

# Unemployed find work through NAB

**By JOAN S. WEAVER**

During the past year of rising inflation and unemployment, one organization has been successful at finding jobs for the disadvantaged, veterans and ex-offenders.

The organization is the National Alliance of Businessmen (NAB), a hybrid network of business, government, education and labor with central headquarters in Washington, D.C. and 130 Metro offices around the United States.

The Detroit Metro office of the alliance found jobs for 41,376 persons in more than 400 Detroit area businesses during the 1973-74 fiscal year which ended June 30. This figure represents 195 percent of the original goal of 21,150 jobs. It provides 24,136 jobs for the disadvantaged, 11,466 jobs for veterans, 610 jobs for disabled veterans, 483 jobs for ex-offenders and 4,620 summer youth jobs.

THESE RESULTS are made possible by private businesses which loan their executives (while continuing to pay their salaries) to the alliance for specific periods of time, usually anywhere from three months to a year.

The executives are then free to work full time for the alliance, matching persons from governmental agencies who need jobs with available or created jobs in the business sector. A small clerical staff in each Metro office is funded by the Department of Labor.

The people who need jobs come

from governmental agencies like the Michigan Employment Security Commission (MESC) or justice programs like "We Care" and "Project Transition."

They are hired by private businesses like the Budd Company in Troy, Bendix Corp., Standard Oil and Michigan Bell in Southfield, Ex-Cell-O Corp. in Livonia, Burroughs Corp. with locations in Troy and Plymouth, and Xerox Corp. with locations in Troy and Southfield.

THESE AND others are the participant companies that loan executives, do their share of hiring, training and re-training, and provide the leadership for the alliance. The Budd Company, for example, sometimes has as many as six executives on loan. Its vice-president, James A. Brooks, was chairman of the Detroit Metro for 1973-74, while another Budd executive, Peter G. Stellas, served full time as the Detroit Metro director of the alliance.

The roster of past national chairmen and presidents of the alliance over the last six years includes Henry Ford II, Lynn A. Townsend, Richard C. Gerstenberg and John Z. DeLorean. The national chairman for 1974-75 is Willard F. Rockwell of Rockwell International. The Detroit Metro chairman and director for 1974-75 have not yet been appointed.

The National Alliance of Businessmen had its start in January, 1968 when the late President Lyndon

B. Johnson, in a message to Congress, proposed a major industry-government cooperative program to find jobs for the nation's hard-core unemployed. That proposal became, in record time, the alliance and JOBS — Job Opportunities in the Business Sector.

Businessmen were suddenly asked by other businessmen to start hiring persons they wouldn't have let past the front door the day before.

THEY WERE also asked to reverse their usual hiring practices by finding the job first and then training the man or woman to fit the job.

It is estimated that nationally, over the last six years, the alliance has placed more than three million persons in gainful employment with earnings of more than \$5 billion in salaries. By being employed, those three million workers have reduced government payments for unemployment insurance and welfare by more than \$1.7 billion.

THE DETROIT Metro office estimates it has helped 180,000 persons (six percent of the national total) find jobs during the same period with the biggest contributors to the program located in Oakland and Wayne counties. It is also estimated that the retention rate is the same as for regular hiring, which is 55-60 percent.

What started out as a program primarily for the hard-core unemployed, which was then defined as

the poor, the uneducated and the drop out from society, has expanded to include veterans, disabled veterans, summer youth jobs, a college cluster plan and, in 1973, an ex-offender program.

According to the Alliance Review, a quarterly publication of NAB, approximately 75,000 people are released from prison each year. The recidivism rate (the relapse into crime by a convicted criminal) is 70 percent, and approximately 85 percent of crime in urban areas is committed by repeat offenders. On the average, repeat offenders are re-arrested within six weeks of leaving prison.

John Z. DeLorean, past president of the alliance, pointed out that "more often than not ex-offenders return to crime simply because they cannot find jobs. For them, crime pays because nothing else does," he said.

