

Auburn Hills Tree Lighting Ceremony, Santa Visit Dec. 7

by Jennifer Knightstep

Santa and Mrs. Claus, along with Auburn Hills Mayor Jim McDonald, have asked local residents of all ages to join them for the lighting of the city's Christmas tree on Friday, Dec. 7, at 6 p.m.

The festivities begin at the MOMS' World War II Memorial on the corner of Squirrel and Auburn roads in downtown Auburn Hills.

"Friday night is the perfect time for families to come out and experience our beautiful downtown as we get dressed up for the holidays," said McDonald. "In addition to the ongoing festivities, our businesses will be open for visitors who want to grab a bite to eat."

After the tree lighting, Santa and Mrs. Claus will be at the DEN (formerly the Log Cabin) to hear everyone's Christmas wishes and to pose for keepsake photos.

Other city-sponsored festivities will include carriage rides through town, a bonfire with s'mores-making supplies, live holiday music, and a holiday craft station.

All of the events at the tree lighting are free, and within walking distance of the tree. In return, Santa is requesting donations of new winter coats, hats, gloves, and mittens at the city's downtown office at 3395 Auburn Road, Suite A, from 6 to 8 p.m. on the

night of the tree lighting only.

These wintertime clothing items will be given to the Rochester Area Neighborhood House for its holiday giving program.

"Every donation is appreciated, and will earn you a spot on my 'nice' list," said Santa.

For more information about the tree lighting, contact the Auburn Hills Community Center at 248-370-9353.

Silver Award Nominees

The nominees are in for the upcoming Auburn Hills Chamber of Commerce Silver & Gold Awards. The ceremony, which honors local businesses and business people for excellence, will be held in the Hilton Suites Auburn Hills on Wednesday, Dec. 5, from 4:30 to 7 p.m.

Denise Asker, executive director of the Auburn Hills Chamber, said the ceremony is part of an effort to promote the excellent work its members do. This year's ceremony combines two awards – the Silver Awards, which honor businesses, and the Gold Awards, which honor individuals.

"The Silver Awards are our more serious awards," Asker said. "The Gold Awards honor volunteers and contributors."

Earlier this year, the Chamber sought nominees from local business people. Asker said there are five categories in which a business could win a Silver Award:

- Crittenton Home Care Community Builder Award, which commends the member who is noticeably involved in supporting the goals and values of the Auburn Hills community. This year's nominees are Great Lakes Crossing Outlets, Umicore Autocat USA Inc., and Genesys Credit Union.

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Continental Recognizes Supplier for Driving Simulator

by Jennifer Knightstep

Last week, Continental Automotive in Auburn Hills recognized Ann Arbor-based Mechanical Simulation Corporation with its 2012 Award for Appreciation for Exceptional Engineering Support.

The award was presented to Mechanical Simulation for its development of an interactive driving simulator used to demonstrate Continental's Emergency Steering Assist technologies at the 2011 Enhanced Safety Vehicles Conference in Washington, D.C.

Mechanical Simulation built the driving simulator using a BMW 550i sedan, along with special software to make the simulation as realistic as possible.

The simulator takes conference-goers on a test drive through an interactive course, one with plenty of emergency steering opportunities to steer through. It's much safer than an

actual crash-course, but just as effective at demonstrating the driver experience and the safety benefits of Continental's Emergency Steering Assist feature.

David Agnew, head of Continental's Advanced Engineering for Chassis & Safety North America, praised the team at Mechanical Simulation, saying,

"We received a lot of positive feedback on the safety technology as well as the simulation concept."

"The team at Mechanical Simulation was instrumental in helping us execute the overall project."

This isn't the first time Mechanical Simulation has been recognized for its driving simulation achievements.

Since the company was established in 1996, it has appeared on best-of lists across the globe for its car, truck, and motorcycle simulations.



Continental Automotive demonstrates its Emergency Steering Assist technologies with an interactive driving simulator developed by Mechanical Simulation Corp.

Clothes Get 'Imported from Detroit' Label As Carhartt Works with Chrysler Brand

by Jim Stickford

Imported from Detroit just got a little more real, thanks to an alliance between Chrysler Brand and Carhartt, the Dearborn-based manufacturer of work clothing.

Tony Ambroza, vice president of marketing for Carhartt, said the company is proud to be associated with the "Imported from Detroit" campaign.

Carhartt's Imported from Detroit clothes have elements that are meant to evoke the classic elements of a Chrysler automobile.

