will accept applications from 10 a.m. to 8 p.m. through Friday, July 2 at the following locations: Southfield — Holiday Inn of Southfield, 26555 Telegraph Road; Westland — Holiday Plaza, 8509 North Wayne; Ann Arbor — Village Center, 3115 Ann Arbor-Saline Road; Utica — Comfort Inn, 11401 Hall Road; Grosse Pointe — Regional Mall Shopping Center, 35507 Grosse Pointe.

Southgate — Southgate Shopping Center, 14850 Dix Toledo Road.

Additional job fair information can be obtained by calling the special job fair hotline at 1-800-458-3258.

Best Buy will interview for the following positions: audio/video/computer/appliance product experts for department supervisors and senior product specialists; sales associates (non-commissioned); consumer service supervisors and representatives; in-store technicians; cashiers; shipping receiving supervisors;

shippers/receivers; music and computer software supervisors and stockers; store security personnel; car installation technicians; home delivery drivers; and merchandise service technicians.

Best Buy is the nation's second largest consumer electronics and major appliance retailer. The company, now in its 27th year of business, sells nationally-recognized, name brand, specialty consumer electronics, home office products, major appliances, entertainment software and photographic equipment in 117 locations in 16 states.

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Peek in the attic. Old insulation can drive energy bills through the roof.

Examine gutters. Replacing an old system can increase financial drainage.

See what's on top. Old or weathered shingles can spring more leaks in your cash pool.

Inspect foundation. Cracks or holes open the door to unwanted guests.

Scrutinize finances. Be sure your monthly payment fits the bill.

Check windows. Replacement costs can spoil your view.

Consider what's inside. An old furnace could cost an unexpected chill through your household.

You've probably heard it before. Buying a home is one of your biggest lifetime decisions. So to help ensure you make the right move on a new house, we've put together the First of America Homelight Homebuyer's Handbook. It's our way of helping you take that big step with a solid foot hold on the facts. The handbook includes tips on what to look for (and what to look out for) when you're house hunting. It also covers your financing options—like our conventional mortgage programs with fixed and variable rates. Plus you'll find information on flexible financing choices like FHA and VA.

So before you make the big decision, call 1-800-735-1196, or stop by any First of America-Southeast Michigan branch office for a Homelight Homebuyer's Handbook. With everything you need to know about buying a home, it's the first place you should look before settling on your dream house.

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firm has grown at an annualized compound rate of 73 percent since then, said Leta Hernan, marketing director. Revenue last year reached \$33 million.

Some 620 employees work out of corporate headquarters in Farmington Hills, at subsidiaries in Chicago, Bridgewater, N.J., San Francisco, Atlanta, Washington D.C. and London, England, or directly with clients in their plants and offices, Vattikuti said.

"I felt the market was pretty much ready for this (Complete Business Solutions) based on my experience that not a lot of national companies can meet demands with quality resources," he said.

Responsiveness is the key to business success, Vattikuti maintains.

"Customers out there are desperate," he said. "Overall, to compete globally, they need computer systems. Our strength is to move quickly."

Complete Business Solutions has developed computer systems for applications in the automotive manufacturing, banking, retail and insurance claims processing areas.

"We're recognized as experts in some areas and we carved a niche and grown in those areas — state government, revamping child-support systems, welfare systems, DNR, transportation systems," he said.

Vattikuti said his first big job and big break was a five-year program to develop a major financial computer network for an international company headquartered in Belgium. Friends put him on to that opportunity, he said.

Nearly 30 of 60 people he recruited for the project eventually went to work directly for the client, he said.

Vattikuti shies away from long-term debt, preferring to grow by reinvesting profits. He said his goal is to reach sales of \$43 million this year and \$100 million within five years.

"Our profits are at or above the industry average," said Tim Manney, chief financial officer. "We're investing profits back into the company for training and systems."

Vattikuti earned a degree in electrical engineering in his native India and a master's in computer engineering from Wayne State University.

Why did he go into business for himself?

"Self-fulfillment, freedom and challenge," he said.

Vattikuti is married to Padma and father to Abhinav and Tanvi.