

SUBURBAN BUSINESS LEADERS



Dawson



Pruneski



Gower



Rosseter



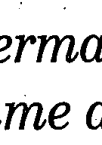
Gerard



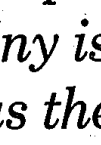
Soave



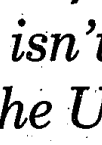
Roy



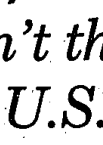
Chelka



McCreedy



Murphy



Clifton



Brown



Green



Levell



Samuels

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.

Dennis R. Dawson has been appointed general counsel, Nipponese America, Inc. in Southfield and will be responsible for corporate legal affairs. Nipponese America produces automotive components.

James C. Pruneski of Rochester has been appointed president of Kelsey-Hayes ABS — Europe. He will be responsible for the company's rapidly expanding anti-lock brake systems business in Europe.

Shelly L. Gower of Farmington Hills has been promoted to manager in the audit department of the metropolitan Detroit office of the international accounting firm Grant Thornton.

Frederick J. Nielson has been promoted to vice president of Denny's operations with responsibility for more than 500 Denny's restaurants. HE will be based in the regional office in Troy.

Frederick "Bud" Krause has been named executive vice president at Robert Solomon and Associates in Bloomfield Hills.

Julie Ann Ogar has joined Commercial Inc. in Pontiac as production manager.

Steve Drexel, director of membership acquisition for the Institute of Management Accountants and is employed by Kelly Services, Inc. in Troy, had his manuscript entitled "Kelly's Automated Lockbox Network" published in the July 1993 issue of Management Accounting magazine.

Susan Paul has been promoted to vice president, director of office services at CMB-KHBB Advertising in Southfield.

metroParent Magazine of Southfield has named Sam Doumanian as editor.

Dona Woll of Southfield has joined Rose Public Relations in Bloomfield Hills as public relations assistant.

Kenneth J. Matzlik, vice president and hospital director, William Beaumont Hospital has announced the promotions of Robert Milowaki to associate hospital director and Edward Grimes to assistant hospital director.

Michigan National Bank recently announced the promotion of John Regan of Troy from second vice president to vice president.

Gretchen A. Wnukowski has been added to the marketing department team at MVP Communications Inc. in Troy.

Kimberly Lifford of Southfield has joined Young & Rubicam Detroit as a client accounting coordinator.

Robert E. Rosseter, president of Lear Seating Corporation, announced the appointment of Michael E. DuRoss as director of purchasing at the company's Southfield headquarters.

Mike H. Silmet, printing technology teacher at Oakland County Technical Center Southeast Campus in Royal Oak, has been chosen by a committee of teachers and administrators as Technical Education Teacher of the Year and John Daezner, director of the Oakland County Technical Center Southeast Campus, has been chosen as Technical Education Administrator of the Year.

Duane Banyal has been promoted to senior manager in the tax department of the metropolitan Detroit office of the international accounting firm Grant Thornton.

Kevin T. Keeseo has been appointed as a principal at Keeseo & Associates, a Birmingham based firm specializing in international financial packaging and global strategies.

Carolyn E. Bruns, LUTCF, 30180 Orchard Lake Road, Suite 400, Farmington Hills, Representative for the Century Companies of America, has received the 1993 National Quality Award from the National Association of Life Underwriters.

Bruce Ballard has been named senior vice president by Smith Barney Shearson Inc. Ballard is associated with the Smith Barney Shearson Inc. Southfield Investment Center at 4000 Town Center, Suite 1600.

GMI Engineering & Management Institute has promoted Birmingham resident Dorothy Winsor, communication to professor.

Smith Security in Troy has announced the addition of James M. Copas as director of business development and Forrest L. Cooper, CFP as senior account manager.

West Bloomfield resident Steven J. Kue of the Southfield office of First of Michigan has been promoted from assistant vice president to vice president — investments.

