

YouthVille-Detroit 'Mac Shack' Lab Given in Spirit of Adcraft Founding

by Gerald Scott
News Dept.

Campbell Ewald went back to its roots in the city of Detroit for its ongoing CE CITY-related charitable work and teenagers of Detroit are the beneficiaries.

This became clear last week as Campbell Ewald CEO Bill Ludwig led a delegation from the Warren ad agency to the YouthVille Detroit facility in New Center to celebrate the opening of a bright, new computer lab.

Dubbed the "Mac Shack" because of all the Apple Macintosh related computer equipment, the new lab sure lit up the lives of teenage YouthVille members and community leaders gathered for the ribbon-cutting last week.

"Over a year ago, the leadership team at Campbell Ewald was talking about how we could commemorate our 100-year anniversary, it's a

significant event for the agency – we're the fourth advertiser to achieve that milestone (1911-2011) – we thought of a lavish party and we were all excited about that but we thought that would be very temporal, it would be here and gone," reflected Ludwig in his formal remarks.

"And we wanted to do something that would leave a lasting legacy – to give back to the community, we have a long history of giving back to the community here in Detroit.

"Henry Ewald and Frank Campbell were the founders of the Adcraft Club in Detroit."

And so this initiative grew out of the agency's ongoing CE CITY effort, which is an acronym for Creatively Inspiring Talented Youth.

Campbell Ewald and its employees, in partnership with the College for Creative Studies and YouthVille, earlier

promised to donate time, talent and financial resources to help boost the young creative community in Detroit and the Mac Shack is one of the first major results of that program.

YouthVille President and CEO Judith Miller appreciates the attention that Campbell Ewald and CCS are bringing to her operation.

"Youthville is a combination of place, people, supports, opportunities and services that most adults recognize that young people need to be happy, healthy and successful."

Indeed, collaborations with both YouthVille and CCS help bring Campbell Ewald back to its roots in Detroit. Although the big ad agency has been anchored on Van Dyke in Warren for decades, in the mid-20th century its offices were in Detroit, in the New Center Area, adjacent to the former GM Building back when GM was the leading corporate res-



PHOTO: GERALD SCOTT

Campbell Ewald CEO Bill Ludwig, right, leads the ribbon-cutting for the opening of the "Mac Shack" YouthVille computer lab.

ident of the New Center area.

So here's Campbell Ewald helping out a youth charity located at Woodward and Lothrop at the near-north end of Detroit's New Center Area.

"We partnered with YouthVille because we share YouthVille's mission in developing and nurturing talented youth here in the city of Detroit," Ludwig added.

MDOT Seeking Public Input on 2035 'Tran Plan'

LANSING – The Michigan Dept. of Transportation (MDOT) is seeking comments by April 30 on a public involvement plan for revising the state's long-range transportation plan.

The public involvement plan describes various opportunities the public will have over the next six months to help shape the revisions; it is available to view online at the state of Michigan's Web site or in printed form, by request.

MDOT is revising the state's long-range transportation plan, "MI Transportation Plan: Moving Michigan Forward," in order to maintain the 20-year planning horizon required by federal transportation planning regulations.

Comments or requests for printed copies of the plan may be submitted to Bob Parsons, MDOT hearings officer, at parsonsb@michigan.gov.

SAE Congress Ride & Drive has 25 Cars

The "buzz event" from last year's SAE Congress returns with added gusto for 2012.

Organizers of the Ride & Drive function at the SAE Congress scheduled for April 24-26 at Cobo Center in Detroit now anticipate as many as 25 different hybrid, EV and plug-in vehicles for attendees to test-drive.

Confirmed vehicles include the Chevrolet

Volt, Chrysler/Fiat 500 Cabrio, Nissan Leaf, Mitsubishi i-MiEV and supplier Bosch is hosting a VW Jetta Sidewinder that it helped modify. Honda and Ford will have various hybrid vehicles available as well.

The Ride & Drive function will run from 10:30 a.m. to 4:30 p.m. each day of the show and the cars are accessed via the Cobo Cen-

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ter basement level.

All SAE Congress registered attendees and other invited guests are welcome to test-drive the cars as part of the show experience. Last year, over 1,600 people put two dozen cars through their paces. Each test drive on a dedicated circuit in and around downtown Detroit is expected to last 15-20 minutes tops.

Overall, 10,000 people are expected to attend this year's SAE Congress, which will help generate business for downtown hotels, bars, restaurants and casinos for the Tuesday-through-Thursday of show week.

The SAE theme this year is "Get Connected." Nissan is the OEM corporate sponsor while General Electric is the supplier sponsor.



The No. 03 Corvette, driven by Jan Magnussen, Antonio Garcia and Jordan Taylor, finished second in the American Le Mans Series GT class during the 60th anniversary Mobil 1 Twelve Hours of Sebring.

Sebring Honors Corvette in 60th Year

DETROIT – The Chevrolet Corvette has been inducted into the Sebring Hall of Fame.

Corvette first competed at Sebring in 1956 and since that year, 231 Corvettes have competed in the Twelve Hours of Sebring race, 24 of them scoring class or category victories in this legendary contest.

