

NOVEMBER 7, 1974

1D-(O)

## Quitting is just the beginning

# Changing: the big step

By SHARON PENLAND-MACE  
Warren Kruger is a man whose life and career have been "in transition" a great deal lately.

Looking very relaxed and casual in his West Bloomfield home, Kruger talks about the major changes in his life with a quiet seriousness that transmits a genuine concern about the relevance of his life and of the lives of men in general in today's world.

As a result of both this concern and of the transitions he has experienced, he will be teaching a six-week course, "Careers in Transition" at the Continuum Center of Oakland University beginning November 10th.

Kruger's transition began, he relates, when he gave up a highly-paid executive position with a leading advertising company to "discover" himself. He had reached a point in his career, he claims, where he was "required to give up himself as a person and become a company man."

"I recognized that unless I was willing to make that kind of commitment to the company, I couldn't keep growing. And without growth, I didn't want to be involved."

What kinds of things does a company demand that makes a man like Kruger come to this kind of decision?

"DUMB LITTLE things," he declares, "that keep accumulating until they become important: the kind of house you live in, the kind of car you drive, the amount of entertaining you do. Even your wife is evaluated on somebody else's scale. Everything was prescribed for me."

"My wife happens to be developing her own lifestyle. And I refuse to use my family as a crutch for myself in business."

"But it kept becoming increasingly difficult to keep a separation between my personal self and my family and the external business world."

"I found myself being drawn into a world where business considerations were usually more important than people. That bothered me, because I like to work with people in a management role where I can have an influence on people and on their growth."

As a result of these feelings, he began thinking in terms of new options and al-

ternatives. He discovered some things he would like to start trying. And so he resigned a safe, secure, well-paid executive position to "go out into the world and seek his fortune."

"I had a lot of trepidation about what I had done," he says. "There were mornings I would wake up and say, 'My God! What have I done? I have four kids.' But he is still, in his calmer moments, he declares, "and he broke away from the old rigid mold."

The biggest struggle, he relates, was deciding what to do with the opportunity he had. During this time he began "playing around" with things like writing. He doesn't plan to support himself with writing, he explains. To him it is a

*"There were mornings I would wake up and say, 'My God! What have I done? I have four kids.'"*

personal experiment — a growth experience to find out the kinds of things he can do.

This is evidence of the personal evaluation process which he has begun. Kruger, who has a marketing degree from Wayne State University, has since decided that his areas of expertise are in marketing, planning, communication and problem-solving.

He added one other dimension of his newly-emerging personality to this recipe: a social consciousness.

MOST OF HIS energies are now directed toward a consulting business which he has formed. In this business, he concentrates on applying sound marketing principles and teaching communication skills to non-profit organizations.

He recently decided to test some of his ideas by offering his services, on a volunteer basis, to two non-profit organizations: The Institute for Advanced Pastoral Studies and the Office of Economic Opportunity.

He began a personal growth workshop for ministers. "The idea was to help ministers, who are basically isolated from society, involved in people's real problems," he says.

"Non-profit organizations also usually have funding problems," he ex-

plains. "This is frequently because they have not effectively 'marketed' their services. Most of the time they are confused and unfocused as to what they really want to offer to the community."

But he was not just concerned with teaching these organizations how to focus and market their services. He is also intensely interested in teaching people how to communicate with each other. He specializes, he says, in "the human side of management," believing that leadership "is basically the ability to deal effectively with people."

IN DEVELOPING this idea, Kruger held a four-part seminar for the managers of the O.E.O., trying to help them

become better managers by teaching them how to communicate openly with each other and with their fellow workers.

"The question," Kruger states, "how do you get people with problems to confront each other? Most of the time, people avoid conflicts. There are many 'games' people will 'play' in order to escape confrontation."

Kruger cited President Nixon's excessive use of sending memos to his staff as a "game" to evade direct confrontation with them.

KRUGER FEELS especially strongly that men need opportunity and freedom to make choices as much as women. "Men really need to become more open with themselves and with other people first, to be able to do this, though," he declares.

Because they are not open, Kruger sees men as unable, many times, to see their choices and alternatives.

"I have seen what happens to a woman who goes through this growth process," he states enthusiastically, referring to his wife's transitional period. "man, they really blossom!"

