

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 residence 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.

Lisa Hildorf of Birmingham, senior associate and assistant director of interior design at Yamasaki and Associates, a Rochester Hills architectural firm, was elected president of the American Society of Interior Design, Michigan Chapter. The chapter has 700 members.



Hildorf

Harry A. Lomason II of Orchard Lake was named to the Flint-based GMI Engineering & Management Institute board of trustees. He's chairman of Douglas & Lomason Co., a Farmington Hills maker of original equipment automotive parts, and custom truck bodies and trailers.



Lomason

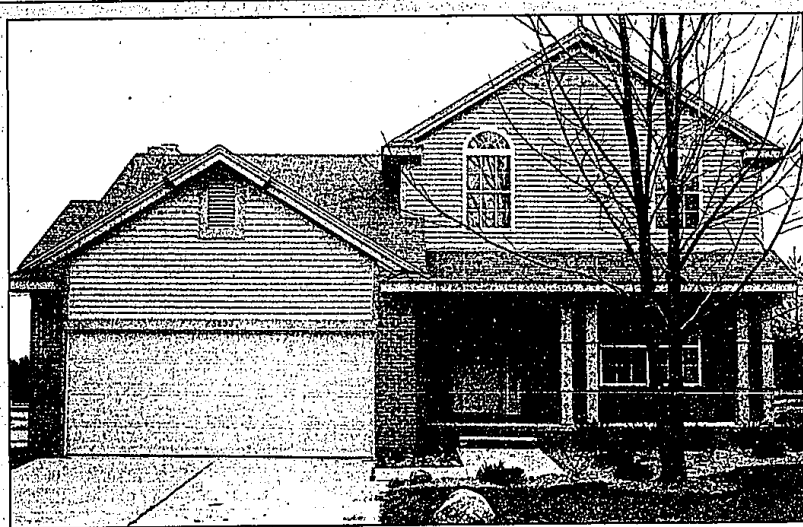
Wendy Bickley of Garden City has joined Tennyson Chevrolet, Livonia, as a new and used car salesperson. She's scheduled for leasing training, sponsored by GMAC.



Bickley

Ronald W. Yahr of Ann Arbor has joined Livonia-based RTI Laboratories, a division of Detrex Corp., as marketing and sales manager. He formerly managed an environmental laboratory and a geotechnical environmental engineering firm. RTI offers environmental analytical services.

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SHARON LEMIEUX/STAFF PHOTOGRAPHER

Standard fare: All condominiums built at Pinewoods West will contain a basement, two-car garage and at least one cathedral or studio ceiling.

Detached condos fill Pinewoods West



A condominium subdivision with detached units in Farmington Hills is going up on the site of a former nursery. The developer, Sam Yaldo, envisions a community containing a mixture of families with children and retirees.

By DOUG FUNKE
STAFF WRITER

The number, size and variety of trees attract your attention as you enter the grounds of Pinewoods West Condominiums, under construction off Freedom Road, east of Drake, in Farmington Hills. Pines, sweet gum, walnuts and

others dot the 10½-acre parcel, where six models in the detached, site condominium subdivision also rise from the earth, the site of a former nursery.

"We try our best to save clumps of trees," said Sam Yaldo, president of Triangle Development in Southfield. "We're very conscious

of this issue."

Plans call for 46 units ranging from a 1,300-square-foot ranch with two bedrooms listed at \$144,900 to a 1,900-square-foot, four-bedroom colonial at \$165,900.

"It's a nice, little community," Yaldo said. "I deliberately designed it as a mix so that people have an option and there will be a sense of community, different ways of thinking."

That means catering to couples and singles whose children have left the nest, but still return periodically with the grandchildren to

visit. It also means including a product for growing families.

"We have units with a first-floor master and additional bedrooms upstairs. We also have units with up to four bedrooms," Yaldo said.

"All houses are full basement, two-car garage with concrete driveways," he said. "They all have a G.E. range and dishwasher, R-30 insulation in the ceilings and at least one cathedral ceiling."

