

Stars from page 1F

Detroit since 1983, was promoted to trial attorney. She's a founding member of the Optimist Club's Riverfront chapter.

William C. Windsor of Lake Orion was named regional director. Iowa Farmington Hills-based Mercy Alternative, a member of Mercy Health Services, a managed care organization providing medical and health care services to members in Michigan, Iowa, Nebraska and South Dakota. He'll oversee Mercy Alternative's managed-care network and alternative-financing programs for the Iowa region.

Russell G. Wleman of Bloomfield Hills, previously an audit department head for Grant Thornton in Chicago, was appointed managing partner of the Detroit office.

A. Arnold Agree, an architect from Bloomfield Hills, was elected to the board of Common Cause in Michigan. He's president of Agree Architectural Consultants, Southfield, and vice president of Sinai Hospital of Detroit's board of trustees.

Tom Kenyon, who operates Sir Speedy Printing Center at 33599 Seven Mile, Livonia, earned national VIP (volume increase percentage) recognition for monthly sales performance. The Livonia center reported a 39-percent sales volume increase for February 1994 compared to the same period last year.

Michael D. Martignon of Shelby becomes an account executive for Northwest Graphic Services, Livonia, where he'll develop and service new corporate accounts. His background includes sales and marketing for AT&T and market research for Michigan Interviews.

Gerhard Koenig of Troy was promoted to president-chief operating officer to president-chief executive officer for Porsche Engineering Services, Troy. He joined the firms research and development center in Weissach, Germany in 1981.

Melanie S. DiCenzo, a financial representative for Mariner Financial, Southfield, was named to the Kemper Executive Council. She was recognized for sales of Kemper mutual funds and annuity products.

Dr. Gregory A. Hammon of Birmingham was recognized for orthodontic research with a 1994

Award of Special Merit from the American Association of Orthodontists. He lectures in the University of Michigan department of orthodontics and pediatric dentistry and has a private practice in Birmingham.

William D. Underwood becomes senior vice president, vendor and product development for Troy-based Kmart Corp. F. Kevin Brownett was promoted to vice president, general merchandise manager, hardlines merchandise and Penny Berg was promoted to divisional vice president, jewelry.

David T. Wujczyk of West Bloomfield took part in The Chubb Life Co.'s annual White Mountain Club conference in Hawaii. He is the principal of David T. Wujczyk Associates, West Bloomfield. The business conference honored the top 20 percent of Chubb Life's independent agents.

Jerry Wagner of Bloomfield Hills, president of Flexible Plan Investment Ltd. in Bloomfield Hills, was named vice president of the Society of Asset Allocators and Fund Timers, a national association of registered investment advisors.

Peter J. Hollis of Warren joins Ramco-Gershenson Inc., Southfield, as general manager of strip shopping centers. He's responsible for property management at 22 of the firm's 30 centers, including West Oaks in Novi and New Towne Plaza in Canton.

Donald A. DeLong, a Birmingham attorney and counselor, is continuing his practice under the name, Law Offices of Donald A. DeLong, P.C. The firm, specializing in estate planning, taxation, real estate corporate and business law and commercial litigation, is at 355 S. Woodward, Suite 100.

Don Padalla of Farmington Hills, manager of Southfield-based Automated Collection Systems, was elected Michigan Association of Collection Agencies vice president. He'll coordinate and direct the efforts of the group's 113 member offices.

Association of Energy Engineers named **Joseph W. Smolin** of West Bloomfield 1994 Region 3 Energy Engineer of the Year. He's a sales engineer for R.L. Deppmann Co., Southfield. The award was presented for promoting the practices, principles and procedures of energy engineering and for service to the association.

Chris Feist of Berkley and **Beth Healy** of Grosse Pointe Woods were named vice presidents and officers of Bazell, Detroit in Southfield. They'll continue to work on their current assignments, with Feist becoming vice president, client accounting manager and Healy becoming vice president, financial manager. The two joined the agency in 1988.

