

# Stars from page 1F

Every August since 1988, the company has produced one of the biggest beauty pageants in the country. Miss Renaissance stages several local pageants for women and children and this year will begin offering modeling and pageant seminars.

Fran O'Connor of Garden City has joined Tonny Chevrolet, Livonia, as a warranty and parts clerk. She brings seven years of dealership experience as a warranty clerk and a receivables clerk.

Robert Stempel of Bloomfield Hills was named general chairman of Junior Achievement of Southeastern Michigan's 1984 operating campaign, which runs Feb. 1 through April. He's retired chairman and CEO of General Motors.

Christopher Hiltch of Oakland County was named group vice president at Little Caesar Enterprises, Detroit. He will oversee administrative departments as well as marketing, communications, and research and development.

Kevin Higdon of Rochester Hills was promoted to general manager of The Prudential's Detroit Metro Agency, moving from the Ft. Wayne Agency. He heads 230 representatives in six metro offices, including Livonia. He joined The Prudential in 1986 and has been honored for sales and service.

Reem Samra of West Bloomfield was promoted to an audit department manager at Detroit-based Doloite and Touche. She joined the firm in 1992 and specializes in manufacturing and government.

Winfried Schnitzler of Bloomfield Hills, a native of Wuppertal, Germany, retired as vice president of General Motors Overseas Distribution Corporations Jan. 1. He was also director of the NAES, Fleet, Government and Military Sales Department. Schnitzler joined GM's financial department in New York in 1963 as a senior auditor.

Lear Seating Corp., Southfield, announced the following promotions in the firm's major customer groups: Gerald G. Harris of Troy becomes vice president and general manager of GM operations. He joined the company in 1962 as a manager-management information systems and also has been plant manager, sales manager and director of sales. Randall T. Murphy of Farmington Hills becomes vice president and general manager of Chrysler/BMW operations. He

joined Lear in 1965 as a product engineer and became vice president-product engineering. Arthur H. Vartanian of Farmington Hills was promoted from director of GM operations to vice president and general manager of Ford operations. He joined the company as a product engineer in 1981 and has held several engineering posts.

Suzanne C. Dreon, a native of Farmington Hills, was named associate director of community relations at Havenwyck Hospital, Auburn Hills. Dreon, now of Lake Orion, is a limited license psychologist and a licensed counselor, with nearly 10 years of experience in public schools and community agencies. She's chairman of the Oakland County Substance Abuse Advisory Council and has a private practice in Lake Orion.

Michael E. Quarton of Birmingham, who purchased an interest in TRM Group, Inc., an Auburn Hills telecommunications firm, was named company president. Tim Mackin of Rochester Hills continues as chief executive officer. Both Quarton and Mackin spent several years at AT&T, where Quarton was branch manager and marketing director of high tech products. Mackin worked in AT&T's engineering and sales division. TRM, an Ameritech distributor, specializes in designing telecommunication systems for business.

Michelle D. Caron of Canton was named marketing services representative for Smith-Wintner, a Southfield advertising agency. She previously was director of marketing resources at Creative House Advertising, Farmington Hills.

Pamela Light of Canton has joined First International Financial Corp., Livonia, as the loan officer. She previously worked for Home Protection One Corp., Farmington Hills.

Art Nalli, a former Redford Township resident, has joined 7UP Detroit as sales promotion manager for independent retailers. He previously was a regional sales manager for Pepsi Cola. Curtis Paul Gropman of Bloomfield Hills has joined the firm as sales promotion manager in charge of drugstores and mobile market customers. He'll develop joint advertising promotions between retailers and 7UP Detroit, an operation owned by Brooks Beverage Management, Inc.

Ross Roy Communications, based in Bloomfield Hills, has hired five account administrators from Observer & Eccentric communications: Joanne Schettler of Plymouth is responsible for the account administrative functions for the Chrysler Plymouth merchandising account. Robert Gibb of Bloomfield Hills joins the Chrysler International account, tracking the status of projects in production and managing communication between account groups and support staff. Todd Morton of Birmingham will work on the Jeep Eagle merchandising account team. Julie Sayyae of Royal Oak will track the status of the Chrysler Educational Services program. Darrin Dimity of Orchard Lake joins the

Sports Authority and National Bank of Detroit account teams.

