

Stars from page 1F

William J. Beskey, director of sales, marketing and planning, was named director of international sales, marketing and joint ventures. He joined the Cadillac division in 1963. Steven D. Pettiford, director of die and metal allocations at the Cadillac-Luxury Car Manufacturing and Engineering Division, was named powertrain group director of planning. He joined GM as a co-op student in 1966.

Harry Butler of Troy, executive vice president of Mid-States Petroleum, Troy, attended the Petroleum Marketers Advisory Council meeting in Scottsdale, Ariz. For the second year, Butler was selected for his role in the petroleum marketing industry and involvement with state and national petroleum associations.

Juile Porcasi of Troy was named creative coordinator for Eley O'Connor Detroit, Ltd. Corporate Video Producers, a marketing, training and employee communications firm. She'll be the liaison between clients and the creative departments in Eley O'Connor's new Troy location.

Angelo A. Vitale of Rochester Hills becomes manufacturing manager for K.J. Law Engineers, Novi. He'll lead the manufacturing team for all three K.J. Law divisions. He joined the firm in 1963.

Rob Elliott of Walled Lake becomes vice president of marketing for Detroit-based Little Caesars. He joined the carry-out pizza chain in 1979 as a store manager. He joined the corporate staff in 1980. In 1985, he was named Outstanding Employee of the Year.

Mark Blinder of West Bloomfield becomes regional vice president for Northstar Investment Management Corp., based in Greenwich, Conn. He formerly was director of sales-syn-dicator for J.W. Blinder Korth, Farmington Hills.

David G. Motherwell was named president and CEO of Executive Relocation Corp., a subsidiary of Michigan National Bank, Farmington Hills. He previously was senior vice president of Boatmen's Relocation Management, St. Louis. He's relocating to the Detroit area.

Bob Bird of Birmingham was promoted from traffic coordinator on the Lincoln-Mercury Dealers Association account to operations account executive for Young & Rubicam, Detroit. Louise Nall of Redford was hired as client accounting coordinator.

Bryan Norman of Westland joined Wunderman Cato Johnson, Young & Rubicam's direct marketing and sales promotion subsidiary, as a traffic coordinator. Harriet Radom of Southfield was promoted from operations assistant to operations assistant for the FTD account and Lincoln Quality Commitment accounts. Amy Watton and Terry Boglarsky, both of Westland, were promoted from traffic coordinators to assistant account executives.

Traci L. Stafford of Westland joined Goldfarb & Co., a Southfield advertising agency, as assistant account executive. She'll assist several account services and handle client accounts.

David Reese of Berkley was named director of admissions at Specs Howard School of Broadcast Arts, Southfield. He was regional sales manager and director of admissions at Concorde Career College in Kansas City and at Morrisville College, Sioux City, Iowa.

Two West Bloomfield physi-

cians became department chiefs at Bi-County Community Hospital, Warren: Dr. William Peppo is chief of internal medicine. Dr. Donald Rothen, an ear, nose and throat specialist, becomes chief of otolaryngology.

Gino Wickman, client relations vice president for Floyd Wickman Courtes, Troy, was promoted to executive vice president and executive committee member. The Sterling Heights resident joined the sales training firm in 1992 as an account executive. He's restructured the marketing department and is working toward certification as a Floyd Wickman trainer.

Thomas J. Dunamore joins the research staff of ND Technologies Group, the research and development branch of ND Industries, Troy, as a powder coatings-systems specialist. He previously was part owner of a powder coating job shop servicing the Big Three automakers.

Steve Larson of Royal Oak was promoted from senior account executive to account supervisor assigned to the Jeep national account at Bassell/North, Detroit. He joined the agency in 1991 as an account executive on the Eagle account.

Wayne G. Plotrowski, a new account supervisor for The Berline Group, Bingham Farms, has more than 15 years' experience on the client and agency side. The Berkley resident is assigned to the Midas account. He previously was Arby's regional director of marketing.

