

## Auburn Hills Author Addresses Gender in the Workplace

Perhaps the busiest woman in Oakland County these days is Auburn Hills City Councilwoman Anne Doyle.

Not only is she caring for the day-to-day responsibilities of her elected civic position, but she also has two important local speaking engagements lined up.

On Sept. 5, she's speaking at the Oakland Community College (OCC) campus in Auburn Hills.

Then, on Sept. 12, the Auburn Hills Chamber of Commerce will present a Women's Leadership Luncheon featuring "Powering Up!" author Doyle. The luncheon is held at Meadow Brook Hall from 11:30 a.m. to 1 p.m., with registration beginning at 11:15 a.m.

According to city of Auburn Hills Executive Director Denise Asker, "Doyle's message is applicable to all audiences; men, women, young professionals and seasoned executives. Her research illustrates the benefits of women's leadership as it impacts organizational culture and company performance."

Indeed, Doyle, a former Ford Motor Co. communications executive, said that her "Powering Up!" book has sold 12,000 copies since the first edition was published in 2011 and that she has spoken to corporate groups nationwide about it, including AT&T and Coca-Cola.

Her book generally offers business advice for women seeking to advance in the workplace.

Writing in the tome, Doyle ob-

serves, "Why another book on leadership? Yes, I know, there have been hundreds of books written on leadership. I've read nearly all of the best ones. So, why another one?"

"Because most have been written by men, based on men's experiences and values. Very few draw upon the rich experience of growing numbers of women who have been developing a new leadership style and tapping the strength of our own gender for decades."

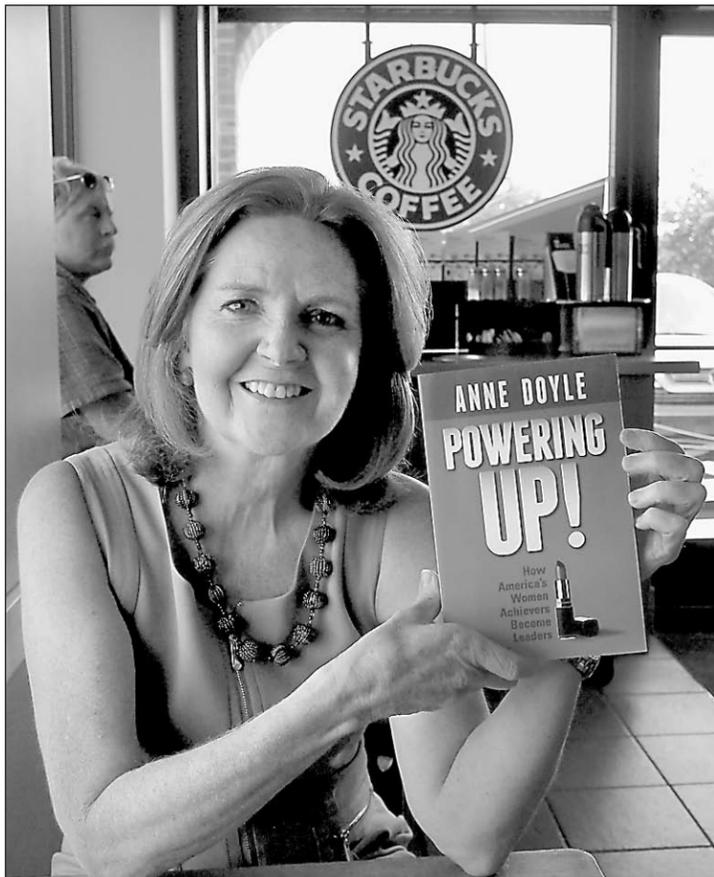
Doyle adds: "Men and women have plenty to teach one another. Part of the same human nation, we are still different tribes with fundamental and important differences, including, as we now know, how our brains process information or react to stress and stimulation. Because of our genders, we see and experience the world through very different lenses."

"Women will never learn to tap our full potential by modeling ourselves after men."

Indeed, in conversation last week at the Starbucks at Squirrel Road and Walton, Doyle discussed global and local women's topics that she's able to incorporate into her booktalks.

A keen observer of the human condition, Doyle carries on her journalist's eye from earlier in her career as she describes incidents and trends that impact women's advancement for better and sometimes worse.

She correlates, for example,



Anne Doyle's book has sold 12,000 copies.

that August was a terrific month for women on a variety of fronts, noticing that four "hallmark" events coincidentally occurred on behalf of women during the busy month, including:

The U.S. Olympic team had

more female participants than men for the first time in history; the Augusta (Ga.) Golf Course opened its membership to women; the NFL brought in the first female referee; and Yahoo named a female as CEO.

## EDAG Shop Floor Busy with GM, Chrysler Work

by Gerald Scott

If supplier "activity" is as much of an indicator of the overall health of the Motor City auto industry, perhaps EDAG, Inc. in Auburn Hills is a veritable beacon of good news.

EDAG and its on-site partner, Concord, are busy as can be these days, as the engineering house seemingly has its hands involved in a wide variety of OEM-support activity.

Among other activities, EDAG is setting up an aftermarket, six-station "assembly line" to retrofit factory-produced Chevrolet Silverado pickup trucks into hybrid/EVs, all for sale to fleet customers.

Each station now being set up on the shop floor has its own lift, or crane, to manipulate the truck body for prompt retrofit.

EDAG is also doing aftermarket Cadillac retrofits for the "Pink Cadillac" line of cars used by Mary Kay Cosmetics sales force, it is doing aftermarket show cars for Chrysler and even a special, emergency-responder type of vehicle for Homeland Security in New Orleans.

