

Trade from page 1E

Pointe and DADA president. "It was basically created for an auto show that was being put together, a very small show with eight or nine cars."

Seven hundred vehicles will be displayed and upwards of 50 new model introduced Jan. 8-16 at the North American International Auto Show sponsored by DADA at Cobo Center in Detroit.

But the dealers have other goals, too.

"An association is a group of businesses with a common bond," Teller said.

"So many issues are out there from federal legislative regulations on emissions to state regulations regarding certification of mechanics. The association is a clearinghouse of information so that every member is aware of what's going on," he said.

Following are edited excerpts of a recent interview with Teller and Alberts.

What do you think your image is out there?

Teller: That's a tough question. We're such a high-profile group. We're at different points of a scale. For some people, we're at the bottom. For others, we're at the top.

Alberts: If someone has a bad experience or a problem, they think everyone is like that. Unfortunately, things are not always in our control.

Teller: When something goes wrong in a sales transaction or on a service basis and if a consumer, perhaps, isn't satisfied, if he gets to the media, it becomes a profile issue.

Dealers are now so concerned with customer satisfaction . . . they do everything in their power to do that whatever a customer has coming, he gets.

What's the status of your dispute with the Federal Trade Commission on dealership hours of operations?

Teller: General terms of agree-

ment are there. We're waiting for final resolution in Washington.

Who was more right? It was expensive litigation on government's part and on the dealers' part. We went through three different presidencies. The whole issue became moot because many dealers, due to market conditions, opened on Saturday.

Alberts: Now a lot of dealers are open on Saturday. All we're looking to do is leave it to individual dealers to decide and not let government dictate hours.

Teller: It's a very emotional thing. People who buy cars on Saturday aren't working. From a business standpoint, it (Saturday) is one more day of overhead. You need a switchboard operator, someone to wash cars, sales staff, management.

What about the trend to no-haggling sticker prices?

Teller: For every survey that said people are in favor of no-dicker sticker, another says people want to negotiate a price.

Alberts: That's why consumer satisfaction indexes are going into that.

Teller: Another thing you have is trade-in (on a deal). You can get 20 qualified appraisers and you may get \$500, \$600 variance on a car. If a majority wants that (no-haggling), I assure you auto dealers will adjust to the trend.

Alberts: When you get into a big-ticket item, people want to negotiate price.

What kind of job opportunities are available at dealerships?

Teller: Obviously, you have different sized dealers. One statistic I've seen is that the average dealer hires 60 employees.

I have 92 employees (total) at my two dealerships. Now, the primary one is a dealer needs employees obviously is technician. It's not like knuckle-busters. Today, technicians working on cars are very high tech.

When I was going through an apprenticeship, mechanic was not looked upon as an outstanding career. Today, a well-trained mechanic is an important asset to any dealership.

There's always a need for salespeople. A salesman today has to be a very sophisticated person. Cars are sophisticated. We have anti-lock braking systems. The consumer wants to know what they do, why they're safer. People want to know about airbags.

A parts counter person has to know how to find parts for repairs in the shop and consumers coming in. Everything is getting into computers.

We have consumer satisfaction experts, or whatever you want to call them, to make sure customers are satisfied and, if not, what we have to do.

What's the biggest issue facing your association today?

Teller: The immediate concern of dealers obviously is the change of taxes in Michigan, the (potential for increasing) sales tax to a higher figure. We have such a high-price commodity, an increase of one or two percentage points has a big impact on us.

What are some of the things your members do that people might not know about or don't get a lot of attention?

Alberts: We raised \$1.1 million last year for children's charities with the auto show. Look at the good number of people we employ—15,000. That's a lot of people feeding families.

Teller: Many are involved in community groups, Rotarians, Lions clubs. Members are active selling papers for the Goodfellow. We donate Rescue-A-Child for people learn to do CPR. Driver's ed cars . . . come from dealers.

In general, I'm very impressed at how many dealers are very involved.

Stars from page 1E

Lynn Vernon of West Bloomfield was named executive vice president of the Bozell Worldwide's Chrysler Plymouth brand and dealer accounts. He's a 20-year Bozell veteran of the advertising firm and works from the Southfield office.