"We have brick at the front and maintenance-free, vinyl siding or

See DETACHED, 2F

Build your own PC at Dominow

By SUSAN DEMAGGIO
STAFF WRITER

Got a screwdriver and three free hours? You can build your own computer at Dominow Computer Electronic of Southfield, saving hundreds of dollars off the price of a new personal computer.

Dominow Computer Electronic, 26317 W. 12 Mile at Northwestern Highway, is the first store of its kind in the Midwest.

Conceived in 1986 and based in Fremont, Calif., the Dominow computer centers had grown to annual sales of \$3 million by 1990. More than 60 employees help customers build their own computers in 30 different locations throughout California. (The Michigan wing of the company adds a "u" to the name to differentiate itself from the well-established Domino's Pizza.)

Arthur Shi of Southfield and Laura Wang of Troy opened Dominow Computer Electronic in Southfield last month and are eager to spread the news of their unusual business venture. If it goes well, they hope to open additional locations in Novi and Troy.

Shi explained that the move to the Midwest was a natural since the Big Three automakers are based here along with thousands of technical professionals. He answers questions about the Dominow concept in the following edited excerpts from an in-store interview:

Q: Why would anyone want to build their own computer?

Shi: There are actually four good reasons to build your own computer: to overcome the fear of a computer, for the pride of accomplishment, for the true budget-conscious to save money, to gain the knowledge of how to fix a problem if something goes wrong with your computer.

Q: How does Dominow get you started with such a project?

Shi: Customers come in, preferably after making an appointment, and sit down at a



work station in our store. A trained technician helps them begin building their personal computer from a competitively priced a la carte menu of name-brand components. It's really not that hard. There are only eight to 10 parts to assemble. We provide the electric screwdriver; it's all the equipment that's needed. A computer is not as complicated as some people think. At Dominow, we want to take the mystery, the fear, out of using computers for people of all ages. And we do not charge for the help, training and advice we provide. It is all part of the Dominow program. We build the trust of our customers and, hope-



JERRY ZOLTOWSKY/STAFF PHOTOGRAPHER

■ A computer is not as complicated as some people think. At Dominow, we want to take the mystery, the fear, out of using computers for people of all ages.

Arthur Shi
Dominow Electronic

fully, they will tell their family and friends about our services.

When you build your own computer or watch me build one for you, you see how it works, what goes into it, you understand your computer much better than if you buy it at a store, take it home, pull it out of the box and plug it in.

Q: Who are your customers?

Computer wise: Arthur Shi demonstrates how easy it is to build your own computer the Dominow way.

Shi: We have whole families who come in to watch dad build the computer. We have had children as young as 11 years old and senior citizens. We are targeting small businesses that need to save money on computer networks. We can get them started. We can teach their employees how to use and upgrade their systems.

Q: What kind of computer components do you sell?

Shi: We have all the name brands at good prices because we buy in large quantities for our chain stores. Some manufacturers we sell include Conner, Western Digital, IBM, Intel, T.A.K. to name a few.

Q: What about software?

Shi: We have a good selection of software as well as DOS and Windows. We help with the installation to make sure the system is up and running before you take it with you.

Q: Discuss your price structure.

Shi: The computer business is very competitive right now. Our price margins are set at about 15 percent. You can build your own 486/66 computer with 260 megabyte hard drive, 14-inch SVGA monitor for \$1,173. That's about \$200 to \$300 less than a new computer at an appliance store and we teach you how to use it for free. Similar savings can be found when adding a CD-ROM to a system or upgrading an old PC.

Q: What other services does Dominow Computer Electronic provide?

Shi: We service, sell and rent computers, TVs, VCRs, CD players, cameras, fax machines and office electronics. We can help you upgrade an old PC to an IBM 486/66 MHz. We manufacture copier and laser toner cartridges. We give free estimates on any electronic equipment repairs. We are open seven days a week and provide 24-hour telephone technical support. As I said before, as a new company, we want to build our customers'

See BUILD, 2F

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