AND DETROIT Metro director, Peter B. Stellas said, "They are not reverting. We're not battling a thousand but it's working well for those who really want to get back into the mainstream of life."

Richard C. Gerstenberg, chairman of the board and chief executive officer of General Motors Corp. and past national chairman of the alliance said the organization's greatest accomplishment is the increased cooperation and team effort now present between government, labor, education and business.

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## BUSINESS

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# Sundberg-Ferar gives products new design

**By CHERYL GRITZINGER**

The design of consumer and industrial products and the modernization of mass transit systems are central to the operation of Sundberg-Ferar Inc.

Nestled on a wooded eight-acre site overlooking Telegraph Road in Southfield, Sundberg-Ferar is an independent industrial design company that serves the manufacturers of products such as coffee makers, typewriters, automatic washers, refrigerators, automobiles, vending machines, television sets and furniture — to name a few.

For 29 years the firm has designed the major appliance lines for Sears and Whirlpool Corp.

The Sundberg-Ferar design philosophy demands that "products meet functional requirements in strict conformity to human physical characteristics and, at the same time, satisfy the aesthetic needs of the human spirit."

The firm's Southfield headquarters reflect its design capabilities. The model shop and the design studio are located under one roof, making possible immediate communication between the designer and his three-dimensional visualization.

OTHER BUILDINGS on the same property include facilities for photography, silk screening and storage. In addition, Sundberg-Ferar is one of the few design organizations capable of making full-size transit car prototypes on its premises.

One of the company's current projects is the designing of a new furniture line for Sears. Another involves new designs for the Coca-Cola vending machines. Most of

this type of designing is done at least two years in advance of public presentation.

"It's a real thrill when I'm walking through a store and see something we've designed right here in our shop," said Dorothy Harbridge, public relations coordinator.

"Then I think, wait until they see what's coming out next year!"

In recent years, Sundberg-Ferar has emerged as a leader in the design of mass transportation vehicles and facilities. Among the firm's assignments was the designing of the transit cars for the New York Port Authority Trans-Hudson (PATH) and a full-size prototype rail car for the San Francisco Bay Area Rapid Transit System (BART).

SUNDBERG-FERAR also was retained by the Chicago Transit Authority to design its new rapid transit cars. It has designed and built a full-size prototype for the Washington Metropolitan Area Rapid Transit Authority and for the Metropolitan Transit Authority of Baltimore, Md. The company is now working on a rapid transit vehicle for an Atlanta, Ga. system.

As a project for the Michigan Council for the Arts, Sundberg-Ferar constructed and installed the interiors of three display cars of the Michigan Arttrain.

In the area of mass transit vehicles, the company designs commuter-type cars of high density for the swift transportation of many people over short distances. It also designs "people movers" which are push, low density cars which carry 20 to 30 people for longer distances.

A people mover prototype was built by the company for Dashave-

yor Co. (a subsidiary of the Bendix Corp.) to be used as a working exhibit at the TRANSPO '72 held at Dulles Airport in Washington, D.C.

Since then, Sundberg-Ferar has been retained by Bendix to design a people mover for the Toronto Zoo. It is planned that by the summer of 1975, visitors to the Toronto Zoo will be able to observe animals in their natural habitat from these vehicles.

THE DEVELOPMENT of a \$20 million people mover system is being planned by the Inter-American Center Authority (IN-

TERAMA) of Miami, Fla. The new system, expected to be in use by 1976, will move about 30,000 people a day from Miami to the new 53-acre man-made island at the north end of the Biscayne Bay.

The Dashaveyor Co. was one of the suppliers invited by INTERAMA to present a proposal for the people mover system. Sundberg-Ferar was responsible for the interior and exterior vehicle design for the system proposed by Dashaveyor.

Miss Harbridge said that despite the need for a rapid transit system in the Detroit area, there is little promise for one in the near future.

"Here we sit. We've been in the business for 40 years, and for the last 15 years we've worked in mass transit design," Miss Harbridge said. "Yet here we sit in the middle of an area that desperately needs it."