Bettl Pool of Farmington, a master gardener and Farmington Hills Beautification Commission member, joins McFarland Florist & Greenhouses, Farmington Hills, as garden designer. She owned Plantings by Bettl and is the Farmington Garden Club president.

Fred Huebner of Troy and Rosemarie Balhorn of Clarkston joined Michigan National Bank as a residential loan officers. Huebner, formerly a mortgage lender, concentrates on the Birmingham-Royal Oak area from the Birmingham branch. Balhorn, whose background is finance and real estate, handles business in north Oakland county from the Union Lake branch.

Homecare from page 1F

be a temporary or permanent alternative to nursing home care," said Jay Anthony, QID general manager.

"We aren't anti-nursing home, but many people don't need 24-hour care and don't belong there. Frail doesn't mean sick," he added.

How do care givers feel about putting a loved one in the garage? "One in 200 is surprised by the idea, but it makes all the difference when they see the unit," Anthony said.

From the outside, the garage looks like a model home office. Inside, a furnished suite resembles a comfortable hotel room. The unit is about 380 square feet and fits in most two-car garages. It's carpeted and walls are vinyl covered with built-in bookshelves.

There's a front door, window, bedroom, sitting/activity center and barrier-free bath with a tilting tub for access from a wheelchair. A power-assisted toilet is optional.

QID's health care coordinator can get other optional equipment, like a power-chair or hospital bed, or arrange for a visiting nurse.

The suite connects to the house by an interior door; a short ramp outside leads to the exterior door. The partitions that replace garage doors are made to match the house.

The unit can be installed in most garages in two days and dismantled in one. It uses the house's electrical and sewer lines and has a separate hot water heater, self-contained heating unit and air conditioner. The floor is seven inches above the garage floor and well-insulated.

Before marketing the unit to Midwesterners, QID worked with Berkeley architect Robert A. Williams, a specialist in barrier-free design, to increase the insulation value to R-19 — for weather in Sault Ste. Marie, Anthony said.

It rents for \$1,500 a month, or you can buy one for \$38,600. The bathroom alone rents for \$900 a month; the purchase price is \$24,800. There's a smaller unit for one-car garages.

Freight and installation is \$2,500, which includes plumbing and electrical permits. The company has a guaranteed repurchase program.

Some costs may be tax deductible or covered by Medicare or private insurance, Anthony said.

If the price sounds steep, consider the cost of skilled nursing home care in Michigan — 24 hours a day, according to a QID study.

"There's a definite benefit to staying at home, but caring for a frail elderly person is a full-time commitment," said Alexander Spiro, president and CEO of Charter Care Corp., with nursing homes in Farmington Hills and Novi.

"Usually, an acute incident like a stroke or fall puts the elderly in the hospital," he said. "Before considering home care, you need to evaluate the patient with the hospital social worker. A lot of people don't focus on the time, energy and lifestyle change that's required for home care. A nursing home isn't a place people don't come out of. We have people go back into their homes or apartments everyday."

Nursing homes charge for skilled care from registered nurses and therapists, who are on staff for routine visits from these professionals at home could cost around \$5,700 a month, Spiro said.

At least two local planners like the idea of Homecare Suite, but say installation would probably have to be considered on a case-by-case basis.

"I'm acutely aware of the health care problem, and I personally understand the need for

home care," said John J. Nagy, Livonia planning director. "There would likely be a problem adapting (the unit) to a typical home under our existing code because it alters a single-family residence."

Nagy's other concern is increased demand for off-street parking once the garage is converted, but with appropriate variances, he said, the unit could be adapted to some homes.

Nik Banda, Southfield director of planning, agrees: "The (suite) represents an important social statement that cities will have to evaluate in the near future. I'm not sure how it fits into our present code. We'd have to look at modifying it on a case-by-case basis."