Southfield-based Associated Food Dealers of Michigan named a four board of director members. They are John Gionatto of Rochester Hills, J&J Food Centers vice president, Rochester; Cal Stein of Troy, executive vice president of Pfeister Co., Livonia; Mike Roese of Sterling Heights, general manager of General Wine and Liquor Co., Lincoln Park, and Gary Davis of Grosse Pointe Farms, Tom Davis and Son's Dairy Co. president.

Sarah McDonald of Farmington Hills was promoted to vice president, creative director for Stone, August, Baker Communications, Troy. Since joining the firm, she's handled advertising and marketing projects for Wright Watchers, Fyge and Monfort, Inc.

Shari Frea-Wright of Birmingham becomes director of marketing/affiliate relations for PASS Sports, a producer of Michigan sports programming to 250 cable systems in Michigan and northwest Ohio. She had been an account executive for Turner Cable Network Sales in Atlanta. Her territory at Turner included cable systems in Michigan.

Joseph C. Duff, who'll relocate to metro Detroit, becomes director of broadcast sales for The Palace of Auburn Hills, Pine Knob Music Theatre and Meadow Brook Music Festival. He previously worked for KDKA Television in Pittsburgh as national sales manager and sales director for the Pittsburgh Pirates.

Bruce Phillips of Bloomfield Hills becomes vice president-director of Bruegger's Bagel Bakery, a division of Quality Dining, Inc., based in Mishawaka, Ind. He had been a regional field marketing manager for Burger King. Bruegger's will open three bakeries in metro Detroit by the end of fiscal 1994 and another five locations in fiscal 1995.

Tara Andringa, a Rochester native, joins U.S. Sen. Carl Levin's Detroit staff as liaison between the senator's constituents and the U.S. Department of Defense. She previously worked for Entech Personnel Services, Southfield. At the University of Pennsylvania, she was a research assistant for law professor Lani Guinier and a Women's Law Project counselor.

Gov. John Engler appointed bilateral trade teams to Israel and to the Arab countries to promote Michigan exports and services abroad. On the Bilateral Trade Team-Israel: Peter M. Alter of Bloomfield Township, senior partner for the law firm Honigman, Miller Schwartz and Cohen; James A. Safra of Farmington Hills, Safra Printing Co. chairman and CEO; Michael L. Steln of West Bloomfield, Heidl's, Inc. chairman and CEO; Michael H. Traison of West Bloomfield, partner with the law firm Miller, Canfield, Paddock and Stone. On the Bilateral Trade Team-Arab countries: Christopher G. Dolan of Northville, Guardian Industries Corp. planning and development manager; Habib I. Fakbour of Troy, broker for Skyway International Travel and Stone. On the Bilateral Trade Team-Arab countries: Christopher G. Dolan of Northville, Guardian Industries Corp. planning and development manager; Habib I. Fakbour of Troy, broker for Skyway International Travel and Stone.

Angels from page 1F

one said it was a great idea, that I should do it in Royal Oak. Why Royal Oak? **Dahlmann:** Royal Oak is known for uniqueness and different shops — antique stores and especially shops that are treasure deals exclusively with buttons.

I personally don't think a store like this would play in a mall. What you have here is a drive-to destination. In a mall, you would end up paying for a lot of traffic that's not yours in price per square foot and overhead.

How much money did it take to launch the business and where did you get it? **Dahlmann:** About \$50,000. I have three silent partners. One is a wealthy woman from Grosse Pointe. Two are local businessmen. They're not interested in being in the forefront.

When the whole thing was coming together, someone suggested that I do (the Royal Oak investor) loves angels, she has money, maybe she'll become a silent partner.

One of the men was an investor in a miniature golf course I built in Cancun. The third person was a friend of the other guy. It was just kind of late thing how things came together.

I own one-third of the business. How is it going financially? **Dahlmann:** Let's put it this way — I'm 25 percent ahead of projections in terms of my sales. Every month, my business has continued to improve.