Michael L. Gerard, a senior marketing consultant at Grubb & Ellis of Southfield, has achieved the SIOR designation awarded by the Society of Industrial and Office Realtors, an international association of professional commercial real estate brokers.

Donald S. Glover has been promoted to director of product engineering and development for Brass Craft Manufacturing Co. in Southfield.

Melvin Stokes has been named Quality Achiever of the Month at Farmington Hills-based custom material handling company Jervis B. Webb Co.

Money Mailer of Michigan-Northwestern Ohio based in Bingham Farms has hired Karen Cole as graphic artist.

Gary S. Gertler has joined the Farmington Hills commercial and retail collections law firm of Ronald B. Rich and Associates.

Bob Hays has joined Music Technologies International, Southfield-based in store audio company, as director of technical services.

Carolyn Samuels has been

promoted to account supervisor as Yaffe & Co., one of Michigan's largest advertising agencies.

Khris Shaffer of Birmingham has joined the planning group at Southfield-based GMB-KHBB Advertising as vice president, senior planner and an officer of the company.

Tom Stumpo of Farmington Hills has been named regional manager for the National Association of Manufacturer's Michigan Ohio office.

Rita Rochlen has been promoted to vice president, information more than geographic. Even more than jumping from one 'corporate culture' to another, as Fortune magazine might put it. Germany, as it turns out, takes big business ethics seriously.

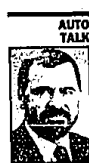
For those who have not been following the saga of Mr. Lopez, the story started with a dry, bean counting kind of guy brought in as hired gun from GM's European operations to cut costs. His methods, mainly tearing up contracts and demanding price cuts from suppliers, ranked more than a few, which would be expected.

In retrospect, it also wasn't too surprising that he ended up tearing up one last contract — his own — in a bewildering exit from GM in favor of a juicier job at Volkswagen.

All that would have been a minor blip in GM corporate politics, save for the significant number of executives who chose to follow Lopez to VW. The brain drain was quickly followed up by GM charging that along with the loyalists, Lopez had taken along some top-secret GM documents.

Now, in a country like the U.S. that merely writes off a trillion or so in questionable bank loans as part of the 'national debt,' the idea of prosecuting for a couple of missing papers seems ludicrous.

VW's Lopez finds Germany isn't the same as the U.S.



DAN MCCOSH

Waking up to the sound of FBI agents rummaging around in the office downstairs is not a familiar experience to many U.S. auto executives, but that is pretty much what is going on in Germany these days, the aftermath of former GM purchasing czar Ignazio Lopez eloping from GM to Volkswagen at the beginning of the summer.

The move from Bloomfield Hills to Wolfsburg was something more than geographic. Even more than jumping from one 'corporate culture' to another, as Fortune magazine might put it. Germany, as it turns out, takes big business ethics seriously.

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The Germans, however, aren't laughing.

For one thing, VW is at least partly a state-owned company, with a separate board of directors representing the public investment. Lopez reports to a management board, and that board, is, if not in turmoil, at least unsettled.

Secondly, the track record of Germany enforcing the integrity of its banks, and by extension, its major corporations, is a hard fact indeed, with prison sentences commonplace for charges that in the U.S. would be marginal civil suits.

The German government is interpreting GM's charges against VW as something that ultimately will affect German national interests, not the least of which is the pending U.S. trade pact with Mexico, where VW currently manufactures most of its cars bound for the U.S.

GM itself is also nearly as important to the German economy as VW, mainly because of its extensive Opel operations.

All of which begins to explain the involvement of the German government and the police investigation of GM's charges.

As for Lopez, he finally admitted he did see some strange papers when he unpacked his stuff, but he didn't read them and shredded them immediately.

Like he didn't inhale.

Dan McCosh is automotive editor of Popular Science magazine. If you have a comment, question or suggestion concerning Auto Talk, write to Dan McCosh, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150, or you can call him directly by dialing 953-2047, mail box number 1870, on a touch-tone phone.

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