

BUILDING & BUSINESS

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BUILDING & BUSINESS SUBURBAN STARS

Suburban Stars highlights promotions, transfers, hirings and other key personnel moves within the suburban business community. Send a brief biographical summary — including the towns of residency and employment and a black-and-white photo, if desired — to: Suburban Stars, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is 313-591-7279.

Gary L. Nowston of Plymouth was elected American Intellectual Property Law Association president. The national association has 7,000 attorneys whose interest and legal practice lies in patent, copyright, trademark, trade secret and other intellectual property.



Nowston

Angela Fok of Troy was promoted to vice president and chief financial officer for The Bertline Group, Bingham Farms. She joined the advertising and public relations group in 1986 as accountant.



Fok

Joseph Pinto of Garden City was elected to a one-year term as vice-chairman of the Delta Dental Plan of Michigan board of directors. He's a retired general practitioner.



Pinto

Linda Mondoux of Farmington, Older Adult Services director at Dotsford General Hospital in Farmington Hills and a registered nurse, was named Michigan Nurses Association president. She's now president of Citizens for Better Care, a Detroit-based advocacy group charged with improving nursing home care.



Mondoux

See STARS, 4F

Park Ridge: hills, wetlands, woods

■ Road improvements spurred by the Haggerty Connector and the topography of the land are expected to lure buyers to Park Ridge, a new residential development from The Selective Group and Cohen Associates.

BY DOUG FUNKE
STAFF WRITER



Some people may not consider a new house of 2,700 square feet priced at \$239,900 an especially good value.

But if it's on a rolling piece of land with wetlands and woods in West Bloomfield, along a major road where houses, just a couple of miles away cost several times more, then it takes on a different dimension.

That's the thinking of Steven Friedman, vice president of the Selective Group based in Farmington Hills, and Larry Cohen, a developer/builder (Cohen Associates) in West Bloomfield.

Their companies, highly regarded in their own right, have joined forces to develop and build Park Ridge, along Pontiac Trail, east of Haggerty.

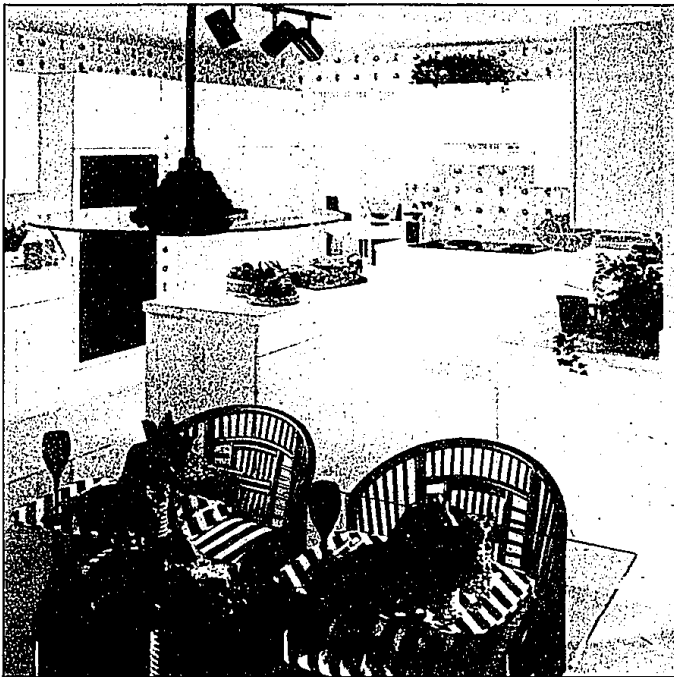
Seventy-nine houses ranging from the Cranbrook model described above to the Monterey, 3,224 square feet with a base price of \$289,900, will be built on the 60-acre site.

About a dozen lots already have been sold, the developers said.

"One of the points that intrigued us about Park Ridge was the land," Cohen said. "I have yet to develop a piece of land like this, rolling up and down with hills. . . ."

"Many subdivisions developed today from former farms," he said.

"They're flat and devoid of trees or have the liability of being near a railroad or main road.



Bright and airy: The spacious kitchen in the Monterey (above) as well as in the Newport includes a work island.

See PARK RIDGE, 2F



On Guard: Deborah A. Nigbor (left), operations director, and Thomas F. Ashcraft, president, keep close tabs on happenings at the Southfield-based Better Business Bureau of Detroit and Eastern Michigan.

Watchdog

Bureau aids consumers, businesses

BY DOUG FUNKE
STAFF WRITER

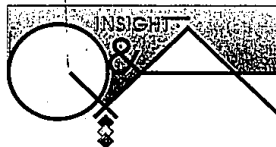
The Better Business Bureau of Detroit and Eastern Michigan was founded in 1917, essentially as an advertising vigilance committee. Now headquartered in Southfield, the BBB has expanded its scope significantly.

The nonprofit organization, with an operating budget of \$1.6 million and a staff of about 20, is funded primarily by the dues of some 4,000 business members.

Thomas F. Ashcraft is president, Deborah A. Nigbor, operations director. Following are edited excerpts from an interview:

What's exactly is your mission?

Ashcraft: Our mission is self-regulation. We can be an impartial third party between a consumer and provider of goods and services.



Part of that philosophy says it's in the best interest of the marketplace for responsible business to step up to its problems and do it through an organization like the BBB rather than a (governmental) regulatory agency.

Whether the customer wins a dispute or the company wins is irrelevant as far as we're concerned. Our role is to bring a complaint to the attention of the provider.

See WATCHDOG, 2F



In every city, one true builder rises to the top. Builders so inseparable from their communities that when you think of one name, the other always follows.

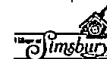
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