

SUBURBAN
BUSINESS
LEADERS

Chuck Sherwin of Rochester Hills, operations analyst at Grace Hospital, is the recipient of the Health Services Administration Director's Award from the University of Detroit Mercy. Sherwin was honored for his demonstrated scholarship and leadership.



Hack

Roney & Co. general partner Paul A. Hack, earned the designation of Certified Investment Management Consultant from the Institute of Investment Management Consultants. Hack, an account executive at Roney & Co.'s Farmington Hills branch, is just the second professional in Michigan to receive the designation.



DiCusseppo

Hydro Aluminum Bohn has appointed T.J. "Ted" DiCusseppo of Bloomfield Hills to the position of vice president, sales and marketing for Hydro Aluminum Automotive Structures and Raymond J. Sartini of Farmington Hills as vice president, sales and marketing for Hydro Aluminum Automotive Structures.



Sartini

Dianna Pauley has been named marketing director at RE/MAX of Michigan. She will be responsible for market research, development and analysis leading to new franchise sales.



Pauley

Jane Zahorchak was promoted to accounting manager of The Palace of Auburn Hills. Her responsibilities will include overseeing account payable and accounts receivable and treasury finances, including cash management and insurance for the Pistons and the Palace organizations.



Zahorchak

Ameritech Advertising Services, formerly Ameritech Publishing Inc. has named Duane Watts, director of advertising services, a position in which he will be responsible for coordinating the development and execution of advertising communications. Also at Ameritech Advertising Services, Roger Johnston has been named director of research, a position in which he will be responsible for the design, planning execution and reporting on market research.



Johnston

Raymond R. Jrunccek joined Findlay Industries in Troy as marketing manager. He had been with General Motors' Oldsmobile division for 24 years. Findlay Industries is a supplier of seats, trim panels and headliners to vehicle manufacturers.



Prosser

Gary Prosser of Troy was named vice president of corporate operations with the Coffee Beanery Ltd. He will be responsible for the supervision and management of all corporate retail store operations. Prosser had been director of food operations with the Kmart Corp.



Jrunccek

Jack Bick was named publisher of Corporate Detroit magazine in Southfield. He will oversee the operations of the regional business publication. He had been publisher of the Dallas Business Journal from February 1990 through June 1992.



Bick

Irene Kiefer joined Michael Flora & Associates in Troy as senior account executive. She will be responsible for the Heeslop's, American Transmissions and Macaulay's Office Product accounts. She had been an account supervisor for the Ford account with J. Walter Thompson.



Kiefer

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, 36261 Schoolcraft, Livonia 48160. There is no charge.

MARK
D'ALLEVA

What is it? D'Alleva, 37, a West Bloomfield beauty expert, creates looks and images for some of the area's most prominent and influential businesswomen — when they need them. Example: Julie, a General Motors executive, has been up all night preparing a major presentation that she has to deliver to the board of directors the following morning. She can probably drag herself out of bed in time, but getting her hair, makeup and wardrobe just right may be a little rough. She calls Mark for a "pop-in." He will meet Julie at 8 a.m. and make her confident and attractive in time for the presentation.

What else: D'Alleva not only will create the right look for you, he will teach you to maintain and enhance it.

Who is it for: Although, D'Alleva's shop is open to all — "Everybody needs an image," he says — he specializes in high-profile businesswomen and those starting their careers.

What's so special: D'Alleva knows which looks work for the various corporations. He knows that GM tends to be more understated in its fashion preferences than Ford and Chrysler. He knows how to give a woman a sense of power without diminishing her femininity.

The mastermind: D'Alleva has 16 years of experience as a hairdresser and makeup artist. He's studied with re-



STAFF PHOTOS BY GUY WARRIN

nowned beauty experts all over the world.

The germination: With the Big Three, Kmart and other major businesses and corporations headquartered in the area, D'Alleva knew there would be a need for his services. "Women today are taking the top spots in all fields," he said. "And with the rise in competition between men and women, women need more than just a haircut. We maximize the clients' ego

and make them confident that their look will fit the environment they are in."

The cost: Consultations are free, but figure around \$200 for the total package. Figure \$45-\$50 for the hair, \$40-\$150 for color or perm and \$40-\$50 for makeup.

The availability: D'Alleva's shop is at 6219 Orchard Lake Road, north of Maple in West Bloomfield.



Image: Judge Kathy Maher is one of D'Alleva's upscale clients.

what a
CONCEPT

BY CHRIS MCCOSKY
STAFF WRITER

Sometimes you hear an idea and you just want to kick yourself. "Why didn't I think of that?"

