

# Association honors more top execs

By DOUG FUNKLE  
STAFF WRITER

Eric Mittelstadt, president and chief executive officer for Fanuc Robotics in Auburn Hills, and Dennis M. King, CEO for Harley Ellington Design in Southfield, also have been recognized for outstanding achievement by Oakland Executives Association.

Mittelstadt, 59, a Bloomfield Hills resident, has been chosen Manufacturing Executive of the Year. King, 48, who lives in Huntington Woods, is Service Executive of the Year.

Mittelstadt, who earned a mechanical engineering degree from General Motors Institute and a master's in business administration from Wayne State University, became president of GM/Fanuc Robotics when the company was established by GM and Fanuc in 1982.

He continued in his top leadership positions when Fanuc acquired total ownership in 1992. The company now employs 800 employees and annual sales of \$227 million.

Mittelstadt's role? "I look at it as being the overall lead-



Eric Mittelstadt

er of the organization, trying to set a climate in which employees can accomplish things they never thought they were capable of doing and getting roadblocks out of the way," he said.

"It's one of people acceleration and, at the same time, being extremely aggressive with leadership in the market and profitability," Mittelstadt added. "You can't be in business unless you're profitable."

Mittelstadt, an advocate and spokes-

man for international competition and the automation industry, is active in a variety of professional and civic organizations.

Those include National Coalition for Advanced Manufacturing, International Federation of Robotics, Oakland County Chamber of Commerce, Bloomfield Hills Planning Commission and vestry of Christ Church Cranbrook.

"We're in an industry in which 90 percent of manufacturing companies haven't used their first robot yet," Mittelstadt said. "There's tremendous growth potential."

"I like to have challenges, and the challenge is that we get at that 90 percent faster than competitors," he said.

Mittelstadt and his wife, Susanne, are parents to Jeffrey. Mittelstadt has six other grown children.

King joined Harley Ellington, an architectural/engineering firm, in 1979 as a project manager.

"My role is to provide resources to all the people at our company so they can be successful," King said. "They ultimately provide services to our custom-

ers. "My personal philosophy is to make sure we take advantage of the insight and talent of all 200 employees. Two hundred working on a problem will do a better job than me as an individual," he added.

Harley Ellington did \$20 million in business last year, said King, who graduated from the University of Michigan with a degree in architecture.

Professional/civic involvements include American Institute of Architects, Economic Development Corporation of Oakland County, Leadership Oakland, Huntington Woods Board of Zoning Appeals and Southfield Business Consortium for the Arts.

"I think in our profession, there's nothing more rewarding than seeing someone you designed, a creative engineering solution... built and put in place," King said. "Something that will last 50 years. For the long haul, that's very satisfying and very emotionally fulfilling."

King is married to Haven and is father to Stacy and Hope.

## BUSINESS DATEBOOK

**DATEBOOK features upcoming events around the suburban business community. To list an event, write: Datebook, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150. Our fax number is (313) 591-7279.**

### THURSDAY, MAY 4

**STOCK STRATEGY**  
Dean Witter Reynolds hosts a free seminar "How to Invest in a Blue Chip Strategy for the 90's" 7:30-9:30 p.m. at the Livonia Marriott. See Mike at 1275. To register, call Greg Losacco at (800) 676-9600.

**HEALTH/WELFARE PLANS**  
The Detroit Area Chapter International Society of Certified Employee Benefit Specialists presents a seminar "Fundamentals of Health and Welfare Plans" 7:15 a.m. to 9:25 p.m. at the MSU management Education center. Troy. Cost is \$140. Advance registration required at (810) 988-0369.

**HOME BUILDING**  
Home Building, Miles Homes Services presents a free seminar on owner-involvement home building for the do-it-yourselfer 7:30-9:30 p.m. at Cornfort Inn, Middlebelt at 1-90, Livonia. For information, call (313) 453-8583.

**INVESTMENT PLANNING**  
First of Michigan and Fidelity Investments co-host a free investment planning seminar 7:30 p.m. at the Southfield Radisson. To register, call (800) 826-2039 or (800) 654-1443.

