

Karmanos Presents Awards to 'Heroes'



Vivian Pickard, president, General Motors Foundation, accepts Karmanos Cancer Institute's 2012 Heroes of Breast Cancer Philanthropy Award on Oct. 30.

As part of a tradition that goes back to 1995, the Barbara Ann Karmanos Cancer Institute presented its 18th Annual Heroes of Breast Cancer Awards on Oct. 30.

More than 200 guests attended the event at the Max M. Fisher Music Center. Ann Delisi, host of "Ann Delisi's Essential Music" on WDET 101.9 FM, served as emcee; and members of the Detroit Symphony Civic Jazz Ensembles performed.

The annual event coincides with National Breast Cancer Awareness Month and recognizes individuals and organizations for their demonstrated leadership in raising awareness of breast cancer.

"I am in awe of our awardees, representing all areas of our community, and all they do to enhance awareness of breast cancer to help save lives," said Gerold Bepko, M.D., Ph.D., president and CEO, Karmanos Cancer Institute. "As a researcher and physician, I'm also deeply inspired by our patients who, in spite of their cancer diagnosis, continue to encourage and comfort others, even those battling this disease."

Maureen Keenan Meldrum, director, Breast Cancer Special Programs at Karmanos and chair of the Susan G. Komen Detroit Race for the Cure, added, "Today, we

have reason to celebrate: breast cancer death rates in the United States have steadily decreased since 1990; and there are more than 2.9 million breast cancer survivors in the United States."

The following awards were given at this year's event:

- In the Leadership category –
 - U.S. House of Representative John Dingell and his wife Debbie, for helping to bring about a society that now encourages people to speak out about their illness, where funding for breast cancer research is improving each year.
- In the Media category –
 - Individual – Nada Charara of Dearborn, director of PR/Marketing, Middle Eastern Broadcasting Network of America.
 - Organization – *LivingWELL Magazine*, published by *The Michigan Chronicle*. Jackie Berg, publisher, *LivingWELL Magazine*, and Chief Marketing Officer, *Michigan Chronicle & Front Page*, accepted the award.
- In the Philanthropy category –
 - Individual – Young Family.
 - Organization – the General Motors Foundation. Vivian Pickard, foundation president, accepted the award.
- In the Community Service category –
 - Meghan Malley of Berkley, for assisting in efforts to reach

the community with the importance of breast cancer early detection, cancer care, and/or survivorship at large in a volunteer capacity.

In the Compassionate Caregiver category –

- Dr. Sharon Helmer, M.D., of Clarkston, Clinical Service chief, Imaging Department and director, Breast Imaging, Karmanos Cancer Institute; and clinical associate professor, Wayne State University School of Medicine.

In the Geri Lester Courage category –

- In Memory award – Robin Doreen Glover, formerly of Detroit, former Ford Motor Company employee and breast cancer advocate. Her mother, Denise Walloons Glover, accepted the award.

- In Honor award – Kristy Johnson, of Romulus, Breast Cancer Survivor/Advocate.

In the Dr. Michael J. Brennan Scientific Distinction Award category –

- Lawrence G. Lum, M.D., DSc, of Bloomfield Hills, scientific director of Immunotherapy and Bone Marrow Transplant, Barbara Ann Karmanos Cancer Institute, and Professor of Immunotherapy and Microbiology, Wayne State University School of Medicine.

OEMs, Aftermarket Firms Need Each Other – Polk's Bryan Funke

When OEMs go to SEMA and AAPEX events, they're going to learn about the aftermarket.

So says Bryan Funke, director of sales and client services for R.L. Polk.

Interviewed in his Southfield office, Funke said the SEMA and AAPEX events that took place in Las Vegas between Oct. 20 and Nov. 2, show that OEMs and aftermarket providers can learn a lot from each other.

Funke said the Specialty Equipment Manufacturing Association (SEMA) show is aimed at the aftermarket side of the car business, and the Automotive Aftermarket Products Exposition (AAPEX) is more oriented for business-to-business interactions.

One thing Funke said he has noticed at the SEMA shows over the past few years is a greater interest from the Detroit OEMs.

"So many technical advances have come out of the SEMA market that the OEMs are able to leverage consumer demand and knowledge to their advantage," he said.

"The OEMs can use the demand for aftermarket products and apply what they have learned from SEMA to the new car market."

The SEMA show, Funke said, has gained a lot more exposure with the OEMs over the past few years. By knowing what consumers purchase in the aftermarket, manufacturers are now able to use that information as feedback.

Additionally, the SEMA show brings the OEM's parts and tire suppliers together under one roof all at the same time. A useful opportunity to learn, Funke said.

And the Detroit manufacturers have spent more time at SEMA because they want to get into the customization market in a bigger way, he noted.

It's a good way to expand brand awareness, Funke said. Toyota's Scion label is an example of how the customization market can help build a brand. He pointed out that

the Scion is a relatively simple vehicle, but it is easily customizable. Young people took to the Scion and customized to their particular tastes. The brand became very successful.

"GM and Ford are starting to replicate that with vehicles like the Cruze," Funke said. "We're seeing more domestic vehicles here at the SEMA show. OEMs come here because it makes sense."

At the AAPEX show, Funke said the buzzword for 2012 is "telematics."

"Technology that allows vehicles to talk to the driver are big," he said. "I'm talking about tech that states that the driver missed an oil change or that light that's one showing engine trouble. Now the OEMs can contact the driver and ask if the driver wants to come to the dealership to get that warning light taken care of." Funke said that GM's OnStar is

an example of OEM technology being used that way. For a long time, the aftermarket providers were unable to penetrate that market because it was too difficult to add that tech into a car. It could be done at the factory, but not after the car left the factory because tech like OnStar is very proprietary.

But the introduction of the smartphone changed everything, Funke said. Smartphones are designed to be added to through apps. The AAPEX show even has a prize called the Telematics Challenge that goes to the person who creates the best aftermarket telematics design.

So just as OEMs are looking at what the aftermarket people are doing at the SEMA show to offer technology in their vehicles, Funke said, aftermarket people are learning what the OEMs are providing in terms of telematics at the AAPEX show to come up

with their own original apps.

"I've heard from several people who are with the OEMs that the resources aren't there for them to meet all the needs of the telematics market," Funke said. "The OEMs and the aftermarket people are realizing that they

need each other to satisfy total consumer demand."

But there is still work to be done, Funke said. For plug-in telematic devices to work most effectively, these smart phones have to have a way to communicate with the car.



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CORRECTION

In the Oct. 29 issue of *Tech Center News*, Myrle Hughes, president of the board of directors for the Warren Symphony Orchestra was misidentified as Myrle Barrel in a story about the Sunday, Nov. 11, 40th anniversary WSO Gala Concert. We regret the error.