

Orion Eatery 2nd Among All Mich. Applebee's

LAKE ORION — The Applebee's store at 305 S. Broadway St. continues to do good philanthropic work on behalf of area charities.

The numbers are in and the Lake Orion store finished an impressive second place among all Applebee's stores in Michigan for funds raised during the August "Make a Wish" charitable month.

The Adrian store was first with \$20,000 raised, Lake Orion was second with more than \$4,000 raised and Ypsilanti was third place with more than \$3,200 raised.

There are 65 Applebee's store in the state, so second place there is definitely something that Lake Orion is proud of.

What's more, in a business environment where all of Southeast Michigan is coming out of a long-term economic funk, those are pretty impressive numbers after all.

Cheryl Millenbach, general manager of the store, discussed their secrets to success recently.

"Each store has the leeway to come up with any type of charity activity such as a golf tournament, silent auction, bake sale, 50-50 raffle, like that," said Millenbach.

"You can do one of one type of charity drive and five of another thing. At our store, the blue Make a Wish stars, which sell to the customers for \$1 apiece, were very popular this year. Most of our guests bought one during the month."

August is charity drive month to benefit Make A Wish, all so that the combined efforts of 65 stores will have a greater impact than if just a couple of stores did a promotion on behalf of MAW.

"Last year's charity month was October, then this year it came along real fast, in August, and our staff was asking, 'What do we do this year?' We had the golf tournament and more," Millenbach



Applebee's Orion staff from left to right: Kim Corr, kitchen manager; Nicole Beardslee, bartender and Make-A-Wish Champion; Ryan Reid, assistant general manager; and Cheryl Millenbach, general manager. Contributors on the board, but clipped from the photo are Belle Tire, Chardonnay's, Culver's, Carl's Gofland, Hand-sleigh, Great Lakes Kid's Energy, G's Pizza, Great Lakes Athletic Club, Glitz Hair Salon, Golf etc., Hamlin Pub, Home Bakery, Jet's Pizza, Lapari Foods, LaVida Massage, Limelight Hair Salon, Mary Kay (Christina Kreger), Mannie's Bagel, Muffler Man, Outback, O'Reilly's, Orion Marine, The Palace Inn, Powers Distributors, Hubert Distributors, Royal Roofing, Riva Graphics, Sherwin Williams, Snap Fitness (Oxford/Clarkston), Special Event Party Rental, Sweet 'n' Savory, Skalnek Ford, Orion Pediatric, Tri County Distributors, Orion Rental, Tubby's, Victoria's Delight, Werner's Hallmark, Willow Creek, WoJo's, Indianwood Golf and Country Club, Craig Romanzi, Orion Sports Bar, Sunoco, and CVS Pharmacy.

added with a friendly smile.

Also, she said, Applebee's bartender Nicole Beardslee was the highest individual employee producer from all 65 stores, something that she said she was very, very proud of. Beardslee helped organize the store's Aug. 26 golf tournament and the success there helped the Lake Orion store to achieve the overall results that it did.

Meanwhile, Beardslee, always a golf fan, passed along the note that the Motor City Chapter of the Women Marines Association

is proud to host its fourth annual fundraiser to support the Fallen Warrior/Women Marine Memorial Scholarship, a golf tourney scheduled for Sept. 23 at the Selfridge Air National Guard Base in Harrison Township.

The scholarship fund that the golf tourney will support is designed to honor the female Marines who have made the ultimate sacrifice for their country.

The Sept. 23 event will include 18 holes of golf, with cart, a gift bag for all golfers, coffee and donut at the start with a hot dog

and pop at the turn.

Registration begins at 12:15 p.m. with a shotgun start at 1 p.m. Buffet lunch starts at 4:30 p.m. All of the above comes with regular registration.

Visit womenmarinesmichigan.org for more details or to register in advance.

Note that because Selfridge Base is an active military facility, all participants must be pre-registered to attend and participate. As such, this charity golf tourney will be limited to 144 players/first 36 paid teams.