Chuck Cox, director, Special Vehicle Design & Fabrication for EDAG, discussed current business while offering a plant tour.

EDAG is located at the I-75 and M-59 interchange in southern Auburn Hills, on Rex Drive. The location is part of an industrial and automotive technology subdivision.

Besides substantial floor space, EDAG has eight dedicated industrial "studios."

"Each studio is 40 x 40 with a surface plate or a hoist, but I can open them up where I can have 40 x 80 or 40 x 120," Cox explained.

"We're trying to reorganize

everything right now," he said.

Elsewhere in the shop, EDAG employees are also doing aftermarket show car work for Chrysler.

"This is a full-blown show car for Chrysler," Cox said.

"We took it completely apart, custom paint - this is going to Las Vegas for a dealer show.

"What happens is you take a 2012 (Jeep Compass) and update it to 2014, so this will be for dealers, they review it and say, 'This is what we have coming,' he added.

"The new changes, the IP changes, the fascia, the headlights, the taillights. We just update it.

"This was a brand-new Jeep that came in last week, a four-door, and we're stretching it. The joints will be stronger than what it was before.

"He's (a fabricator) doing fixtures as he goes (in case we make more of them)."

EDAG actually "stretches" it by 23 inches such that their fabrication experts extend the frame and reattach it as good as factory new.

"We've noticed demand for this type of vehicle is up ever since the H2 and H3 (GM Hummers) went away a few years ago."

EDAG also does SEMA show cars for General Motors, modifying, for example, Camaro ZL1s for the automaker.

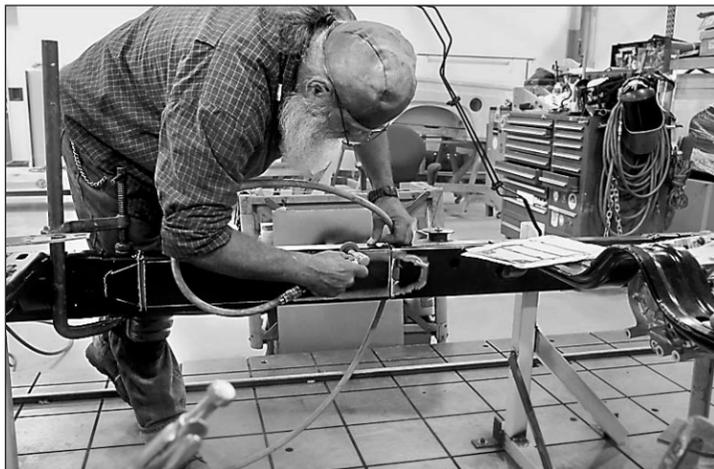
"A lot of the cars are pre-production, test vehicles," Cox said. "We did the Neiman Marcus Camaro, we did all those in this building for General Motors, 75 of those."

EDAG has a custom paint booth, mixing stations, powdercoating capabilities.

"We have powdercoat capabilities, so we do all of our own pow-



Mini-assembly line at EDAG in Auburn Hills.



Senior fabricator Tony Kucksczki works on a stretch Jeep.

dercoating in house. Our powdercoat room is like 8 x 10 x 16, whereas most suppliers have little ovens."

All in all, EDAG/Concord is a beehive of shop floor activity these days and that's a good sign for the auto industry at large.

## BorgWarner Gets First Prize Among Porche Supplier Of Year Recipients

BorgWarner Turbo Systems received a significant automotive honor recently.

That's because the supplier's Turbo Systems unit won first prize as one of 10 such 2011 Porsche Supplier of the Year award winners. The award was given out at the Porsche Museum in Stuttgart, Germany, recently.

BorgWarner Turbo Systems was honored for its high quality, reliability and outstanding performance, as well as its innovative partnership with Porsche in the development of the world's first mass-produced variable turbine geometry (VTG) turbocharger for gasoline engines.

VTG turbocharging technology has been used to improve the performance, fuel economy and emissions of diesel engines for years. However, it has long been considered infeasible for gasoline engines because of high exhaust gas temperatures, which reach up to 1,000 degrees C.

Using special materials and designs, as well as an optimized VTG mechanism, BorgWarner developed a reliable turbocharger capable of operating under very harsh conditions and at high thermal loads.

BorgWarner says demand for its turbocharging systems has been growing globally.

## Business Leaders To Share Expertise In Auburn Hills

AUBURN HILLS - Leaders from three sectors will share insights on how to harness the power of talent to create a high-performance organization at the Auburn Hills Chamber's next Talent Townhall Luncheon.

Speakers from Plante Moran, the City of Auburn Hills and Bayer Science Materials will share their strategy thoughts with the business community on Thursday, Sept. 27, from 11:30 a.m. to 1:30 p.m. at the Crown Plaza in Auburn Hills.

Talent Townhall high-performance subject experts include: Jeff Antaya, chief marketing officer of Plante Moran, a company winning *Fortune* Magazine's "Best Places to Work" year after year; Pete Auger, city manager of Auburn Hills, a progressive municipality recognized for its innovative service model; and Bruce Benda, vice president of Bayer Material Science, a 100-plus-year-old science and research company known for its strong corporate culture.

"This event allows leaders from prominent organizations to share their expertise in talent acquisition and retention," said Denise Asker, executive director of the Auburn Hills Chamber.

"September's Talent Townhall provides an affordable opportunity to learn strategies for harnessing the power of talent to build a strong and dynamic business."

Talent Townhall is open to members and non-members. Tickets are \$32 and \$40, respectively.

Corporate tables are available and include signage and recognition.

Pre-registration is required at [www.auburnhillschamber.com](http://www.auburnhillschamber.com).