My original projection for the year was sales of \$250,000. Now, I'll be over \$300,000, probably \$320,000.

In terms of volume, I'm in the top 5 percent of the country for any type of retail business. I'm \$400 per square foot. Margins are very good. My margin averages around 40 percent. The jewelry would be different from cards.

Our initial investment was paid back in the first 120 days. The

business is sustaining itself. To what do you attribute your success? **Dahlmann:** It's a totally different atmosphere. We're selling specialty gifts that are treasures. I think they're buying good feelings.

Most of the time, people coming here are looking for a special gift. The gift is to fit the person giving it as well as getting it. The store isn't about a season. I think they (angels) are something special to everybody. People feel they can be counted on to help them with their life.

Part of it is timing and part of it is our purpose — trying to give good product at a good price. Good service. Those are key ingredients. Where do you get your merchandise? **Dahlmann:** All over the world. There are wholesalers, individuals, who do stuff. Direct from manufacturers. I have over 200 sources. The angel business has gone absolutely crazy.

What about the consulting end of the business? **Dahlmann:** I think the potential when you only have 800 square feet is only so much. I expect down the road, I'll be busier consulting than I will be with the store.

Our mission is there will be a whole bunch of these stores opening up a whole bunch of people. We're opening a store for someone else in St. Jacobs, Ontario. In the next few years, I envision we'll help open stores all over the world.

What kind of consulting services do you offer? **Dahlmann:** First of all, our vendor list, quantities they will need for their size store. How to promote the business. I have the trademark for Angel Treasures. When I consult, I will give use of the name.

With my experience, if need be, I can build the store for them. They give me dimensions, I'll show how to set it up. Why not just go with a franchise operation rather than bootstrapping with consulting? **Dahlmann:** I looked at the franchising end of it. There's a lot of costs involved that are directed to legality, legal work. In most cases, we cut out a lot of mutual expenses by doing it on a consulting basis. If we franchise, I have to do parts of your advertising. It (franchising) would eliminate flexibility for me. Obviously, that means we don't get a portion of their pie, but that's not what the store is about. It's about people owning their own business. They would have a lot more money to get started. Do you have a business philosophy? **Dahlmann:** My philosophy is to keep your fun level cranked up 10, 15 or 10 every day... to enjoy life. One of the things I learned from Dunham's is you pay as much for space back here (office) as out there. Keep your back room small and take advantage of your retail space.

Do you personally believe that angels exist? **Dahlmann:** Yes I do. I had a religious background when I grew up believing there were angels. I personally believe in the Bible and angels are mentioned over 350 times in scripture. Then the way the store got started. Everyone kept saying, 'Let me help and here is merchandise. Everything just kept happening and falling into place. I got the feeling as this went on, angels wanted a store here. I don't know if you noticed, but I'm right next door to a church (First Baptist). I have nine parking spaces in back. Parking in Royal Oak is difficult.

Showroom from page 1F

shower doors/mirrors and plumbing fixtures. "It's hard on the building process to allow changes," Whitefield said. "It's easier to say every project is getting this tile, this toilet, this sink. It's much easier not to allow changes."

"We found our niche. We're semi-custom builders and we allow our customers to change and personalize houses. Otherwise, it's not theirs," she added.

The New Home Center is definitely a hands-on experience. Customers can physically move sample blocks of bricks and wood treatments to see how they match up with specific shingles. Ditto for floor tiles and cabinet faces. The choices of recessed lighting fixtures are displayed, four stair railings. Buyers can examine three faucet fixtures for the bath.

Over 100 kinds of brick, 13 different shingle colors in three styles and 20 stained siding samples are displayed. Other choices abound. There are about 40 different foyer tiles, 25 cabinet faces and 10 bath tiles. Different kinds of functional switches and dimmers can be tried out.

Interior doors in different parts of the showroom are exactly what's available in residential models. The same with moldings and dropped ceiling tiles.

