

# Stars from page 1F

Beth Magwick of Dearborn becomes director of marketing for Community Federal Credit Union, whose local branches are in Plymouth, Canton and Northville. She had been a promotion manager for Society of Manufacturing Engineers, Dearborn.



Magwick

James W. Cote of West Bloomfield was named marketing vice president as part of the reorganization of Romulus-based Kelsey-Hayes' worldwide brake operations. He had been vice president of sales and marketing for World-wide ABS and Controls Group.



Cote

Robert Daykin of Beverly Hills was promoted to vice president, group creative director for Pontiac Dealer Association at D'Arcy Masius Benton & Bowles, Bloomfield Hills. He joined the agency in 1984.



Daykin

Dennis J. Wozniak of Troy was promoted to senior vice president, purchasing and marketing for Arbor Drugs, Troy. He joined the firm in 1978 as a buyer.



Wozniak

Jon Stewart of Bloomfield Hills was promoted to vice president, associate creative director for W.B. Doner & Co., Southfield. He'll manage the creative teams for several accounts, including Comerica, Professional Veterinary Hospitals of America and Eckerd Drugs.



Stewart

Jennifer L. Lord, a litigation attorney from Bloomfield Hills, joined Keywell and Rosenfeld, Troy. She had been an associate for Abbott, Nicholson, Quilter, Eashaki & Youngblood.

Lyns Wetby of Bloomfield Hills was promoted to associate media director of the newly formed local media services group at BBDO/Detroit, Southfield.

She'll oversee the planning, presentation and stewardship of media for all Detroit-based clients. She joined the agency from Dallas in 1986.

Gary Howell of Birmingham was promoted to senior vice president, special projects for D'Arcy Masius Benton & Bowles, Bloomfield Hills. He joined DMB&B in 1984 from Doyle Dane Bernbach, where he was vice president/creative director for several accounts.



Howell

Jo Bourjaily of Milford was named corporate senior vice president for D'Arcy Masius Benton & Bowles Advertising, Bloomfield Hills. She joined the agency in 1982 as communications manager for GM programs.



Bourjaily

Timothy J. Cain of Plymouth becomes director of finance for Gage Products, Ferndale. He was an accountant for Arthur Andersen before starting his own business in 1993, where he assisted Gage and other middle-market clients in the areas of financial and management information.

Margaret R. Miller of Canton was named assistant vice president-branch manager IV for First of America Bank-Southeast Michigan, Birmingham. She joined the bank in 1978 as a teller. She became a customer service representative in sales and operations in 1983 and assistant branch manager in 1987. She was promoted to branch officer-branch manager responsible for sales in 1990.

Headlineman Co., Troy, promoted Lawrence Hicks of Rochester from senior vice president to executive vice president/merchandising. Louis Kiroos of Grosse Pointe from senior vice president to executive vice president/corporate development and subsidiaries and Richard Morris of West Bloomfield from vice president to senior vice president/finance, CFO and secretary. Peter J. Cline, formerly a group vice president for Borden, joined the firm as executive vice president. He'll move to metro Detroit.

General Motors UAW-GM Human Resources Center, Auburn Hills, named Thomas H. Par-

khill of Rochester Hills assistant director of joint training activities and Molly E. Katko of Troy assistant director of joint programs administration. They are responsible on the management side for the policy making and quality of several joint labor-management programs.

Detroit-based P.X. Coughlin, a global logistics provider, realigned its executive team. William B. Larkin of Bloomfield Hills, a principal, continues as executive vice president. He's primarily responsible for sales, marketing and foreign operations.

Roberta Mathle of Rochester, a legal administrator for Sullivan, Ward, Bone, Tyler & Asher, Southfield, was appointed region 3 director of the Association of Legal Administrators' board of directors. She'll finish the remaining year of a term vacated by the president-elect.

Robert T. McBride of Birmingham becomes chief financial officer and corporate counsel for Flexible Plan Investments Ltd., Bloomfield Hills. He had been vice president and chief financial officer for Megasource, Bloomfield Hills. He's practiced law in the Detroit area since 1962 and has been on the management team of several businesses.

Julie Gynor of Royal Oak joined Stone, August, Baker Communications, Troy, as an account executive responsible for the Weight Watchers account. She had been an account executive for Ross Roy Communications, Bloomfield Hills, assigned to the Chrysler and Federal-Mogul accounts.

Livonia-based Masonry Institute of Michigan elected new officers: chairman John Robovitsky, president of Robovitsky, Southfield; vice chairman Mariano "Skip" DiGiovanni, president of Central Masonry, Rochester Hills; treasurer Roy A. Seelbinder, president of R.A. Seelbinder Construction, Troy, and secretary Tom Baker, vice president of Baker Construction, Ann Arbor.

Nancy E. Fischer of West Bloomfield becomes public relations manager for CellularOne, Farmington Hills. She had been communications director for the American Heart Association of Michigan and public relations director for the Hyatt Regency Dearborn.

Janet L. Bensing of West Bloomfield completed the National Association of Fraternal Insurance Counsellors' graduate study program in estate planning, earning the Fraternal Insurance Counsellor Fellow designation. She's a representative for Modern Woodmen of America.

# Hunt Club from page 1F

and carpeting in all bedrooms. A basement is standard in the ranch and colonial models.

Sidewalks will be installed. Elements added warmth and charm to what Jacobson termed a "new, traditionalism" exterior. Look included lap siding, shutters, curved windows and covered porches.

"I think the selling point is the fact we build quality product at an affordable price in a superb location," he said. "We build the same quality here as \$300,000 models."

Singh Development of Birmingham developed the property. Coppen Architects of Northville designed the models.

The subdivision is serviced by city water and sewers. An annual association fee of about \$100 for each house is contemplated to

maintain common grounds. Hunt Club is in the Avondale School District.

