

BUILDING & BUSINESS

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THURSDAY, DECEMBER 9, 1993

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 town of residency and employment and a black-and-white photo, if desired - to Suburban Stars, Building & Business, Observer/Eclectic Newspapers, 36251 Schaefer, Livonia 48150. Our fax number is 313-691-7273.

Dr. Ronald E. Goldsberry of Bloomfield Hills, a member of the WPVS board of trustees since 1985 and general sales and marketing manager at Ford Motor Co., was elected chairman of the board of Detroit Educational Television Foundation, licensee for Channel 56, Detroit. He joined the board in 1985.



Goldsberry

Carol Forman of Troy was among the first of her peers to earn AAA Michigan's "Quality 1st Manager's Award," recognizing managers for quality improvement efforts. She was honored for her innovation and team involvement, especially in strategic planning and employee development.



Forman

Don Saunders of Northville was named senior vice president of Livonia-based Diversify Corp. and president of the company's industrial group, Du Bois USA, Cincinnati, Ohio. Diversify develops, makes and markets cleaning, sanitizing, water management and surface treatment products and systems.



Saunders

Maureen A. Yombor-Roody of Rochester Hills was promoted to banking officer of Direct Bank, a centralized customer service and telemarketing department of Troy-based Huntington Bank. She joined the bank in 1991.



Yombor-Roody

Timothy J. Erdmann of Southfield was named manager at Plante & Moran, a Southfield accounting and management consulting firm. He joined the firm in 1990.



Erdmann

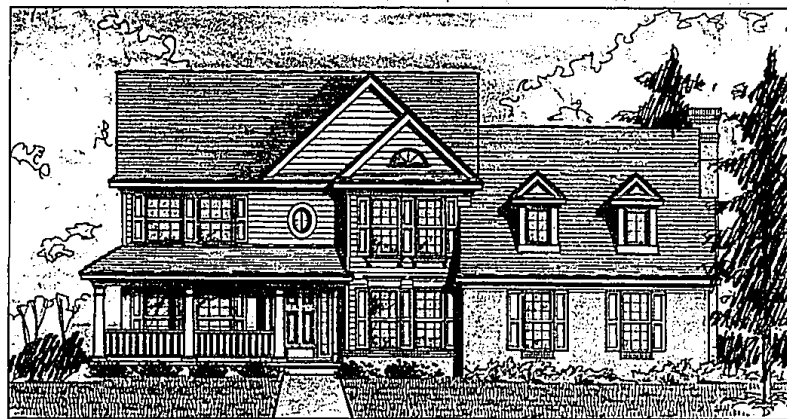
Rosemary Ging of Birmingham was named to the executive staff as vice president of marketing and development for Waterford-based Easter Seal Society of Southeastern Michigan. She previously was executive director of the Easter Seal Society of Oakland County.



Ging

Lawrence Cassar of Bloomfield Hills is the new manager of Sears' Livonia store, 29500 W. Seven Mile. He's been general manager of Sears, Flint, since 1991 and previously was general manager of the Pontiac store. Sears opened the Livonia Mall store in 1994.

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DRYCE & PALAZZOLA ARCHITECTS & ASSOCIATES

People's choice: Early buyers at The Crossings of Oakland are attracted to the Morgan model, a two-story colonial with a long porch and a fourth-bedroom option.

Country, city living cross in new sub



Robertson Brothers has started building houses in its newest development, The Crossings of Oakland in Oakland Township. Geared to families with children, the subdivision will offer recreational opportunities not often found in country living.

BY DOUG FUNKE
STAFF WRITER

"We're getting you in the country, but giving you in-town amenities." That's the way Paul C. Robertson Jr. describes his company's latest residential development north of Rochester.

Robertson Brothers of Bloomfield Hills intends to build 283 houses over a four-year period on a gently rolling, 190-acre parcel off Adams between Silver Bell and Gunn roads.

Nearly a dozen models, each with

several different facade possibilities, are now priced from \$287,000 to \$296,000. Plans are on the drawing board for a smaller model with a base price that could be as low as \$175,000, Robertson said.

"We're developing and building," he said. "That's what we've always done."

Those subdivision amenities planned for everyone's use include a swimming pool and bath house, two tennis courts, half-court basketball, picnic area, sand volleyball court,

playground equipment, soccer and baseball fields, walking/jogging path and community garden.