"I'm getting more calls everyday for information on in-home care for the elderly," said Loretta Conway, Farmington Hills' senior adult supervisor. "The concept of Homecare Suite is an extraordinary one if you can afford it."

Anthony believes the social impact of Homecare Suite will be greatest a generation from now: "Neighborhoods will become more cohesive simply by including the elderly who otherwise might be in nursing facilities."

"If this idea catches on from an emotional and psychological point-of-view, I can't see how a zoning variance would prevent a solution to the home care problem being implemented."

For more information, call QID Homecare Suites at (810) 644-5757.

Award winners named

The Detroit-based Engineering Society honored 1994 Construction & Design Award winners at its annual meeting June 3 at the Detroit Edison Customer Communication Center in Southfield.

Honorees are: Chrysler Corp. Chelsea Proving Grounds Vehicle Dynamics Facility, Chelsea. Owner: Chrysler Corp. Auburn Hills. Architect: Giffels Associates, Southfield. General Contractor: Cadillac Asphalt, Novi.

Ford Motor Co. Advanced Engineering Center (a central facility for Ford engineers to carry out research and engineering develop-

ment to reduce noise, vibration and harshness in vehicles). Dearborn. Owner: Ford Motor Co., Dearborn. Architect: Albert Kahn Associates, Detroit. General Contractor: Walbridge Aldinger, Detroit.

McKenny Union (renovated to meet American Disability Act requirements). Ypsilanti. Owner: Eastern Michigan University, Ypsilanti. Architect: TMP Associates, Bloomfield Hills. General Contractor: Barton Malow Co., Southfield.

Orion Park at Camden Yards, Baltimore, Md. Owner: Maryland Stadium Authority. Architect: Hellmuth, Obata & Kassabaum, Kansas City, Mo. General Contractor: Barton Malow Co., Southfield.

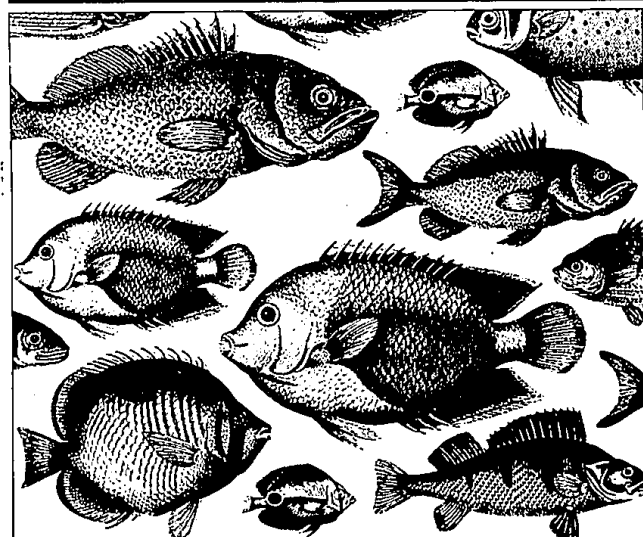
Parke-Davis Pharmaceutical Research Laboratory, Ann Arbor. Owner: Parke-Davis Pharmaceutical Research Division, Ann Arbor. Architect: Harley Ellington Pierce Yee Associates, Southfield. General Contractor: Rudolph Libbe Inc., Canton.

Reliability Improvements Project-Accelerated Phase, Southeast Lower Michigan. Owner: Detroit Edison Co. Architect: Detroit Edison Co. General Contractor: Detroit Edison Co.

Now in its 20th year, the award is a symbol of excellence that's widely recognized as the premier honor in the Michigan construction industry.

The award annually honors Michigan-based architects, engineers, general contractors and owners, ranging from private homes to public work projects. Buildings must have been completed after Jan. 1, 1990 to qualify.

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5329	5329	Additional Taxes
8283	8283	Attributes to Qualified Retirement Plans (including IRAs), Annuities and Modified Endowment Contracts
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