

# BUILDING & BUSINESS

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THURSDAY, JANUARY 13, 1994

## 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, 36261 Schoolcraft, Livonia 48150. Our fax number is 313-591-7279.

Mark Glover of Novi was named president and CEO of Don Graham Associates, a private outpatient physical therapy practice with centers in Southfield, Troy and Warren. He will continue to provide direct patient care and be responsible for quality patient care management.



Glover

Mike Fleming of Rochester Hills was named vice president of finance and administration at Ferndale-based Ideal Accounts, which has a Troy office. Formerly controller, he's responsible for all financial reporting and day-to-day operations.



Fleming

Keith S. King of Bloomfield Township was named associate at the Bloomfield Hills law firm of Strobl and Manogian. He practices in the areas of bankruptcy and litigation.



King

Donald F. Tucker of Birmingham has joined the Bloomfield Hills office of the Midwest law firm Howard & Howard. He concentrates his practice in commercial litigation and governmental relations law.



Tucker

William P. Lindhout, board chairman of Lindhout Associates Architects of Livonia and Brighton, has

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## Solid construction season forecast

■ Builders Association of Southeastern Michigan looks back and ahead in an attempt to gauge the status of the residential construction industry here. Good things apparently will follow good things.

BY DOUG FUNKE  
STAFF WRITER



Builders in southeastern Michigan expect to pull some 13,000 single-family residential permits this year, a 10 percent increase over what was reported in a seven-county area, including Wayne and Oakland, during 1993. Last year's number, about 11,800, represented an increase of nearly 6 percent from 1992.

Residential construction activity translates to jobs and economic spinoff activity including the purchase of appliances and furnishings, builders say. Construction activity also increases the local tax base.

"As the builders grow, maybe they start from five houses and go to 10," said Sam Kreis, construction loan manager for Sterling Bank & Trust of Southfield. "They double their labor staff - carpenters get the work, electricians get it, plumbers get it."

Bernard Gliberman, a West Bloomfield builder, said he expects to have a busy 1994.

"We had a record year in '93 and we'll have another one this year," he said. "We did 280 (units) last year and will do 400-470 this year." Gliberman said he's even noticed a shortage of workers recently in some of the building trades, especially carpentry.

"It's not severe. I don't see it as a big problem," he said. "During a recession, people relocate. Now we've got to get them to come back."

Spinoff business also is affected. "If you have a \$150,000 house,



FILE PHOTO

Going up: Single-family residential construction activity, which showed a healthy increase last year, is expected to grow an additional 10 percent this year, according to the Builders Association of Southeastern Michigan.

usually that means spending \$5,000-6,000 in the secondary market on new pieces of furniture, appliances that don't come with the house, landscaping, window treatments," said Janet Compo, a Farmington Hills builder.

Compo said she expects that her company will increase dollar volume work by about 20 percent this year.

In addition to the usual handful of expensive, custom-built houses, she's looking at constructing less expensive models in Detroit and perhaps Farmington. "Certainly I think new housing is important to the economy, tax base," Compo added. "You have income taxes (from construction jobs), sales tax (spinoff purchases) and property tax that helps local government agencies and school taxes."



■ Interest rates have basically hit bottom. They will continue to support the current level of activity, but won't be a driving spike.

Dave Seiders  
economist

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## Market specialty: meat, produce

BY DOUG FUNKE  
STAFF WRITER

There are good meat markets that sell some produce, and some good produce stores that dabble in meat.

But what happens when a meat packing/retail operation joins forces with a produce retailer to set up a total shopping experience for the bulk buyer and drop-by customer?

David Rohlbart, president and chief executive officer of Cattleman's, and Matt Martin, a former owner of Oak Farms and chief financial officer at Cattleman's since their merger last summer, figure it's a recipe for business success.

The remodeling of an 18,300-square-foot Oak Farms into a Cattleman's in Farmington last September is their first combined effort.

Customers can select a variety of fresh fruits and vegetables from aisle upon aisle of crates, and choose slabs cut to specification or smaller-sized packages already cut from a meat locker.

A deli is available for good measure.

Other Cattleman's stores can be found in Taylor, Hamtramck and Detroit. The transformation of Oak Farms in Oak Park into a Cattleman's is expected to be completed by March. Plans call for a new store in Roseville next October.

Following are edited excerpts from an interview with Rohlbart, who lives in West Bloomfield, and Martin, a Novi resident:

**What's the key to making a large combination meat market/produce store work?**

**Rohlbart:** The concept is value. By very high volume operations, we're able to keep prices down. We're a packing house. We cut fresh beef.

We run a little over two million pounds a week. About 85 percent has been geared to hotel, restaurant, supply and other wholesale distributing . . . about 15 percent retail.

**Martin:** On produce, . . . large displays help with large volume. It's how you handle merchandise, quality control in the process, to cut down spoilage. And value purchasing.

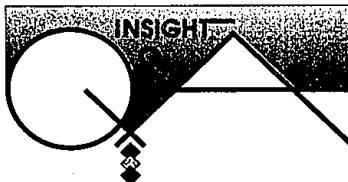
**There must be other things involved.**

**Martin:** We don't do loss leaders, which is typical in the industry. **Rohlbart:** Say we had a special on whole fryers for 49 cents a pound. First you pay \$22,000 for advertising. The value of chicken goes up and we sell eight to 10 times more than we usually do. The entire department has to pay for it. Then you have to raise prices.

Customers can come into the store whenever they want to and get a fair price.

**Martin:** I think another saving is we share overhead. **Rohlbart:** We've eliminated the middleman - distributors, brokers. We don't accept coupons. We don't charge

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SHARON LEATHER/STAFF PHOTOGRAPHER

Getting together: David Rohlbart (left) and Matt Martin have merged their meat and produce businesses into a joint operation.

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