Seven of the Sebring wins were tallied by Corvette Racing, the most successful team in the history of the American Le Mans Series (ALMS). Corvette Racing finished strong in the recent 60th anniversary race, placing sec-

ond and third in the GT Class.

"We are thrilled that Sebring has recognized the success of the Corvette on the race track by inducting it into the hall of fame," said Russ Clark, Chevrolet marketing director for Performance Cars.

"Even more important than the awards and race wins are the benefits to our production vehicles as a result of our racing programs," said Clark.

"We have been successful at transferring racing technology to the street, especially in our high-performance vehicles such as the Corvette ZR1, Z06

and our carbon fiber models, including aerodynamic, powertrain, chassis, braking, safety and design features."

Chevrolet is celebrating the 60th anniversary of the Corvette with the 427 Convertible Collector Edition, as well as a special 60th anniversary package that will be available on all 2013 models.

Founded in 1911 in Detroit, Chevrolet is now one of the world's largest car brands, doing business in more than 140 countries and selling more than 4 million cars and trucks a year.

NHRA Officials are Thrilled that Mopar Extends Sponsorship of Mile-High Race

AUBURN HILLS – Mopar is looking toward its future by drawing from its past – its motorsports past, that is to say.

That's because Mopar announced last week an extension of its sponsorship of the Mopar Mile-High NHRA Nationals, the longest continuous running title sponsorship in the NHRA.

"We are proud to reaffirm our long and historic partnership with the NHRA and the Bandimere family," said Pietro Gorlier, president and CEO of Mopar, Chrysler Group's service, parts and customer-care brand.

"Together, we have made the annual visit to Bandimere Speedway's 'Thunder Mountain,' an iconic stop on the NHRA schedule. The Mopar Mile-High NHRA Nationals is the flagship event for our brand, our fans and our customers, and this agreement reinforces our commitment to our 'home track' and to NHRA drag racing."

The 33rd annual Mopar Mile-High NHRA Nationals is scheduled to take place July 20-22, 2012. It will kick off the three-race NHRA Western Swing, with stops in Sonoma, Calif. and Seattle, Wash., and a five-race sprint to the start of the NHRA Countdown to Championship playoffs.



Defending NHRA Funny Car Champion and Team Mopar driver Matt Hagan, shown in action in his Mopar-powered Dodge Charger R/T, during the 2011 Mopar Mile-High NHRA Nationals.

"We are excited to extend the partnership with Mopar, which represents the longest standing title rights sponsorship in the NHRA Full Throttle Drag Racing Series," said Gary Darcy, senior vice president of Sales and Marketing, NHRA.

"Since 1989, Mopar has been involved with this event, which is a testament not only to NHRA's value proposition, but the dedicated team at Bandimere Speedway. We appreciate Mopar's continued commitment and dedication to NHRA."

"All of us at Bandimere

Speedway are thrilled to know that our relationship with Mopar's sponsoring of the Mopar Mile-High Nationals is continuing," said John Bandimere Jr., president and CEO of Bandimere Speedway. "The Mopar brand has become synonymous with NHRA and Bandimere Speedway. We love working with the entire Chrysler/Mopar Group."

Mopar's renewal of its title sponsorship of the Mopar Mile-High NHRA Nationals is another example of the brand's commitment to the NHRA and drag racing.

Wildlife Photos Return to Zoo On March 31

The 2011 Wildlife Photographer of the Year exhibition – a collection of images from the world's largest and most prestigious wildlife photography competition – returns to the Detroit Zoo's Ford Education Center March 31, for the seventh consecutive year.

The exhibit features 108 photographs dramatically displayed as illuminated large-format color transparencies. The exhibit runs through June 17 and is free with regular park admission.

The winning images were chosen from among 40,000 entries worldwide. The 47th annual Wildlife Photographer of the Year contest is hosted by BBC Worldwide.



PHOTO: GERALD SCOTT

The management team at Balance Engineering/DynoTech Driveshafts includes, from left, Steve Raymond (DTD), Mike Essad (BE), Mark Sikowski (BE), Jim Youells (BE) and Todd Fontaine (BE).

Balance Engineering Is Going Strong Post-GM

by Gerald Scott
News Dept.

It's notable that a significant piece of GM's 20th century industrial might has not only landed outside of the automaker's umbrella, but it has prospered in the 25 years since leaving the fold.

This year actually marks 25 years since the former GM Balance Engineering spun out of GM back in 1987 and became a standalone company. Now, BE and its sister firm, DynoTech Driveshafts, together occupy industrial space near the Troy Motor Mall in Troy.

There, Todd E. Fontaine, vice president, Sales & Mar-

keting at Balance, and Steve Raymond, general manager of DynoTech, together gave a tour of their facilities and discussed "life after GM."

Fontaine is old enough to have worked at the company for two years when it was still inside of GM, located south of 12 Mile Road in the industrial area adjacent to the GM Tech Center in Warren.

Fontaine is the keeper of the flame about Balance Engineering's larger history.

"In 1923 we were founded by Charles Kettering and we were organized within the Delco group, specifically the Dayton Engineering Labs,"