Skylights have even been built into the roof and pan ceilings carved into the lobby. Little is left to the imagination — and that's just how Selective wants it.

"What we want to do is give people as many choices as we can, but do it in a controlled manner so they can visualize their dreams and we can deliver appropriately," said Michael Horowitz, president.

"We've talked over the years about a centralized selection center, but we vetoed it because we were here and we were there," Whitefield said of Selective's far-flung empire. "We weren't ready to make the jump. Really, the catalyst was this year we were aiming to sell 150 to 200 homes. We still want to be a semi-custom builder and allow customization the customer wanted. With the set up we had, we couldn't allow personalization. It wasn't going to work."

"We're a marketing guru," she added. "We're always doing things differently."

Whitefield conceded that a centralized home center wouldn't work. "You have to have volume, experienced people there. I think you need the support of a company to allow change. That's really hard. The quicker you build a

house, close on it, the quicker you make money." About 30 purchasers visited the New Home Center during its first 10 weeks of operation, Whitefield said.

"It was a lot of variety, a lot of different choices made real easy," said Stephen Upchurch. "They were very organized. Everything is all in one place. All the designs are there, the prices are there. It's a real easy process. You can make it right through it."

Louise Richter said she was surprised by how organized the center was so soon after its grand opening. "I was afraid it was so new, they (staff) wouldn't know that much. But they did," Richter said. "I liked it. It gives you a better idea of what you're going to be getting. It's right in front of you. You could compare better."

"By being there, it didn't feel like you missed anything," she said. Some kitchen buyers have been put at ease visiting the New Home Center, Whitefield said. Lookers, too, who need that last little nudge to commit.

Daniel Dahlmann, director of architecture services, has been working out of the New Home Center since its opening. He recalled dealing with a nervous contingent offer.

Prudential plans benefit

It's going to be a "roarin' time" on Tuesday, June 21, when Mayor Dennis Archer, Detroit Zoological Society members and friends, and Prudential Securities executives break out their skimmers and 1920s garb to celebrate the Detroit Zoo's 65th anniversary. "Sunset at the Zoo" will benefit a new Carnivore Exhibit of Sumatran tigers and African lions at the Belle Isle Zoo, a part of the Detroit Zoological Institute.

Sponsored by Prudential Securities, with local offices in Birmingham, West Bloomfield, Bloomfield Hills and Detroit, the gala will take party goers back to the "Roarin' 20s" when the Detroit Zoo first opened. Sixty-five years later, the Detroit Zoo, the first zoo in the country to use barrier exhibits extensively, is a natural habitat for 1,250 animals and 700 varieties of trees, shrubbery and flowering plants. Party goers will enjoy cocktails and dinner while strolling throughout the grounds of the zoo. A live auction and drawing, regatta music and 1920s costumes will add to the festivities. The Detroit Zoo is one of Michigan's premier attractions," said Richard Magliacane, Birmingham branch manager, Prudential Securities. "We are very happy to be a part of the Zoological Society's efforts to preserve and maintain the wildlife at the zoo in healthy surroundings. The park is a great resource for

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adults and children alike, and we want to do our part to ensure its presence in our area for many years to come. "Thanks to Prudential Securities' sponsorship, we're much closer to our goal of opening the first new exhibit on Belle Isle in more than five years," said Chuck Hammond, Detroit Zoological Society executive director. "With the new Carnivore Exhibit, we will be able to spotlight a pair of very rare Sumatran tigers that we were fortunate to acquire recently, along with several African lions. "Sunset at the Zoo" will take place 6-9 p.m. Tuesday, June 21, on the grounds of the Detroit Zoo, 10 Mills and Woodward, Royal Oak. The cost for the evening is \$40 per person and is open to Detroit Zoological Society members. For more information, call (810) 541-5717. Memberships are available from \$35 to \$500. Prudential Securities is a wholly owned subsidiary of The Prudential Insurance Co. of America.

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