A monthly association fee to maintain these amenities and other common areas is projected at \$50.

"This development was planned under a new ordinance we helped develop," Robertson said. "It allowed us to move the density (of construction) around the project in return for saving wetlands and a lot of open space."

Upwards of 40 percent of the acreage will be given to woods, marshes, parks or grass, he estimated.

"You have a greenbelt pretty much around the whole property," said Ron Phillips, project manager for Robertson at The Crossings of Oakland.

Residents' water needs will be

met with an on-site well, sanitary sewage through the county system.

A longing for a return to the idea of a secure childhood with outdoor play, sidewalks and lots of interaction among neighbors will draw buyers to the site, predicted Jan Robertson, sales manager for the family-owned company.

"I think with walking paths, sidewalks and porches or stoops, people will be out more," she said. "They'll know it's a safe place to grow up."

And who is the target group?

"Young families," Jan Robertson said. "Our average has been late 30s, early 40s. I think we're selling to people who are move-up buyers. . . . It's not their first building experience. A lot are transfers. Everybody has kids."

See COUNTRY, 2F

Buy it new or used at Computer Exchange

BY SUE BUCK
STAFF WRITER

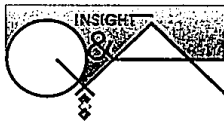
Computer Exchange, formerly Customized Systems Inc. (CSI), opened nearly six months ago with a new name and expanded inventory.

CSI has operated in Livonia for nearly 10 years. It's now at 33014 Five Mile.

Sales have taken off, according to owner and president Erwin Tunch of Northville, but he declined to give numbers.

"Innovative computing made simple" is a CSI slogan. The store offers new, used, demos, closeout and trade-in equipment as well as service and repairs.

"The people we hire are people with good personalities who know how to deal with people," Tunch said. "Obviously, we're doing it right be-



cause they (customers) keep on coming back."

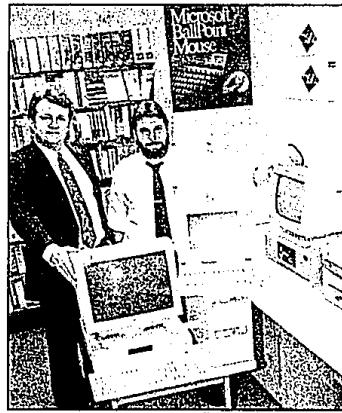
The business is newly managed by Craig Morrison, a former customer.

Following are edited excerpts from an in-store interview with Tunch and Morrison.

Why did you change the store name from CSI to Computer Exchange?

Morrison: We provided large eye-

See BUY, 2F



ART EMANUELE/STAFF PHOTOGRAPHER

On call: President Erwin Tunch (left) and manager Craig Morrison of Computer Exchange display some of their ever-changing inventory of new and used computer equipment.

Builders will forecast construction outlook

What southeastern Michigan and the nation's home building industry can expect in 1994 will be forecast at a special meeting for local builders Friday, Jan. 7.

The Farmington Hills-based Builders Association of Southeastern Michigan will host the event.

Dave Seiders, chief economist of the National Association of Home Builders, will discuss the various economic factors expected to affect the industry nationally in 1994. He will offer suggestions for preparing business to capitalize on the projected economy.

This will be the third consecutive year he has addressed the annual forecast meeting. "Members have come to look forward to it," said Fred Capaldi, a Rochester Hills builder and outgoing BASM president. "Seiders is almost always very accurate with what his predictions are for the coming year."

"Builders, I think, are comfortable when they hear someone of this reputation," Capaldi added. "It gives you extra confidence that the

Seiders is almost always very accurate with what his predictions are for the coming year." Fred Capaldi

economy can sustain your program or tell you maybe you should be more conservative."

BASM's new officers, not yet selected, will be introduced and inducted at this meeting. The 1994 officers will provide the results of the 1993 home building season in southeast Michigan and forecast new home starts for 1994.

The event will be at the Northfield Hilton Hotel, 5600 Crooks (at I-76), Troy. It will start at 11 a.m. with a reception and displays of building products and services. The luncheon and program will take place noon to 2 p.m.

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WAYNE COUNTY				
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