

BUSINESS

SUBURBAN BUSINESS LEADERS

James S. Roth has been named president of MascoTech Stamping Technologies. In his new position, Roth will oversee MascoTech Stamping Technologies operations, including 1,100 employees at 16 sites in three states. He was previously senior vice president of the Budd Company, serving as president of its stamping and frame division.



Roth

Thomas E. Doyle of Farmington Hills has been named partner in the accounting department of the Southfield-based consulting and accounting firm Plante & Moran. He was previously an associate in the department.



Doyle

Dottie Pekarek of Beverly Hills has achieved the position of independent sales director for Mark Kay Cosmetics, Inc. As sales director, Pekarek will provide training, guidance and leadership and motivation to other Mary Kay independent beauty consultants.



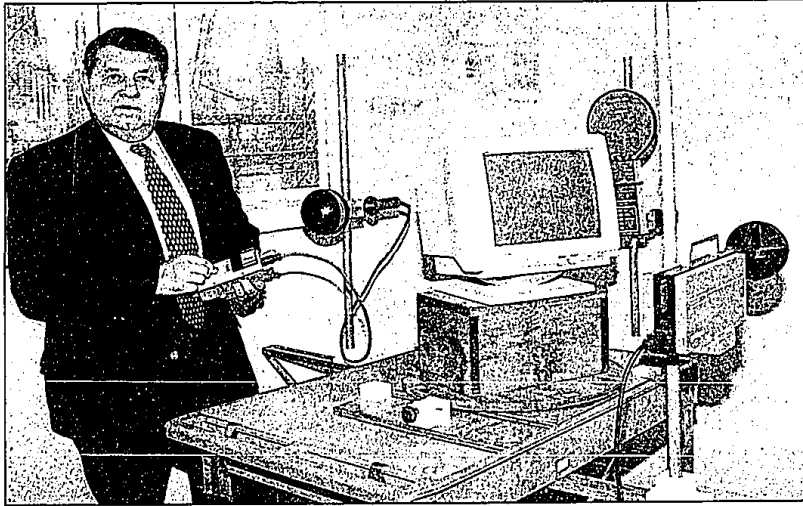
Pekarek

James H. Vandenberghe has been promoted to executive vice president and chief financial officer of Lear Seating Corporation. He continues as vice president—finance and secretary, a position he has held since 1988.



Vandenberghe

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, 38251 Schoolcraft, Livonia 48150. There is no charge.



ART EMANUELE/STAFF PHOTOGRAPHER

Check up: Robert Craig, president of Magnagard Laboratories in Livonia, believes growing health concerns will prompt increased monitoring of the radiation levels in the work place.

Selling piece of mind computes

By GERALD FRAWLEY
STAFF WRITER

Odda are, if you're in an office, there is one right next to you.

We're talking computers, or more specifically, computer monitors. And although there is no hard evidence, there are growing concerns that monitors may be ticking time bombs.

Fact: All monitors give off some degree of electromagnetic radiation.

Fact: Electromagnetic radiation has been linked to cancer, miscarriages in pregnant women and other medical ailments.

Fact: There are an estimated 75 million computer monitors perched on office desks, in homes and in schools.

Supposition: We may have a problem here.

Robert Craig, president of Magnagard Laboratories in Livonia, has — if not all the answers — part of a solution and a little peace of mind.

"There are millions of monitors that are a potential health hazard," Craig said. "What we do is test them to make certain they meet certain standards — and if they don't, we can

shield them.

"When we first started this company, I would make calls and people didn't want to talk about (ELF and VLF electromagnetic radiation). Now when I call, I may not sign a contract, but people want to talk.

"I think in the future — the near future — people will want to test."

Going mobile

Magnagard Laboratories has introduced a mobile work station that enables technicians to quickly and accurately test monitors for very low

frequency (VLF) and extremely low frequency (ELF) electromagnetic radiation on site — meaning at the office.

Prior to this innovation, companies interested in testing monitors would have to pack up and ship the monitors to a testing center, wait for testing, and then have them shipped back.

In addition to testing monitors, Magnagard Laboratories also can add shielding to those monitors that are

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Customer focus as a goal escapes survey respondents

Is it genuinely improved service or just lip service?

Becoming more responsive to customer needs has become the goal for many companies, but a survey done by the Corporate Calling Center of Detroit seems to indicate that business is not making a concerted effort in that area.

"Michigan customers do not feel that their opinions have a significant impact on the quality of service provided by the businesses on which they rely," according to the CCC.

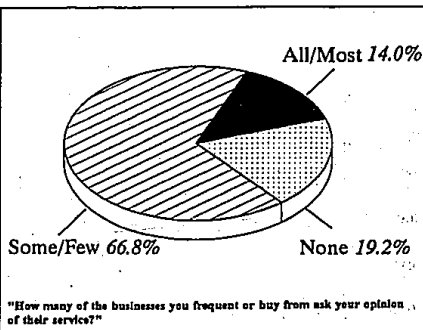
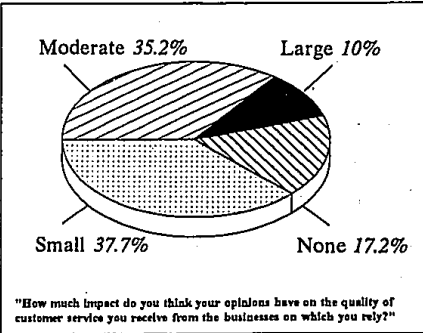
"Specifically, 17.2 percent of respondents said that their opinions have no impact, 37.7 percent said their opinions have only a small impact, and 35.2 percent said that their opinions have a moderate impact on improving customer service. Only 10 percent of respondents feel that their opinions have a large impact."

Survey respondents believed businesses choose not to solicit their opinions. Fourteen percent indicated that all or most of the businesses they patronize ask for feedback while 66 percent say only some or a few seek their opinions. More than 19 percent said that none of the businesses they patronize ask their opinions.

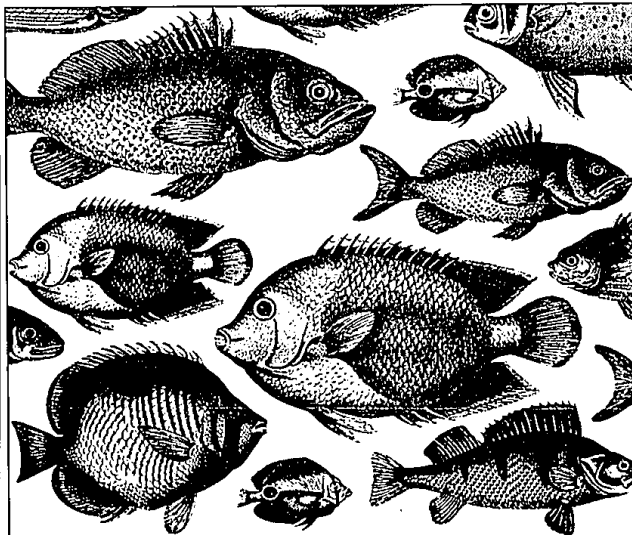
A cross-tabulation of the two questions showed that, of the customers who say that all or most of the businesses they frequent ask for their opinions, more than two-thirds believe their opinions have a large or moderate impact on service quality.

Conversely, of those who said that none of the businesses they buy from ask for their opinions, less than one-third believe their opinions have large or moderate impact.

The CCC survey was based on interviews with 490 Michigan residents during June, using random digit dialing to select respondents. Margin of error is plus 3 percent.



Customers do not feel that their opinions have a significant impact on the quality of service provided by the businesses on which they rely.



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