AH 'Talent' Townhall

AUBURN HILLS — Leaders from three sectors 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 educate 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 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; 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," stated 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. The event is sponsored by Oakland University, Corp!, Baker College, Snelling Staffing Services and Oakland Community College.

For more information about Talent Townhall, contact the Auburn Hills Chamber of Commerce at info@auburnhillschamber.com or call 248-853-7862.

Donors Pour in for '9/11' Blood Drive

AUBURN HILLS — Even while the Marines are still looking for a few good men, the American Red Cross, meanwhile, is looking for a few good pints (of blood).

All of which brings us to the Palace of Auburn Hills last Tuesday, Sept. 11 — the anniversary date of 9/11, of course.

"We've been partnering with the Palace for this particular drive, the Patriots Blood Drive, for 11 years now," said Diane Ward, CEO of the Southeastern Michigan Blood Services Region of the American Red Cross.

"Right after the tragic events happened on Sept. 11, 2001, we had an outpouring from the community.

"When we had that wonderful outpouring, we needed large venues to be able to host large amounts of people at once. And the Palace was a great partner to step up.

"Every year, we come together to do our remembrance of that day and do our community giving."

Indeed, the blood drive ran from 7 a.m. to 7 p.m., meaning there was traffic in and out of the Palace all day long last week.

Some of the traffic included Red Cross trucks, which transported the whole blood being collected at the Palace to a Red Cross central collection site in Detroit.

Ward was grateful for the contributions, whether it came from those individual donors with patriotic intent or not.



Red Cross driver Bill Collett at the Palace of Auburn Hills.

One donor was Fred Strine of Holly, a GM retiree who worked at the now-defunct GM Plant 14 in Pontiac.

Strine, typical of many of the donors at the Palace that day, had his permanent Red Cross donor's card with him so he could be processed even more quickly than usual.

Said Ward, "We're going for about 50 'presenting donors' an hour, so we're hoping to get about 400 to 450 (pints, one from each donor).

"What most people don't recognize is that we need 900 units every single day to meet the needs of our 42 area hospitals.

"And so that's a 365-day operation, at 900 pints. This is just one wonderful opportunity that shows the giving."

Ward holds the goodwill of the hundreds of needy hospital patients who will eventually receive the gift of blood from all of these area donors through the annual big Red Cross blood drive at the Palace commemorating 9/11.

Chrysler Displays 9/11 Relic At Its World Headquarters

The UAW/Chrysler Local 412 Veterans Committee held a commemorative ceremony last week dedicating a piece of steel from the World Trade Center in honor of those who lost their lives in the 9/11 attacks.

This event is part of an effort by The Port Authority of New York and New Jersey to deliver salvaged steel artifacts from the World Trade Center to local venues throughout the country to mark the 11th anniversary of the 9/11 attacks, in which nearly 3,000 people died.

The public agency has so far fulfilled more than 2,000 requests for pieces of steel from the towers which are displayed at venues in all 50 U.S. states and at locations as far away as China. Chrysler Group is one of the first for-profit companies to receive and display a piece of the twin towers.

"Chrysler Group is honored to be part of this sacred mission to create a profound and tangible reminder of that tragic day eleven years ago," said Al Iacobelli, vice president, Employee Relations, Chrysler Group LLC. "We are proud of our employees who worked so hard to bring this permanent reminder of those events to our corporate headquarters."

"The Committee felt the presence of a piece of the World Trade Center in one of the largest office



Steel from World Trade Center.

buildings in the country would serve as a poignant reminder of the sacrifices made to preserve our freedom," said Wayne Smith, chairman of the UAW/Chrysler Local 412 Veterans Committee.

"We are honored to be the custodian of this artifact on behalf of all employees of the Chrysler Group for generations to come."

"Many talented Chrysler Group employees contributed to the painstaking, year-long process required to create this stunning memorial," said General Holiefield, UAW vice president and director of the Chrysler Department. "It is a powerful symbol of the indomitable spirit of the American people and the sacrifices of our men and women in uniform who serve the cause of liberty. More than 600 union members, mostly first responders, were among