### WEDNESDAY, MAY 10

**SELLING SKILLS**  
The American Society of Employers presents a seminar "Professional Selling Skills" 9 a.m. to 4:30 p.m. at its offices, 23815 Northwest. Southfield. Cost is \$195 for members, \$225 for non-members. Advance registration requested at (810) 353-4500.

**SMALL BUSINESS DAY**  
The U.S. Small Business Administration and a consortium of business associations host the 13th annual Michigan Small Business Day with workshops and recognition ceremonies

beginning noon at the Athenum Hotel and International Conference Center in Detroit's Greenfield. Cost is \$75. A reduced rate is available for either a luncheon or banquet only. For information, call (313) 226-6075, ext. 82.

### THURSDAY, MAY 11

**SELF-ESTEEM**  
The National Association of Career Women-Hetro Detroit Chapter presents a program "Professional Women and Self-Esteem" 11:30 a.m. to 1:30 p.m. at Metwether's Restaurant, 25-485 Telegraph, Southfield. Cost is \$15 for members, \$18 for non-members. To register, call (810) 268-7770.

**SUPERVISION**  
Schoolcraft College's Continuing Education Services offers a five-week management course "First Line Supervision" 7:10 p.m. Thursdays starting this date on campus in Livonia. Cost is \$132. To register, call (313) 462-4448.

**CPA/ATTORNEY CONFERENCE**  
The Michigan Association of Certified Public

Accountants and the taxation section of the State Bar of Michigan conduct a joint CPA/attorney conference 7:45 a.m. to 4:30 p.m. at the Novi Sheraton. A keynote panel discusses "Aspects of Buying and Selling a Business." Twelve breakout sessions available. Cost is \$125. To register, call (810) 855-2288.

**ELECTRONIC PAYMENTS**  
Michigan Automated Clearing House Association presents "1995 Corporate Electronic Payments Conference" 8 a.m. to 4 p.m. at the MSU Management Education Center, 811 W. Square Lake Road, Troy. Cost for members is \$15, for non-members \$155. Discounts available for additional attendees. For information, call (810) 879-2222.

### MONDAY, MAY 15

**WRONGFUL TERMINATION**  
Adia Personnel Services sponsors a free seminar "Legacies of Termination" 6:11:30 a.m. at the Troy Marriott. To register, call Linda Tucker at (810) 442-7600.

## BUSINESS MARKETPLACE

Marketplace features a glimpse of suburban business news and notes, including corporate name changes, new products, office openings, new affiliations, new positions, mergers, acquisitions and new ways of doing business. Write: Marketplace, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150. Our fax number is (313) 591-7279.

**EDWARD D. JONES**  
Edward D. Jones and Co., a full service brokerage company with several local offices including West Bloomfield, Rochester Hills and Livonia, recently was ranked best in the nation in a survey for Money magazine. "Edward D. Jones & Co. has always believed that investors should be treated as we would like to be treated if the roles were reversed," said Bob Carris, the Livonia office rep. "The results reaffirm our commitment to that goal."

**BRICK WORK HONORED**  
The Cranbrook Alumni Courtyard in Bloomfield Hills was featured in the March issue of Brick in Architecture, an insert in Ar-


chitecture magazine. TJP Associates of Farmington Hills restored the courtyard, which had deteriorated after 70 years of wear and weather.

**HOSPICE CONSTRUCTION**  
Hospice of Southeastern Michigan, headquartered in Southfield, has received governmental approval to build four, 20-bed hospice homes for the elderly in 11 at 11 Mile in Middlebelt in Farmington Hills. Neumann/Smith & Associates is the architect.

**INALFA HOLLANDIA**  
Inalfa Hollandia, a sun roof manufacturer with a facility in Farmington Hills, and its parent company, Inalfa B.V. of the Netherlands, have acquired Britax Weathershield and its roof system operations in Birmingham, England.

**DONER AWARD**  
Adweek, an advertising trade publication, has named W.B. Doner & Co. of Southfield as Advertising Agency of the Year for the Midwest region.

Doner's client roster includes the Upjohn Company, Chiquita Brands International, BP Goodrich and Red Roof Inns.



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