Pamela S. Ritter of Royal Oak, previously a law clerk at the law firm of Strobl and Manooch in Bloomfield Hills, has joined the firm as an associate in the commercial litigation division.

Kevin Leoser has joined Unique Film & Video in Farmington Hills as head of the graphics department. The Hazel Park resident previously worked for Amway Corp., where he developed the multimedia lab. He's also designed multimedia special effects for live music performances throughout the Midwest.

Stephen A. Krawczyk of Rochester Hills was named product manager for garage doors at Stanley Door Systems, Troy. He's responsible for pricing, promotion, packaging and product development of Stanley Door Systems' steel garage door products.

Emma J. Brooks was appointed marketing administration manager at J.R. Thompson Co., a Farmington Hills marketing and communications firm. She's responsible for managing program administration services, including marketing and communications support and research services. The Holly resident previously was supervisor of customer service and advertising/marketing at Tractech/Dyneer Corp., Warren.

Jack A. Doerr of Troy was promoted to president and chief operating officer at F.B. Wright Co., a Dearborn-based industrial distributor of rubber and plastic products. He joined the company in 1984 and is a member of the executive committee.

Bruce N. Goldman of Southfield, previously an associate at Silver, Gould, Eizelman, Zoller, Upfal, Bean and Jackier, a business law firm in Bloomfield Hills, has been made a shareholder of the firm.

Robert J. Czuprowski of Salem Township has joined the accounting staff of Grant, Millman & Johnson, an accounting firm in Farmington Hills.

Dr. Michael Gerber of Farmington Hills was named vice president of the Oakland/Macomb division of the Michigan Podiatric Medical Association and chairman of the Unions/Small Business Committee. Gerber, whose offices are in Farmington Hills and Troy, is a 14-year member of the association and a past treasurer of the southeast division.

Michael Panley of Birmingham was promoted to senior account executive at W. B. Doner & Co., a Southfield advertising agency. He's responsible for developing and carrying out the marketing programs for Red Roof Inns and Borden snack food accounts. He joined the company in 1990 as an account executive and was on the team that won an Effie Award for a Red Roof Inn campaign. He previously worked for Ross Roy Communications in Bloomfield Hills.

Ronald Falchchild of Northville was elected to the board of directors of Paul Inman Associates, a Midwest food broker with corporate offices in Farmington Hills. He joined the company in 1977 as an account executive. By 1992, he became corporate director of sales/chief operating officer.

# Modular from page 1F

a-warehouse concept. He eventually found a half-dozen investors.

They leased a large warehouse in Farmington Hills — "the ceiling height, it's 27 1/2 feet, and it's a good location for an area where suppliers like Carrier, Honeywell and Detroit Edison can exhibit their goods and conduct demonstrations, Keating said.

There is no admission charge and visitors will be taking on guided tours through the models.

"Our mission is to educate people," Keating said. "People who want \$200,000 can go find for themselves. People who want to live in \$100,000, \$80,000 need help."

"We have special financing. We have employment agencies here for people who need supplemental income. We have credit counselors here if people need help with that."

"We are not builders here, we're coordinators," he emphasized. While Keating designs the models, the units actually are built in Indiana or Marlette, Mich., and purchased by individual buyers through the builders who resemble the units on lots.

The nine models ranging from a 1,093-square-foot ranch to a 2,104-square-foot, two-story country home all are priced at less than \$100,000, even with upgraded options.

The models can be constructed over a basement or



crawl space. Garages are standard on some models, extra on others.

Keating aspects two models to be especially popular. Expressions, a ranch of 1,203 square feet, has an option of three bedrooms or two bedrooms and a study. The base price with basement is \$73,600, crawl space \$70,200.

"People love it when kids can be on one side of the house, parents on the other," he said. Then there's the Freedom, a 1,093-square-foot, barrier-free ranch priced at \$80,200 with basement, \$75,400 with crawl space.

