

# BUILDING & BUSINESS

## 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, 3625 Schoolcraft, Livonia 48150. Our fax number is 313-591-7279.

**Gordon M. Tucker** of Livonia was named CEO and president of Micrografix, a developer of graphics software products. He had been vice president, worldwide strategic development, for PepsiCo's KFC subsidiary. Tucker is a former executive with LoJack Corp. and with Converse.



Tucker

**Gary Wolfson** of Southfield was named executive vice president/creative officer at Ross Roy Communications, Bloomfield Hills. He comes to Ross Roy from W. B. Donor, Southfield, where he was senior vice president/creative director.



Wolfson

**Ann G. Linscheid** of Rochester Hills has been promoted to manager of Southfield-based Plante & Moran, an accounting and management consulting firm. She joined the firm in 1989 and specializes in telecommunications.



Linscheid

**Michael M. Scholl** of Troy was promoted to vice president at Eisenbrenner Public Relations in Troy. He'll direct strategic planning, marketing and media relations for a number of clients. He joined the firm in 1987.



Scholl

**Raj P. Bhargava** of Farmington Hills will become president and CEO of Detroit-based MCN Investment Corp. Jan. 1. He's now executive vice president and COO. He was marketing vice president for MichCon, part of the corporation, from 1988 to 1993.



Bhargava

**Annette M. De Lorenzo** of Bloomfield Hills was named vice president of public affairs at Henry Ford Health System, Detroit. She had been president of a Bloomfield Hills public relations firm founded by her late father, former GM vice president Anthony G. De Lorenzo.



De Lorenzo

**Barbara Patton** of Westland was among the first of her peers to earn AAA Michigan's "Quality 1st Managers Award." She took the initiative to help customer service reps answer calls and serve members during high-volume periods.



Patton

**William F. Hurtubise** of Birmingham was named proposal engineering manager at Wilson Automation Division of Newcor Inc., Warren. He previously was engineering vice president for Comau Productivity Systems.



Hurtubise

**James Rodney**, founder and chairman of the board of Southfield-based DFI Corp., has joined the board of director of The Mackline Center for Public Policy, a public policy research and educational organization. DFI produces plastic packaging.

**Thomas J. Osborn** of Birmingham was appointed director of sales and marketing operations planning at Chrysler Corp. He will coordinate business planning, strategies, inventory activity and sales information, planning and programming. Osborn joined Chrysler in 1969 as an auditor and previously was executive vice president/finance for Chrysler Financial Corp.

**Daniel McQuillen** of Livonia has joined Southfield-based Burns & Wilcox Ltd. as chief underwriter, handling umbrella policies in the special risk division. He previously was a multi-line underwriter at a major property and casualty company.

**John Davis** of Farmington Hills was named convention services manager for the Roanoke Airport Marriott, Roanoke, Va. He previously worked for Wyndham Hotels.

**Gloria Zee** of Farmington Hills was named director of systems development at Troy-based

See STARS, 3F

## Local builders salute their own



Most builders will tell you that they don't work in a vacuum. They share ideas and do what they can to promote the industry as a whole. Those who are successful receive special recognition from their peers.

The Builders Association of Southeastern Michigan, the third largest, nationally, in terms of numbers with about 2,000 members, annually honors its own who give exceptional service to the industry and the professional organization. Builders, developers, contractors, suppliers, property managers and real estate agents belong to the Farmington Hills-based association, which

was founded in 1928. "The (association's) purpose is to promote home ownership, to enhance and advance home ownership," said Irvin H. Yackness, BASM executive vice president. Committees of past presidents and previous award recipients reviewed nominations from the general membership, then made selections. Several factors guided their deliberations.

"Community service is one, relationship to other members of the association, suppliers, contractors and customers, reputation for integrity, degree of confidence which they approach their work," Yackness said. "They were looking for a person who wasn't just concerned about advancement of their own personal business, but the industry as a whole, the association," Yackness said. This year's honorees: ■ Hall of Fame — Gerald Kosmensky, president of Gerald Building, Southgate. ■ Builder of the Year — Gilbert "Buzz" Silverman, co-chairman, Holtzman & Silverman, Farmington

Hills. ■ Developer of the Year — Herbert Lawson, president, Windham Realty Group, West Bloomfield. ■ Young Builder of the Year — Mark Guidobono, chief executive officer, Cambridge Homes, Northville. ■ Woman of the Year — Rose Ann Maly, president, R.A. Maly, New Baltimore. ■ Associate Member of the Year — Alice Pavlik, senior construction loan officer, First Security Savings Bank, Bloomfield Hills. ■ Salesperson of the Year — Diane Brynkovich, Spring Meadow, West

See LOCAL, 2F

Lots of support: Gilbert "Buzz" Silverman, BASM's builder of the year, credits a variety of people for his personal and business success. The third-generation builder is co-chairman of Farmington Hills-based Holtzman & Silverman Companies.