Brian Palmer of Birmingham was named executive vice president, director of strategic planning, for Bozell Worldwide's Eastern account. He joined the advertising firm 11 years ago and works in the Southfield office.

David P. Wilcox of Livonia was named chief field engineer for Hubbell, Roth & Clark, a Bloomfield Hills consulting engineering firm. He now coordinates assignments of construction inspectors and acts as a liaison between inspectors and clients.

Robert Washer of Farmington Hills was named vice president-business development at Southfield-based Perini Corp. He'll oversee marketing and sales for the company's Central U.S. Division.

David I. Wenzler of Bloomfield Hills was named vice president of marketing at Troy-based Findlay Industries. He's a 30-year veteran of the automotive industry, having served in management and separation at Libbey-Owens-Ford.

Bill Hunt of Garden City is the school's new video instructor. The 1988 Specs Howard graduate was a master control operator, cameraman and producer for Ford Communications Network, PASS and WALD-TV. He's also been a cameraman for films shown on HBO and Cinemax. His latest independent production, a documentary on the lives of the Three Stooges, may be shown on the Turner Broadcasting System.

Matt Berg of Canton becomes director of administrative services for Cranbrook Schools, Bloomfield Hills. He previously was controller and director of finance for Marygrove College, Orchard Lake, and business manager for Stratton College, Milwaukie, Wis. He's responsible for budgeting, preparation and forecasting for all Cranbrook Schools accounts.

Gina Jaynes of Westland was named production coordinator at Hill-Craft Video, Farmington Hills. She previously worked at Cine Group, Bloomfield Hills, and in the marketing division of Bradley & Associates, Northville.

Marguerite Tellish of West-

land was promoted from assistant vice president to second vice president at Michigan National Corp., Farmington Hills. She assists in the administration of the Internal Management Reporting System. She joined the bank in 1966.

Michelle Sudhoff of Westland was named administrative assistant at MacTempo, Southfield. She previously was a personnel administrator for American Furniture Co., Albuquerque, N.M. MacTempo specializes in temporary and permanent job placement for clients using IBM/Windows and Macintosh.

Richard Paul Probat of Northville earned the Certified Financial Planner (CFP) designation from the International Board of Standards and Practices for Certified Financial Planners, Denver, Colo. He's owner and principal of Linco/Private Ledger, Northville, and a vice president and director of the International Association for Financial Planning for Southeast Michigan.

Alan D. Stuart of Plymouth was elected to a two-year term as president of the Public Relations Society of America's Senior Council of the Detroit chapter. He's president of Stuart Communications Group, Farmington Hills. Frank A. Butler, Butler Public Relations president, Troy, is vice president; Dale Jablonski, Dale Corp. president, Troy, is treasurer.

Dennis Merlo of Livonia is the new account executive at WKBD-Fox 50 in Southfield. He previously was in sales at Ameritech Publishing and at The Detroit News.

Alex Shkelyov of Troy joined Spalding, DeDecker & Associates, a Madison Heights consulting engineering and surveying firm, as a project engineer specializing in road and bridge design. His latest project was designing the Merriam Road/CSX Railroad grade separation and road expansion in Livonia.

William E. Grace was promoted from second vice president to vice president of Michigan National Bank, Farmington Hills. He manages the accounting data base and assists budgeting, forecasting and management reporting for the bank's business units. The Huntington Woods resident joined the bank in 1985.

Lisa R. Bances of Royal Oak was promoted to associate at Plante & Moran, a Southfield-based accounting and consulting firm. She joined the accounting staff in 1988, specializing in municipalities and the nonprofit sector.

Ray Wenzner of Rochester Hills was named vice president of MARS Advertising, Southfield. He'll direct Tactical Promotion Administration, the company's newest division.

D. Michael Jehle of Bloomfield Hills becomes president and chief operating officer of MCA Mortgage Corp., Southfield. Gloria Depp of Plymouth was named vice president of finance. Spencer Silk of Bloomfield Hills was named vice president of information systems.

Patricia Hahn of Farmington Hills is director of education at Specs Howard School of Broadcast Arts, Southfield. She previously was director of education at National Education Center, Detroit, and was program director for the three campuses of the Michigan Paraprofessional Training Institute.

