

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 towns 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.

Phillip T. Rhodes of Southfield was promoted to senior sales account manager for the newly created Tier I/Non-Automotive accounts at Gilbreath Manufacturing, Southfield. He had been sales manager for the Ford Motor account.



Rhodes

Judi McInerney of Farmington Hills, an assistant health/safety instructor for NTH Consultants, Farmington Hills, joins the firm as corporate health and safety manager. She also had been a compliance officer and consultant for Michigan Occupational Safety and Health Administration, Westland.



McInerney

William S. Fambrough of Birmingham was elected a senior vice president of First Federal of Michigan, Detroit, and named corporate secretary and general counsel. He joined First Federal's legal staff in 1979.



Fambrough

Thomas F. Gahan of Canton was promoted from senior pharmaceutical buyer to vice president-pharmacy purchasing for Troy-based Arbor Drugs. He'll buy pharmaceuticals for 163 stores and medical center pharmacies. In 1993, he was appointed to the Michigan Board of Pharmacy by Gov. John Engler.



Gahan

Kevin McLaughlin of Farmington Hills was promoted to regional director of operations for HDS Services, a Farmington Hills-based food service and hospitality management firm. He had been consultant of food service operations for McVeety & Associates, a division of HDS.



McLaughlin

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Alry feeling: A liberal use of sloped ceilings and attention to window placements give a feeling of spaciousness to models at Hunt Club.

Affordability marks Hunt Club homes



More and more builders who traditionally construct houses at the higher end of the price spectrum are taking a second look at the rest of that spectrum. Some are even taking the plunge and offering what most people would consider more affordable models.

BY DOUG FUNKE
STAFF WRITER

Satisfied customers tend to do repeat business.

That's partly why Scott R. Jacobson, a Bingham Farms builder who usually constructs custom, higher-end houses, decided to erect a more affordable line in his most recent venture, Hunt Club in Auburn Hills.

Prices go from \$140,600 for a 1,800-square-foot ranch to \$146,500 for a colonial of 1,600 square feet to \$147,000 for a nearly 2,000-square-foot bi-level.

"We build at this price, \$180,000, \$250,000 and \$350,000," Jacobson said. "We're hoping they'll be happy with us and will move up to the next step, look at other prices, later."

But potential future business isn't the only reason Jacobson switched gears at Hunt Club, located off South Boulevard, just west of Squirrel Road.

"It seems like there's a strong market for more affordable," he said. "That's why we stepped up to the plate and bought all 110 lots here." The three models are small by

conventional "new" standards but seem larger with high ceilings and creative placement of windows and doorways.

"Because of the square footage situation, that (sloped ceilings) significantly tends to create the impression of more space through trusses," Jacobson said. "We tried to use as much glass as possible but still keep it where we can sell at an affordable price point."

To keep basic prices as low as possible, air conditioning and fireplaces are options. Exteriors consist of vinyl siding and wood trim all the way around. Lots are 50 feet wide. Master suites have showers instead of a tub/shower combination or separates.

But that isn't to say that the models look cheap.

The Shelburne, a bi-level, has a living room, a large country kitchen with breakfast nook, and

three bedrooms, all with sloped ceilings, on the upper level. The lower level, when finished, contains a family room, an optional den or extra bedroom and laundry.

The Foxborough, a colonial, shows a separate dining room, kitchen/nook, living room, powder room and laundry on the first floor, three bedrooms and two baths upstairs. Again, all the bedrooms have sloped ceilings.

The Danbury, a ranch, has sloped ceilings in all the rooms - living room, dining room/kitchen, master, and the two smaller bedrooms, one of which can easily be turned into a den. The laundry is in the basement.

Standard features in all models include two-car garage; range, dishwasher and garbage disposal;

See HUNT CLUB, 2F

Merging operations: Ann Wray (left) and Bonnie Crooks, founders of Business Resources, flank Jack Macauley, chairman of Macauley's Office Products. The three principals hope to merge their firms by June 1.



Office products

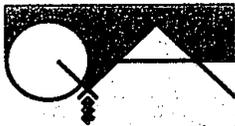
Need to grow spurs industry merger

BY DOUG FUNKE
STAFF WRITER

There are a few basic ways for a business to grow. Increase sales/slash expenses. Find new investors/stock offerings. Mergers.

Macauley's Office Products, a family-owned firm with a 125-year history, and Business Resources, founded in 1980, headquartered in Canton and one of the largest companies owned by women in southeast Michigan, have decided to marry and become Macauley's Business Resources.

"We started meeting in late July last year to discuss the possibility of merging," said Jack Macauley, a Bloomfield Township resident who will serve as president/chief execu-



tive officer of the joint operation. "After a long series of meetings, here we are today with a letter of intent signed."

A target date of June 1 has been set to complete the arrangement.

It hasn't yet been determined whether Macauley's Business Resources will expand and establish headquarters at Macauley's Oak

Park site, Business Resources' Canton location or somewhere in between.

Ann Wray and Bonnie Crooks, who nurtured Business Resources, will serve as vice president of finance/chief operating officer and vice president of marketing, respectively.

Following are edited excerpts from a recent interview with Macauley, Wray and Crooks:

Why merge?

Macauley: One reason for merger is future survival. That's not to say we'd go out of business tomorrow. But if we didn't grow, the possibility

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