"I decided that is we could get more men to start doing that — it would really be great."



Warren Kruger in his study (photographed by David Franklin)

It was because of his involvement with the Continuum Center that Kruger decided to take the leadership training course offered there so that he could teach the "Careers in Transition" course himself.

"THE PROBLEM IS, many men either believe these courses are only for women or that it is a 'touch-feely' thing. But what it is, really, is an opportunity to learn about oneself: your personal values, aptitudes, and abilities."

Kruger does not feel that everyone must necessarily, like him, change careers. "It may not be the job so much as the individual," he says. "The question may be, do I change my situation or do

I change myself. Many people continue to have the same problems in a new situation."

"I have never liked the idea of waiting 20 years for retirement before I started chasing my dreams. Why should a person have to wait until somebody else tells him when to stop working — to 'retire' — before they start doing what they want to do?"

"That's what I have done. I decided when I wanted to stop, even though it was a risk, and when to make some meaningful choices about what I really wanted to do with my life."

The Continuum Center at 377-3033 has further information on the "Careers in Transition" course.

## Souv-Laki: newest fad takes off

By ALICE COLLINS

The souv-laki is a lot more than a mouthful. In fact, to tasty munchers in the area, it's fast becoming a serious rival to the pizza and the taco.

The barbecued lamb, rolled in dough and dripping with yogurt, is going over so well here that Olga Loizon is opening a second Birmingham shop. "And if everything works out, I'll also be opening a Greek restaurant," she said.

OLGA OPENED her souv-laki corner in Birmingham's Continental Market on Woodward Ave. just south of Maple Road four years ago. The business took off after two months and now lunch, after school and Saturday crowds are overflowing the premises.

Her second shop, on Woodward Ave. next to the Bloomfield Theater, will be open in a couple of months, Mrs. Loizon said. "It just might be the beginning of a souv-laki franchise chain."

The bubbly souv-laki-maker doesn't like her specialty to be compared to the other popular snack foods.

When asked if she thinks the souv-laki is a rival to the pizza, Mrs. Loizon answered, "Oh, I think it's a lot better than that."

Souv-laki places are popping up all over the country now, but "I started it all right here in Birmingham," says Mrs. Loizon.

She brought the idea over from Greece after a visit there 10 years ago.

"WHEN I CAME BACK, I knew I was going to open up a shop in Birmingham someday. The souv-laki became so popular with my children the year we were in Greece that it had to go over here."

"My husband was against it, so it took me a few years and a lot of convincing to get started," Mrs. Loizon's husband is Birmingham architect John Loizon.

Mrs. Loizon's son, Bill, is a partner in the family business. Her other two children, Ernie, and Emily Kontos, work at the shop.

Olga's Souv-laki at the Continental Market is open Monday through Saturday from 11 a.m. to 5 p.m. "At the new place, we're thinking about opening at night, too," she said.

"If all the essentials are worked out," said Mrs. Loizon, "we'll be opening a Greek restaurant on the main floor of a seven-story apartment and office building to be built on property at 245 Hunter in Birmingham. John Loizon is part owner and architect for the project."

Olga's Souv-laki is also a thriving catering business, and in addition to the souv-laki, customers can get a Greek hot dog, and a variety of Greek pastries.



## Fast and tasty

Olga Loizon (above), opened her first souv-laki business four years ago in Birmingham's Continental Market. Her second shop will be open soon and "it just might be the beginning of a souv-laki franchise chain. Barbecued lamb, onions, tomatoes and yogurt on pita dough make up the souv-laki (below). At right, the souv-laki is prepared where the customer can watch. (Photographs by Tracy Baker).



## Where it's at

ATHEN'S SOUV-LAKI, Eleven Mile and Lahser Roads in To-Ex Shopping Plaza, Southfield — in business one month.

GRECIAN PALACE, Ten Mile and Telegraph Roads in To-Ex Shopping Plaza, Southfield — open seven months; souv-laki its biggest seller.

KONEE'S RESTAURANT, 2150 Woodward Ave., Bloomfield Hills — added souv-laki sandwich to its menu two months ago. A restaurant favorite already.

OLGA'S SOUV-LAKI, 210 S. Woodward in the Continental Market, Birmingham. Open four years and will have second Birmingham location soon.