

Former Lake Orion H.S. Coach, Auto Industry Veteran, Wins Jewish Humanitarian Award

If there is a busier 69-year-old in town than Erwin "Itsy" Lieberman, well, we just don't know who that might be.

Auto industry and high school athletic coaching veteran Lieberman has two major accomplishments to talk about of late.

He's published a book and he's been named the recent winner of the 2012 Alvin Foon Humanitarian Award by the Michigan Jewish Sports Foundation.

The award coincides with the publication of his new book, "60 Years Young with Itsy."

The prestigious Alvin Foon Award is presented annually to an individual who makes "outstanding contributions to athletics and community well-being in the state of Michigan, according to the Foundation. Itsy will receive the award at the Michigan Jewish Sports Hall of Fame dinner in October.

Said, Lieberman, "The book is (subtitled), 'Life Lessons from the Lockerroom, the Boardroom, the Workout Room and the Family Room.'

"That's what is - what I'm really most proud of in my life is winning that Humanitarian Award.

"You know who has won that award? Mike Ilitch, Bo Schembechler, Lem Barney, Sparky Anderson, Joe Dumars, Peter Karmanos, Willie Horton, Steve Yzerman, Gordie Howe, Tom Izzo and Itsy??!!

"When they called me and said I'd won the Foon Award, I said I couldn't have."

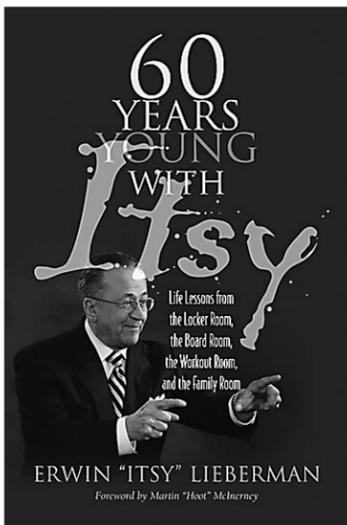
Even in his senior years, Lieberman teaches and coaches athletics with children who have autism, he teaches seniors from ages 70 to 102, he teaches people with disabilities and he's going to be teaching at an area senior citizen's home that is brand new.

"I'm going to be teaching there starting after Jan. 1," he said.

He's involved with Kids Kicking Cancer, a charity that supports youngsters with cancer, and he says they might make him their nationwide spokesman.

They couldn't have asked for a better champion. Lieberman's long and varied career has been one of constant giving. He's done everything in his life from teaching black-belt level karate to marketing projects with former Detroit Piston and industrialist Vinnie Johnson.

He began his career as a win-



60 Years Young with Itsy

ning assistant football coach at Lake Orion High School, then Detroit Country Day, before entering the auto industry.

Lieberman very much associates lessons learned on the football field and athletic arena with life lessons for the students he was in charge of.

For some, that borders being a cliché, but it's also an honest aspect of Lieberman's life as a coach, teacher and mentor.

He really believes that the lessons that football and other sports can impart will serve one later in life, much less later in the business world.

For that matter, in autos, he worked for marketing companies that the likes of GM, Ford and Chrysler each hired to help market and sell their non-product offerings.

The secret to his success?

"I was always the guy who knew how to make things happen," he claimed. Lieberman even got veteran Detroit-area car dealer Martin "Hoot" McInerney to write the forward to his book.

"Hoot McInerney and I are great friends, we've been friends for 40 years - everybody loves Hoot," Itsy said.

"He's just a great guy and an icon. He had a lot of dealerships, but what I liked the most about him is that he was always very, very, very courteous and he gave so much to charity. He even took me on his plane and we went everywhere together.

"I said, that's the guy I want to write the forward to my book and I'm proud he did it."

'Changing Gears' Exhibit Eyes Industry

The American Industrial Revolution transformed the daily lives of Americans as much as - and perhaps more than - any other single event in U.S. history. From September 21 - November 18, the Lorenzo Cultural Center presents a wide-ranging exploration of the inventions, innovators and impact of the industrial movement nationally as well as locally in "Changing Gears: The Birth of American Industry."

Through exhibits, videos and more than 30 presentations and activities, all of which are free of charge, Changing Gears offers multifaceted opportunities to examine the complex set of economic, technological and social changes that characterized the Industrial Revolution.

"The American Industrial Revolution completely reshaped the way we interacted as a society," said Christine Guarino, director of cultural affairs and community engagement, Macomb Community College.

"Changing Gears provides a great opportunity to trace the transformation of American daily life against the backdrop of major advances in manufacturing, communications, metallurgy, transportation and energy development."

Highlights of the Changing Gears series include:

- Weekend activities designed

for family participation, including The Machine that Changed Everything (steam engine), Sat., Oct. 13, 1 p.m., and Industrial Revolution Super Science Day, featuring 10 different activities from the Ann Arbor Hands-On Museum, Sun., Oct. 28, 1:30 - 3:30 p.m.

• Presentations showcasing the innovators of the time, including Francis Cabot Lowell, Wed., Oct. 3; George Eastman, Sun., Oct. 7; Mary Hay: Lumber Baroness and Remarkable Woman and William Q. Atwood, From Slave to Saginaw African-American Lumber Baron, Fri., Oct. 12; George Westinghouse, Wed., Oct. 17; Thomas Edison and Nikola Tesla, Sat., Oct. 27; and George Washington Carver, Thurs., Nov. 15.

Also, there is a look at the advances in transportation, including The Growth of Turnpikes and Canals, Fri., Sept. 28; Detroit Before the Horseless Carriage, Thurs., Oct. 11; and Early Streetcars of Detroit and the Interurban Railway System, Sun., Nov. 4. History through storytelling, The Transcontinental Railroad, Fri., Oct. 19; Life in a Michigan Logging Camp, Thurs., Nov. 1

All presentations require advance registration at www.LorenzoCulturalCenter.com or by calling 586.445.7348.

Exhibits are free and don't require advance registration to

view. Displays examine the technology, inventors, innovators and industries that shaped the America's industrial revolution experience, including railroads, textiles, steel, agriculture, and the lumber and mining industries.

School and group tours are also available. The Lorenzo Cultural Center is open 10 a.m.-4 p.m. Wednesday-Saturday and 1-4 p.m. Sundays. For a full schedule of events, more information or to register, visit the cultural center's relevant website.

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Model A Museum to Open

HICKORY CORNERS (AP) - A new museum in southern Michigan that celebrates Ford Motor Co.'s Model A is being touted as the biggest of its kind.

The Gilmore Car Museum's 12,000-square-foot building is a re-creation of a Ford dealership from 1928.

Hundreds of people and 200 Model A Fords from around the country were on hand for an unveiling ceremony last weekend.

The public can tour the build-

ing if crews are working in it, but the official opening isn't until May 18. The museum is being built at the Gilmore Car Museum campus in Hickory Corners, about 115 miles west of Detroit.

Marketing director Jay Follis calls it "by far the largest museum dedicated to the Model A in existence any place in the world."

Hickory Corners is located on the west side of the state, and is known for the Gilmore Car Museum located there.

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