"Look at the large thermostat, (electrical) plugs are off the floor, wide hallways, space for a wheelchair under the kitchen sink, a wheel-in shower," Keating said.

Buyers of the models can arrange their own financing and find their own building site or use the services provided by Michigan Lot Exchange, a Keating subsidiary, or Nationwide Mortgage at Home Town.

Modular homes have the same building codes as stick-build, site construction, Keat-

ing said. His prices include a 15-year warranty and one-year layoff insurance policy to pay the mortgage, utilities and medical insurance and child care as part of the base price.

Gordon Blake is spokesman for the major investors of Home Town.

"My confidence in this concept, the people involved and the opportunity to get a return on my investment — and to give back to society — prompted my involvement," he said.

Raymond Anderson is an area builder who will link up with Keating.

"I think it's nice you can show people what their house is going to look like," Anderson said. "People are amazed. The quality of the houses is fine. There's nothing wrong with that at all."

Joe Slavik, owner of a Farmington Hills building company, serves as an advisor to Keating.

"The key in this is you market housing like you market automobiles," Slavik said. "You have a big showroom with all the models and styles where people can come and have all their questions answered."

Keating figures he can get customers into a house within 90 days if there's no hold-up on municipally issued building permits.

"Really, this is the least risky of all (marketing strategies)," Keating said. "I have six markets under one roof. In a subdivision, you only have one market and if you're wrong, you're in trouble."

"This is a fun experience and a learning experience. This will attract the public."

# Contractors from page 1F

viding employment opportunities for city residents.

The crime problem has been addressed in areas of the city that have experienced a renaissance — Harbortown, Victoria Place and Riverfront, Landry said. He's also impressed with Archer's commitment to education. "Quality of life is a concern of everybody, obviously," Landry said. "You need a trickle before it can pour. That's what's happening."

Art Shmina, chairman of A.Z. Shmina in Livonia, is a past president of the Detroit chapter. "The new mayor is non-confrontational," Shmina said. "He has a spirit of cooperation. He's of the type who invites people in. Very definitely he can make a difference."

"I don't think Archer should be looked upon as an entity of Detroit. He's the quality all the way and sets a tone for the area. At that point, there must be encouragement of private enterprise through laws about anything that restricts our activity."

"Taxes, I think, have got to be lowered," Shmina added.

Bill McCarthy, president of McCarthy & Smith in Redford Township, says a need to attract new business and then better efforts to expedite the construction process once it starts.

"You've got to go out looking for industry to locate in the area," McCarthy said. "It won't be automotive. They won't spend in the city."

And about the paperwork process? "The whole attitude here was very poor," McCarthy recalled. "It was tough to get permits. Inspections? Impossible. You're probably going to have to do something about taxes in the city, too. Income and property taxes are out of touch."

Frank Smith, president of the Greater Detroit Chamber of Commerce, said: "We have 11,200 companies as members, only 25 percent in the city. We're regional. Our whole perspective is this marketplace."

"It's going to take time and patience. Don't get your expectations so high you'll be disappointed. It takes year to cultivate an environment. Investors perceive hospitality, a good investment."

"A city has to be safe, clean, well managed. If he can get the garbage picked up, buses run on time, crime is better, education — that's what it's going to take," Smith said. "Can one man make a difference? You better believe it."

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# Doner earns Musicland creative pact

Musicland Stores Corp. has awarded the creative portion of its national television advertising for Musicland and Sam Goody stores to W.B. Doner & Co., based in Southfield.

"Some of the country's most well known and established creative shops were among those agencies who vied for the business," said Arnie Bornstein, music store division president. "Doner was selected after a search that involved more than 40 advertising agencies from all over the United States."

Alan Kalter, president and chief operating officer

for W.B. Doner, said, "Musicland is the leader in a very dynamic and exciting category. We look forward to challenging the category with innovative, breakthrough creative advertising for Musicland and Sam Goody."

Musicland Stores Corp., headquartered in Minneapolis, is the largest specialty retailer of prerecorded home entertainment products in the United States. The company operates 1,200 stores in the United States, Puerto Rico and the United Kingdom, including Birmingham, Novi and Southfield.

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