STEPHEN CANTRELL/STAFF PHOTOGRAPHER

## Top builder: Gilbert Silverman

By DOUG FUNKE  
STAFF WRITER

Maybe it shouldn't be too surprising that Gilbert "Buzz" Silverman, a Bloomfield Hills resident, was selected Builder of the Year by the Builders Association of Southeastern Michigan.

After all, he's a third generation builder and co-chairman of the Holtzman & Silverman Companies, headquartered in Farmington Hills, one of the most prolific residential building operations in the nation.

But Silverman, 39, has been so busy with projects under construction in Rochester (Stony Pointe Village), Bloomfield Hills (Cranbrook Chase) and Clarkston (Lake Waldron Village) and planning others in Walled Lake, Novi and South Lyon, that he was surprised to learn of his selection. And honored. "Every day, three things keep me motivated," he said. "One is the constant opportunity to meet new, interesting people in this business — specialists, clients, customers, staff members.

"Number two is competitive challenge. You're always trying to have an ability to succeed in the customer's best interest and in our company's best interest.

"Third is constant creative opportunities in architecture, land planning, technical solutions and . . . I even get to spend a little time on what I learned in school on financing. That's always been one of the areas I really enjoy."

Silverman has been around the building scene most of his life. "My grandfather, Nathan, began taking me to project sites when I was very young," Silverman said. "He let me walk around and pick up nails."

"My dad, Gilbert, would take me to sites. I began working in my early teens. I was a project laborer and did everything from reclaiming brick to off-loading trucks. I did that for five summers."

Silverman studied business at the University of California at Berkeley and while there, fell in love with the restaurant business. However, instead of serving up superb cuisine out West, he decided to help his mother, Geraldine Goodman, launch Wells Cargo, a table service retail operation, here.

Buzz's father recruited him to join his building company a couple of years later and, after four years, Silverman teamed with Jonathan Holtzman to form their own company. The rest, as the saying goes, is history.

See BUILDER, 2F

## Hall of famer: Gerald Kosmensky

By DOUG FUNKE  
STAFF WRITER

The law's loss was building's gain in Gerald Kosmensky's case. Kosmensky, 64, an Orchard Lake resident, a former builder and now a property manager, is this year's inductee into the Builders Association of Southeastern Michigan Hall of Fame.

"I had visions of becoming a lawyer, but I didn't like to argue much, so I became a builder," he said. "I loved it. I wouldn't do anything differently."

Kosmensky made his building mark in downriver communities. He's the rare bird who's constructed houses, apartments, small office buildings and retail strip centers since starting his own business in 1957.

Kosmensky considered himself a small-potatoes kind of guy who built about 40 houses in a peak year, usually on scattered lots and selling for moderate to low prices. He also concedes to being a bit im-

See FAMER, 2F



JERRY ZOLYNSKY/STAFF PHOTOGRAPHER

Staying involved: Orchard Lake resident Gerald Kosmensky, a former builder and now a property manager, has been active in virtually all phases of building during a career that has spanned more than 40 years.

## Top developer: Herbert Lawson

By DOUG FUNKE  
STAFF WRITER

It's a lot easier and less risky to follow the pack than to take a leadership role.

Herbert Lawson, president of Windham Realty Group in West Bloomfield and BASM's Developer of the Year, has been among the front-runners when it comes to redeveloping older, residential subdivisions.

Lawson served as subdivision manager for Victoria Park in Detroit, a neighborhood renaissance of 157 new houses. He's also planning Brittany Place, a subdivision of up to 100 new houses in Inkster.

Where others perceive problems and drawbacks working in inner cities and suburbs with image problems, Lawson sees potential. "People said it wasn't going to happen, no way," he said of Victoria Park. "You had to see what could be

done, not what was there. Now, everyone wants to get on the train. "I envision now that people can see there's a market. Builders and developers will see it's a viable market, strong market, with pent-up demand."

Tax incentives and cheap land, used to prime the pump in Victoria Park, gradually will give way to the economics of supply and demand as more developers and builders turn to recycling land, Lawson predicted.

His plan for Victoria Park contained the same elements as other projects in upscale western Wayne and Oakland County communities. "With cul-de-sacs, boulevard entrances, berms and a fence around the entire development, we made something so attractive it was an overwhelming success," Lawson said.

See DEVELOPER, 2F



Guiding philosophy: "You're only as good as your last successful development . . . That's why it's so critical you pick the correct spot," says Herbert Lawson, president of Windham Realty Group in West Bloomfield.