

THURSDAY, APRIL 21, 1994

BUILDING & BUSINESS

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BUILDING & BUSINESS OBSERVER STARS

This column highlights promotions, transfers, hirings and other key personnel moves within the suburban business community. Send a brief biographical summary - including the town of residency and employment and a black-and-white photo, if desired - to: Stars, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is (313) 591-7279.

Richard Roy of Canton was promoted to manager of client financial services for D'Arcy Masius Benton & Bowles, Bloomfield Hills. He joined the agency in 1991 as a corporate financial services manager.



Roy

Kerrie Gurgold of Livonia joined Money Mailer of Michigan-Northwestern Ohio in Bingham Farms as an assistant graphic designer. She'll design direct mail advertisements.



Gurgold

Troy-based Ziebart Corp. named Gregory A. Longe of Redford to the new position of director of franchise development. He's responsible for developing Ziebart TidyCar dealerships in North America. Longe joined the company in 1989.



Longe

Pat Atkins of Canton joined Michigan Induction, Canton, as a material science engineer. She's responsible for material analysis, metallurgical reports and process improvement.

Gustav J. Olling, a Chrysler engineer from Rochester Hills, is president-elect of the Society of Manufacturing Engineers, an international group with 75,000 members. He's assigned to a Chrysler research team studying new technologies in vehicle engineering.

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The Woodmont: This 1,800-square-foot, two-story condominium, built by Bosco Building, also impressed architects on the Parade of Homes selection committee.

Local builders lead Parade of Homes



Residential builders, as a group, love to show off their models. A little friendly competition goes a long way toward sparking new ideas and raising quality standards for everyone.

BY DOUG FUNKIE
STAFF WRITER

Builders based in the Observer & Eccentric coverage area snapped up five of the seven Parade of Homes blue ribbon awards annually presented in conjunction with the International Builders Home Flower Furniture Show.

A panel of architects evaluated 54 houses on value for price, best

use of space, innovative design and aesthetic appeal. Winners were named by price category:

■ Less than \$180,000 - The Foxborough, built by S.R. Jacobson Development of Birmingham with the model located at the Hunt Club in Auburn Hills.

The 1,600-square-foot colonial contains three bedrooms and 2½ baths. The foyer opens to an over-

sized living room and dining room. Soaring ceilings accent each of the three bedrooms on the second floor. "I think the most appealing feature is it's a traditional colonial," said Theresa McCarthy, project manager. "It has a separate living room, an eat-in country kitchen, separate dining room. It's a very liveable house. It's a very family house."

■ Less than \$180,000 - The Applewood II, built by Wineman & Komer Building of Southfield with the model located at Round Tree Subdivision in Orion Township.

The 1,850-square-foot ranch has three bedrooms, two baths and a

side-entry garage.

"It's very open, the elevation is absolutely gorgeous," said Barbara Kotula, sales representative. "We have the fashion bath they (buyers) like so much - step-up bath, separate shower, double sink. The master bedroom has dual closets."

■ Less than \$240,000 - The Ridgewood, built by S.R. Jacobson with the model located at Hickory Creek in Northville Township.

The two-story detached condominium of 2,400 square feet offers three bedrooms and 2½ baths. The master suite is on the first floor, as

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Big supplier:
Jack Berry,
co-founder of
Pet Supplies
Plus, reported
sales of
just over
\$100 million
last year
from both
corporate
stores and
franchise
operations.



ART EMANUELE/STAFF PHOTOGRAPHER

Pet Supplies Plus

Variety, pricing pace growing chain

BY DOUG FUNKIE
STAFF WRITER

Dog food, aquarium supplies and collars translate to big business for Jack Berry of Farmington. Berry, 68, and Harry Shallop of West Bloomfield started Pet Supplies Plus in Redford in 1988 and, along with Harvey Solway of Birmingham, have expanded the chain to 82 stores in the Midwest and one in Hartford, Conn.

"We picked this (business) 5½ years ago," Berry said. "The time was right for someone to come in and put together a store the customer wanted."

That kind of store was larger than a mom-and-pop but not so large as a 25,000-square-foot megastore, Berry said.

The company owns six outlets including Redford, Livonia, Farmington Hills and Rochester Hills. The others, including Canton and Bloomfield Hills, are franchises.

Pet Supplies Plus, privately owned, recently announced plans for a major expansion into the East Coast.

Following are edited excerpts from



a recent interview with Berry at corporate headquarters in Livonia:

How did you happen to get into the pet supply business?
Berry: It was by accident.

I was in the supermarket business for 36 years . . . sales and marketing. Then I started an advertising business that specialized in coupon inserts for food brokers.

We were going to buy some Chatham Supermarkets through bankruptcy court and open a small chain. The deal didn't materialize. My partner (Shallop) was out in Arizona and had seen a couple of bigger pet stores. He thought there was potential.

At that point, I was in consulting

and didn't have anything really to do. I got in my car and visited every pet store I could find. It was a totally backward industry.

They were 1,500, 2,000 square feet basically run by hobbyists who didn't have experience in business. They had a little bit of everything, nothing major.

So what did you do?

Berry: I sat down and created what I thought would be a concept to move the pet industry to the next level. I used other industries as a concept.

The sporting goods industry used to be mom-and-pop stores. Then Dunham's MC Sporting Goods took it to the next level. Fruit markets used to be mom-and-pop. Randazzo's took it to the next level. Office suppliers used to have a little of this and that. Office Max took it to the next level.

We feel 7,000 to 9,000 square feet is the ultimate size store and most cost efficient size store to be able to present prices we're able to give our customers.

See PET, 2F



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