That's what provided the impetus for this page. Featured here is just a small sampling of the many creative and ambitious business minds that are at work in the Observer & Eccentric area. These are people who have taken an existing business practice, or an existing product, and put their own spin on it.

We've chosen four, we could have chosen 40.

Mark D'Alleva, a beauty expert, peered inside of some of the largest corporations in the world to find out what looks, styles and attitudes worked and didn't work for the professional woman.

Gayle Smith and Cynthia Ann Wheaton have taken the maid service field to new dimensions.

Laura Hampton Bostick not only came up with a unique new greeting card, but she's using it to help disadvantaged children.

And Merrill Shapiro has invented something that should make him a hero among all bird lovers.

What a concept!

JOHN STORMZAND/STAFF PHOTOGRAPHER



JOHN STORMZAND/STAFF PHOTOGRAPHER

NANNY AND THE
PROFESSIONAL

What is it: A complete personal service company. Services include house cleaning and laundry, nanny service, party and special event planning, serving and clean-up, house sitting (mail and newspaper pickup, plant care, lawn maintenance and security checks), pet care services, errands and shopping — basically, they do everything.

What is it for: For the busy (and wealthy).

Who can use it: Anyone.

What's so special: The diversity of the services and the fact that they are specifically tailored to the clients' wishes and needs. Some services can be set up on a routine basis, others on an emergency, on-the-spot basis.

The masterminds: Sisters Cynthia Ann Wheaton (pictured above) of Auburn Hills and Gayle Smith of Rochester Hills.

The germination: Said Smith: "I just knew there was a need for this. There are so many dual-career families and people with busy careers who don't have the time to take care of that and everything else in their lives."

The cost: It's flexible and negotiable. You can get hourly, daily, weekly, even monthly packages. Basically, the cost is \$30 per hour for a two-person cleaning, \$15.50 per hour, per worker for parties (planning is free), \$15.50 per hour for miscellaneous services.

The availability: Nanny and the Professional is based in Auburn Hills and services virtually all of Oakland County. Call 373-8557 for an appointment.



DAN DEAN/STAFF PHOTOGRAPHER

THE GUARD

What is it: A lightweight, wire device that hangs from tree branches and is harmless to plant and animal life.

What is it for: Used in combination with baffles above or below bird feeders, The Guard prevents squirrels from jumping into feeders and eating the seed.

Who can use it: Bird enthusiasts who can pinpoint exactly how squirrels attack their feeders.

What's so special: This product could resolve a major, major irritation faced by most bird feeding hobbyists at home. Also, the inventor, Merrill J. Shapiro, a West Bloomfield resident and certified public accountant, and the manufacturer, Rox Hiday, a production engineer in Kentucky, have never personally met.

The mastermind: Shapiro. "Squirrels are too smart. They know they can't get through The Guard. Birds have never

flown into it and got hurt. Birds, when they feed, do spray seed. Squirrels will feed from the ground. It's not like we're depriving squirrels from eating."

The germination: Shapiro grew tired of watching squirrels get fat at the expense of birds with his feeders. He wanted to develop something that wouldn't hurt the squirrels, but keep them away.

After a couple years of study and testing, he came up with a screen device that squirrels see and either decline to attack or, if they do attack, they swing on the screen and can't generate enough momentum to jump from there to the feeder.

The cost: About \$3.

The availability: When in stock, at Wild Birds Unlimited in Farmington Hills (489-4004) and Rochester Hills (852-5220).



JOHN STORMZAND/STAFF PHOTOGRAPHER

CARE
TUNES

What is it: A greeting card that presents its message in the form of a song on a cassette. Example: An anniversary card which features "Through the Years" by Kenny Rogers. The words are written on the left side of the card and the cassette is built into a compartment on the right side.

Who can use it: Everybody.

What's so special: All of the profits from these greeting cards will be donated to various children's charities, one of which is the Rainbow Connection, a non-profit group that grants wishes of children with life-threatening illnesses.

The mastermind: Laura Hampton Bostick of Troy.

The germination: Bostick: "I was working with the Rainbow Connection and I just got so frustrated with the lack of funds that it was breaking my heart. One day they were going to come and take our rental furniture away and I thought, 'How can they let this happen to people who are doing so much good?' I thought there just had to be a way we could generate some money without bugging the same people and getting all the doors slammed in our faces. That's when I thought of Care-Tunes."

The cost: \$6.95 per card.

The availability: The cards are expected to hit the market by the beginning of 1994 and will be available at local card and gift shops. For more information, call Bostick at 841-5227.