SUNDBERG-FERAR once proposed a rendering of a vehicle which might be used as a rapid transit commuter car for the Southeastern Michigan Transportation Authority.

"We'd like to see it get off the ground but I'm afraid it will be a long time before it does," Miss Harbridge said. "We'd be delighted

to help them but it's all talk right now."

Miss Harbridge said, for example, that a people mover system would be ideal in a loop connecting Northland with the surrounding high-rise apartments.

Although there is a money problem, Miss Harbridge said she sees the automotive world as a major obstacle in the development of a Detroit system similar to those in other large metropolitan areas.

"People just don't want to give up their cars," she said. "Detroit will have to do something eventually."

# Consumer test helps developer

**By CHERYL GRITZINGER**

It's no easy task for a manufacturer to decide which little feature to change to make next year's model different from this year's.

With the help of a consumer preference survey, however, the decision process is simplified.

If you are an intern's wife from Beaumont Hospital, a parent of a Southfield Hockey Club member or a senior citizen, you already may have participated in the Sundberg-Ferar consumer preference surveys.

Sundberg-Ferar runs a customer survey in its studio whenever a client requests one. It pays groups five dollars per person to take part in the surveys.

DOROTHY HARBRIDGE, who conducts the surveys, calls them an "ideal design tool." Rather than building a full-scale model, she said, the designers can make several mock-ups of a product and test them for consumer preference. In this way, they can "get ahead of the act." If it is found that 40 to 60 women surveyed all dislike a particular feature, it can

be quickly reworked and retested.

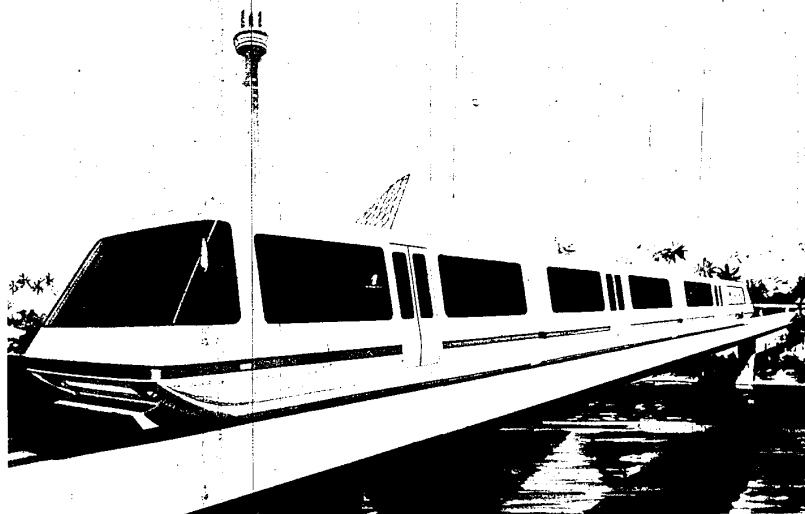
Miss Harbridge said there is no set schedule for the surveys but she keeps a file of interested groups and tries to give them at least a week's notice when one is being planned. She said she prefers to use groups or persons interested in donating to a worthy cause.

Right now Miss Harbridge has a thick file of groups waiting to take part in a consumer survey.

"It's funny how far they are willing to come," she said.

The last consumer survey was held in June. Sundberg-Ferar used groups of senior citizens and young people, ages 18 to 25, to test new features on small 12 cubic inch refrigerators. Miss Harbridge said the company tries to use survey groups which would best represent the consumers.

The surveys only take about 20 to 30 minutes to complete. They may range from products such as air conditioners, stoves, freezers and furniture to home tractors. As Miss Harbridge said, "Whoever wants to run a survey, we'll do it for them."



Proposed people mover (above) designed by Sundberg-Ferar for INTERAMA of Miami, Fla., will move an estimated 30,000 people a day from Miami to the 53-acre man-made island at the north end of Biscayne Bay. Bendix Toronto Zoo people mover (below) is an electrically powered vehicle expected to begin operation in the summer of 1975.

