

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: Staff, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is (313) 591-7879.

Robert R. Jones of West Bloomfield was named to the National Association of Home Builders' 15-member business management committee. The owner of Robert A. Jones Associates, West Bloomfield, was named 1993 Builder of the Year by Builders Association of Southeastern Michigan.



Jones

Joseph M. Scott of Farmington Hills, senior vice president and executive for First of America Bank-Southeast Michigan NA, was appointed to the Grace Hospital Board of Trustees, Detroit.



Scott

Sharon Payne of Westland was promoted from senior planning analyst to the newly created position of director of strategic analysis and systems development at Oakwood Health Services, Dearborn. She joined Oakwood in 1987.



Payne

James J. Warzyniec of Livonia was promoted from vice president to senior vice president for Livonia-based Willis Carroon Corp. of Michigan. He joined the firm in 1990.



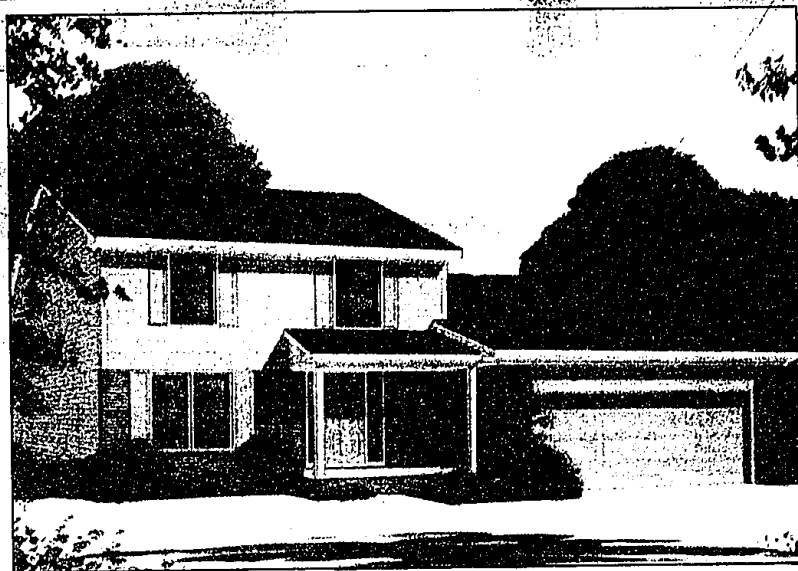
Warzyniec

Erin Lacey of Birmingham was promoted to account supervisor, sports and events marketing for the Cadillac account at D'Arcy Masius Benton & Bowles, Bloomfield Hills. She joined the agency in 1989 as an assistant account executive.



Lacey

See STARS, 2F



Scaled down:
The revised colonial at Dawson Estates is smaller and has fewer fancy amenities than the original model, better to appeal to potential buyers.

Sales up at scaled-back Dawson Estates



Not every building idea is a winner. Residential constructors sometimes have to re-examine their product and who they're selling to, then go back to the drawing board. That's what one veteran Oakland County builder did in a Wayne County community.

By DOUG FUNKE
STAFF WRITER

Manny Dembs, a West Bloomfield builder, admits that he made a mistake constructing his first model at Dawson Estates in Westland.

"I built a 1,996-square-foot, 2½-bath colonial for \$139,990 and added \$25,808 in extras - loft, cathedral ceiling, Jacuzzi in the master suite, extra large shower, two fireplaces, fieldstone (facade), a porch in the back with a roof," Dembs said.

"Everybody loved it, but forgot

to come back," he continued. "They couldn't afford it."

So Dembs changed course. He scaled down his model in size and amenities and lowered the base price to \$114,900. He's also serving as his own on-site sales agent.

"Momentum is beginning to build up," Dembs said of the small subdivision off Cherry Hill, just west of John Hix. Five of the 28 lots have sold.

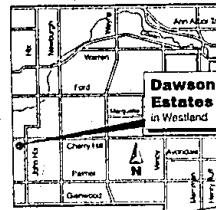
The standard colonial model, now 1,537 square feet, has three bedrooms and 1½ baths.

The main level consists of a living room that opens to the dining room, a kitchen/break that opens to the family room, a powder room and laundry. The three upstairs bedrooms, the largest 12-by-14 feet, share a full bath with tub and shower. The master has a fairly substantial walk-in closet.

Standard kitchen appliances include dishwasher, double/sink with garbage disposal and range hood. The kitchen also has a built-in pantry.

A two-car garage and basement are standard. Vinyl siding is the standard exterior material. A couple of different exterior upgrades, including the use of some brick and a covered front porch, also are available for a premium of \$1,000 to \$2,000.

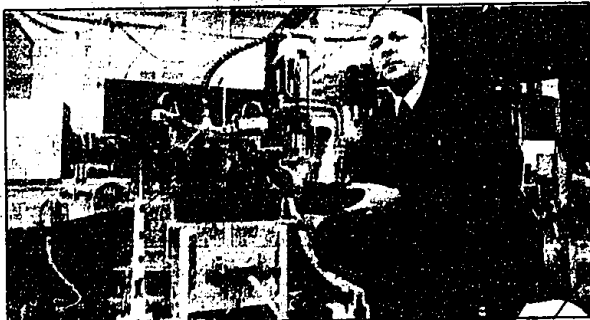
Other options include air conditioning, fireplace, gutters and deadbolt locks.



Two other models - a 1,700-square-foot colonial with four bedrooms and 2½ baths for \$128,620 and a three bedroom ranch of 1,300 square feet with two baths for \$114,900 - soon will be available.

See SALES, 2F

Success story:
Leonard Brzozowski realized business success, thanks in great part to a major push to quality control.



Blue chippers

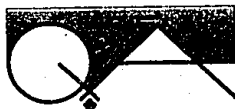
3 local firms earn national plaudits

By DOUG FUNKE
STAFF WRITER

The Southfield company that manufactures custom heat-treating machines and microprocessing controls for robots overcame a quality control problem.

The Walled Lake enterprise that supplies audio-visual presentation equipment to businesses emphasized superior service going up against larger competitors.

The Rochester Hills entrepreneur who makes electromechanical parts was turned down more than a half dozen times for bank financing before getting a break and embarking on a successful business that last



year grossed \$40.3 million.

All three - Robotron, Business Television Video Systems and Saturn Electronics & Engineering - were recognized as Blue Chip Enterprises in a national program established to enable small businesses to share success stories.

"Judges were looking at how com-

panies have utilized resources to overcome challenges they faced," said Gretta Mitchell, spokeswoman for the Blue Chip Enterprise Initiative, a consortium that includes the U.S. Chamber of Commerce, Nation's Business magazine and Connecticut Mutual.

"You have to have five to 300 employees, have to be for profit and have to be in business three consecutive years or more," Mitchell added.

"Other than that, you have to have a story to tell that will help other small businesses overcome a challenge."

See PLAUDITS, 2F

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