The current property tax rate for municipal, school and county services is about \$36 per \$1,000 of assessed valuation, half of market value. That means the owner of a \$146,000 house in Hunt Club would pay about \$2,600 annually in property taxes.

Ninety percent of the buyers in Hunt Club are first-time house buyers of any kind, new or existing, Jacobson said.

"They're coming out of rentals. They're young professionals — teachers, pharmacists, engineers, physical therapists. Thirty percent are single."

Margie Skannal will move from a condominium in Troy to a ranch in Hunt Club. The Danbury is her first new house.

"To me, it's so small and cozy, perfect for one person or a small family," she said. "It's supposed to be in an up-and-coming area. I think the value will go up."

Skannal selected a few upgrades including fireplace and a full tub in the master suite.

Art and Elaine Peralta and their two children will move from a townhouse into a colonial, also their first new house.

"I think it was the model with the best square footage for us," Elaine said. "I liked the floor plan. The rooms were a good size. We basically liked the kitchen and formal dining room."

It was also important to the family to remain in the Avondale School District, Elaine said. The Hunt Club sales office, 852-3110, is open noon to 6 p.m. seven days a week.

# Office from page 1F

of going out of business at the turn of the century was very great.

Wray: With the industry changing the last few years, we realized we had to get bigger to survive.

We looked at their (Macaulay's) customers, and they were similar to ours. We looked at their company philosophy, and it was similar to ours. We looked at their service, and it was similar to ours.

Macaulay: Competitive factors in the marketplace that had been forcing (profit) margin erosion, coupled with the entry of superstores with the perception they're the lowest-price place to buy, made us feel by joining forces, we'd have a win/win situation and become the best office products distributor in Michigan stressing customer service.

What is the scope of your business?

Wray: Business Resources this fiscal year will finish with about \$20 million in gross sales. Last year it was about the same. It's been pretty flat.

Macaulay: It's ironic. We're within \$100,000 in total sales. We intend to get it to \$50 million in a couple of years. That's our whole thrust.

How do you propose to get there?

Crooke: In general, by implementing some new programs we're working on together... in marketing ideas or service ideas.

Now, we're in southeast Michigan and Toledo. Gradually, we would like to expand out from that area and gradually increase national account participation.

Macaulay: We will be putting combined 45 sales people on the road. We'll be doing things like corporate video, consumer shows, bringing people in to see new products.

**■ 'We realize we'll give up the family business structure and not operate it as a family any more. We hope it will be a brand new family.'**

Jack Macaulay  
new president/CEO

Wray: We have sales people on the street looking for new construction, growth areas. Knocking on doors. And of course, word of mouth.

We all do some advertising. Trade magazines.

How do you expect that your business will shake out?

Wray: About 25 percent furniture.

Macaulay: Seventy percent office supplies or word processing information supplies. Five percent office machines.

What kind of office supplies?

Crooke: Everything from paper and pens to laser toner cartridges for computer printers.

And suckers to banks for kids that come in.

How many employees do you have now and what do you expect when the merger is complete?

Wray: We have 110.

Macaulay: We have 160, including 35 in our six retail stores.

Wray: Cutbacks? Very few. We hope any reduction comes through attrition or from people who can't physically make the move wherever we end up. We figured there's a very small number of duplication, where we have duplication, we'll be able to use those employees elsewhere.

What did each of you see in the other as a merger partner?

Macaulay: Business Resources has a really good computer-aided design department for furniture design, layout, color coordination.

Crooke: Macaulay's is part of a

very large national network of independent dealers across the U.S. and Canada.

How do you feel about giving up your independence and some control?

Macaulay: We realize we'll give up the family business structure and not operate it as a family any more. We hope it will be a brand new family. It will be Macaulay's Business Resources family with the new business.

I still will have a son directly involved in commercial sales and a daughter with furniture sales.

Wray: Everyone has some very good talent from a management standpoint. I felt as comfortable with Macaulay as I felt with Bonnie all this time.

Who's your competition?

Wray: Silver's, Boise Cascade, Mail order.

Macaulay: Office Max, Office Depot. Even stores like K mart are selling office furniture now.

What's ahead?

Macaulay: I see fewer players. I see the ones remaining will have efficiencies, the ones that put stress on service to the customer.

We're concentrating on medium and large size accounts. That's where the concentration will be, places with 30 or more employees.

We do plan to close our (six Macaulay's) retail stores down to one or two stores... Renaissance Center and probably Lansing. That was already in existence before we started talking (merger).

# Credit union use on rise

Consumer satisfaction with credit unions combined with rising service charges at banks, have led to a growing movement of consumers into credit unions.

In 1993, Michigan credit unions attracted 53,000 new members, said Michael Kelly, senior director of the Southfield-

based Michigan Credit Union League.

Anyone in Michigan interested in joining a credit union, but uncertain of where they may fit in as a member, can request information with one toll-free phone call.

By calling 1 (800) 474-JOIN, callers hear a recorded message offering tips on how to join a credit

union through their job, residence, church or family.

After a recorded message, callers are able to leave a voicemail message requesting a complimentary, customized membership information packet in the mail based on information they leave on the recording.

"The new 800 number is a part of the

Michigan League's commitment to Operation Mountain Top," Kelly said, "but even more, it's a concrete, practical service to Michigan credit unions."

Within the first month of the program, 280 state credit unions had joined the program by providing the MCUL with summaries of their membership eligibility requirements.

The Michigan Credit Union League is working in cooperation with the Joint Advertising Board, the state's cooperative credit union ads program, to operate 1 (800) 474-JOIN. Their efforts will help potential new members connect with credit unions that will meet their needs. The toll-free number is featured in JAB's cooperative advertising campaign for 1994.

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