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joins the RAB from thirteen years in sales and sales management with *Sports Illustrated* magazine, will work closely with the advertising community in Detroit and other key Midwestern markets to help national advertisers and their agencies use radio more effectively. Prior to joining *Sports Illustrated*, Muthleb spent several years in sales with WJR Radio.

Steve Fawcett has rejoined W.B. Doner & Company as senior vice president, creative director on the Canadian Tire and the Detroit Institute of Arts accounts. Prior to rejoining Doner, Fawcett had worked for J. Walter Thompson in Detroit as vice president, associate creative director since 1988. He worked for Bernstein Rein in Kansas City as creative director from 1987-1988. Prior to joining Doner in 1985, Fawcett worked for DeLeeuw Hill & Associates.

Ross Roy Communications has hired Adcrafter **Rick Betker** as senior vice president/direct mail operations, **John A. Kuzava** as vice president/account supervisor and **Cheryl Holmes** as vice president/group account supervisor, and promoted Adcrafter **Richard Murphy** to

vice president/group account supervisor and **Liz Conlin** to vice president/account supervisor. The announcement was made by Adcrafter **Peter Mills**, chairman and chief executive officer. Betker, who is responsible for all direct mail activities, will report to **Michael Webster**, senior vice president/management supervisor of the Direct Marketing Group. Prior to joining Ross Roy, Betker was senior vice president/account director for the Chevrolet Car/Geo account at Lintas Marketing Communications. Kuzava, who is responsible for managing the creative direction for Chrysler Corporation International accounts, will report directly to Adcrafter **Rex Smith**, vice president/senior account supervisor. Prior to joining Ross Roy, Kuzava was creative director and group manager in Detroit for Anheuser Busch Creative Services Group. Holmes, who is responsible for managing all account activities related to Chrysler Mopar direct marketing, will report to Betker. Holmes previously spent six years with R.L. Polk & Company. Murphy, who is responsible for managing all database activity for the Masco Corporation account, will report to **Paula Eridon**, executive director of account services. Murphy had been a group account supervisor at Ross Roy. Conlin,

who is responsible for planning and communications activities for the Blue Cross Blue Shield of Michigan and Detroit Edison accounts, will report to Adcrafter **Jan Muhleman**, executive vice president. She was previously an account supervisor.

The board of directors of Lintas Marketing Communications has elected three new vice presidents in marketing program development, account services and creative. **Elizabeth Mayer** becomes vice president/manager marketing program development. She joined LMC in 1991. **Christine Orth** was named vice president/account supervisor on the Delta Faucet account. She joined LMC shortly after graduation from Central Michigan University, six years ago. **Grace Serra** was elected vice president/associate creative director. She joined LMC in 1993 as a copywriter.

Livonia photographer **Jay Asquini** has been elected second vice president of the American Society of Media Photographers (ASMP). Now in its sixth decade, ASMP is recognized worldwide as one of the leading organizations of photographers. Asquini has served on its national board of directors for three years and has held the offices of treasurer and secretary.

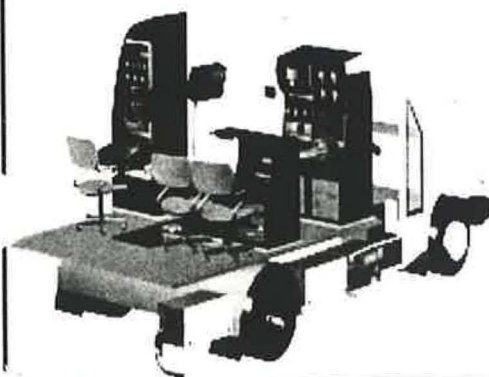
Adcrafter **Jim Quello** added another award to his collection when the National Cable Television Association presented him with its first annual *Distinguished Public Service Award* at its convention in Dallas on May 7. That makes 23 major awards he has received during his 20 years as a member of the Federal Communications Commission, which include eleven months as a very active interim chairman. That doesn't count all the awards and honors he has collected from state broadcasting associations over the years. Congratulations once again, Jim!—LHW

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