William E. Judy, a graduate of Cranbrook School in Bloomfield Hills, was named sales engineer automotive bearings for The Timken Co., an Ohio-based manufacturer of bearings and alloy steels. He joined the company in Canton, Ohio, in 1989 as an associate sales engineer—original equipment bearings.

Kathryn Peel has joined Childtime Childcare, Farmington Hills, as the company's first director of human resources. She previously was director of human resources services for Mercy Health Services.

Dr. Maria Scafo of Rochester Hills was named vice president, dean and chief academic officer of Walsh College, Troy. The former chair of Walsh's management and marketing departments and director of the master of science in management degree has been in term dean for nearly 18 months. She's taught at Purdue University, University of Oklahoma, Tinker Air Force Base, Central Michigan University and St. Mary's College. Before joining Walsh in 1985, she conducted supervision and conflict resolution workshops for private industry.

Katie Hlotaky of Birmingham was promoted from assistant account executive to account executive at W.B. Doner & Co., Southfield. She prepares strategies, generates promotions and handles media for several accounts. She joined the company in 1990.

Dobbie Spehar becomes design center manager for English Gardens. She'll oversee production and distribution of all fresh, silk and dried floral products for English Gardens stores in West Bloomfield, Clinton Township and Dearborn Heights. She previously was a designer supervisor for Nature Nook and also managed Expressions, Birmingham.

Robert E. Vince of Birmingham has joined T.I. Investments, Dearborn, as a registered representative specializing in private pensions and select tax favored investments. He previously was a trust officer for banks in Detroit and Richmond, Va.

Mario Delewsky of Farmington Hills was named 1993 Podiatrist of the Year by the southeastern division of the Michigan Podiatric Medical Association. She has practices in Troy and Shelby Township. She was recognized for her work as past president of the southeastern division and for her involvement in other professional groups.

Barbara A. Casacchia of Troy was named assistant vice president-branch manager III of First of America Bank-Southeast Michigan, Royal Oak. She joined the bank as a teller in 1979 and was promoted to branch manager in 1989.

Builder from page 1E

"Basically, we've converted a frame house to steel, while taking advantage of the engineering strength of steel. We're not just replacing wood stud by stud. Our goal is to use steel to its greatest advantage, so that we can develop a superior product at an affordable cost," Hughes said.

His company places steel studs 24 inches on center (wood studs are 16 inches apart), so construction time is shortened and less material is used. Steel also offers greater design flexibility because it can be rolled to any size, while wood comes in specific lengths, Hughes added.

Why an alternative to wood framing?

Lumber prices have increased steadily since July, when the government limited the harvest of forests in the Pacific Northwest to 80 percent of last year's yield.

Lumber prices rose about 10 percent from November to December, and industry analysts won't be surprised by a similar increase in January, said Fred Capaldi, president of Farmington Hills-based Builders Association of Southeast Michigan and president of Capaldi Building, Rochester Hills.

"It's the old economic principle

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John Hughes
builder

of supply and demand," Capaldi said. "Today, we're concerned about our forestry products. For now, we have the supply, but we don't have permission to take it. Assuming we can't harvest as much as we'd like, man's ingenuity will come up with innovative ways to do things and steel framing is one way."

Also, unstable lumber prices and uncertainty about future supply (80 percent of the country's

old-growth timber has been used) make it difficult for builders to price out new construction. Meanwhile, steel prices have been unchanged since the early 1980s.

"As lumber prices increase, residential steel framing is bound to happen," said David Lubin, architect and partner in Bloomfield Hills' Lubin/Tripoli Associates. "It hasn't caught on yet in southeast Michigan, but I'm very impressed with the system. Steel is straight and stable, and it eliminates many of the problems wood has."

Besides its stability, steel is made of 60-percent recycled material, something that Hughes and other environmentalists like. Steel also is fireproof, it doesn't warp, shrink or rot, it resists bug infestation and there's no waste. Builders also say steel sections are more consistent than wood, which has to be checked for warping and knots.

"Everyone in the industry is concerned about rising lumber prices, but sometimes these things come as a blessing in disguise," Capaldi said. "Remember, necessity is the mother of invention. Sometimes change is difficult, but I'd rather be out in front looking at new ideas than be the caboose trying to catch up."

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