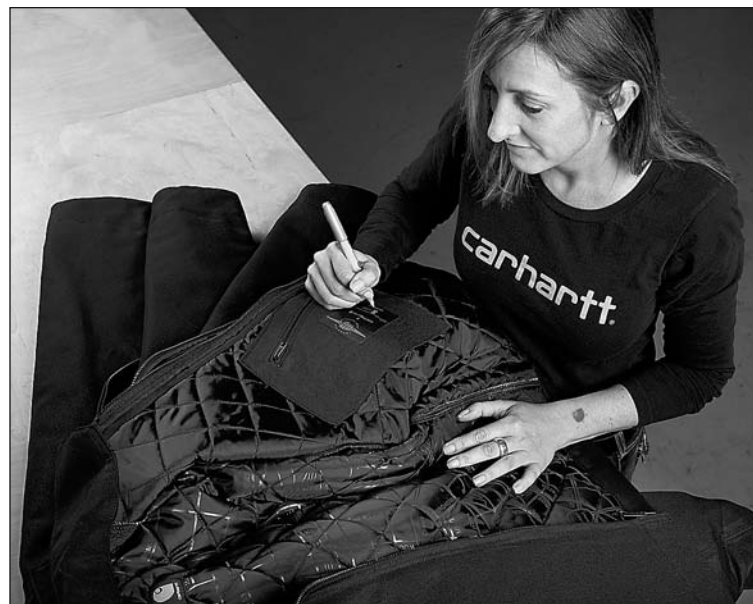
The labels are all leather and have been dyed black to match the material used in the clothing. Additionally, all the metal elements – zippers and studs and such – have a dark matte finish similar to the metal finish on the interior of Chrysler vehicles.

"Carhartt has been based in Southeast Michigan since 1889," Ambroza said. "If you go back far enough, we even had a car (made by) our founder Hamilton Carhartt between 1910 and 1912."

"This is the first time we've ever actually teamed up with an auto manufacturer, but we share similar views with Chrysler. We want to honor the city of Detroit and the people who believe in hard work."

Ambroza said Mark Valade, Carhartt's CEO, and Saad Chehab, CEO of the Chrysler brand, made the partnership happen. Both men have a passion for helping Detroit and decided to work together to promote the city through specialized clothing, said Ambroza.

"In terms of apparel brands, we'll be unique," he added. "We are only making 200 of each item. They will be on sale online, at



Carhartt worker hand-numbers an "Imported from Detroit" garment.

our store in Chicago and a small number of items will be on sale at Detroit Mercantile."

Ambroza said the designs are the product of a team of Carhartt people who worked closely with the folks at Chrysler.

Carhartt products getting the Imported from Detroit treatment include the Detroit jacket, the chore coat, the active jacket, a long-sleeve signature T-shirt, a mechanic's shirt, a women's sig-

nature T-shirt, a firm duck double-front work dungaree and a knit skull cap.

"All the items for sale have been hand-numbered," Ambroza said. "We think a lot of folks will wear these items of clothing and show off their pride in the city of Detroit."

All items have been made in the United States, Ambroza said.

To see the merchandise, visit www.carhartt.com/chrysleridf.

Networking Event at The Palace

The Auburn Hills Chamber of Commerce is sponsoring a special "Business and Basketball" meeting on Monday, Dec. 17. The event will be held in Auburn Hills' Palace sports arena, 6 Championship Drive, in the President's Room.

The evening will begin with a networking gathering at 6 p.m.

The game's tipoff is at 7:30 p.m.

Tickets are \$20 for the Pistons-Los Angeles Clippers contest, with refreshments provided at the game.

To learn more about the event and how to register to attend, contact chamber marketing administrator Rachael Jay at rjay@auburnhillschamber.com.

Auburn Hills Supplier FEV Plugs In To EPA's Energy Star Challenge

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"By making energy-efficient choices, we preserve our natural resources by reducing our energy use and save money while protecting the environment."

Harlow explained that FEV's approach has three tiers. The first tier consists of energy improvement steps that can be taken without any additional cost to FEV.

"In this phase, FEV's employees are encouraged to apply common sense in the day-to-day energy use. This means that energy-depleting devices that are not needed to conduct business are disabled," Harlow said.

"A simple example is the lighting in work areas after hours or vacant conference rooms. FEV encourages employees to turn the lights off when they are not used."

Second tier actions require a modest investment by FEV, and include things like motion-activated light switches in areas that are not constantly used, enhanced thermostats and improved building insulation.

"FEV is also evaluating reducing energy consumption through advanced techniques such as waste heat recovery systems," Harlow added.

"These require significant investment, so this third tier calls for careful review of the return of investment. FEV's leadership is driven to make the goal of maximizing the building's energy efficiency and reduce energy cost."

Saving energy is not a new concern for FEV, which Harlow said has always considered reduced energy consumption as an important element in their daily business. The increased awareness among employees of the sources of energy waste have helped them to be active partners in the drive to conserve energy.

Harlow commented that improving the building's insulation and decreasing the need for lighting during off-shifts and weekends have already saved a considerable amount of energy and money, although, due to the cyclic nature of FEV's business, an accurate statement of the savings to date would be hard to come up with.

"As more of the changes are implemented, the real savings can be evaluated far more accurately and will be reported through the Energy Star Challenge portal," he said.

"While all employees are strongly encouraged to participate in the Challenge, FEV's senior leaders have provided a very clear guideline to avoid any impact on existing business or slow-down projects through any savings activities – first and foremost, we are committed to serve our clients to the best of our abilities."

Since employees' active participation is a key part of FEV's strategy, Harlow noted employees are organized into Energy Star Challenge Teams, composed of members of each department, ensuring that the information pertaining to the Challenge is carried through all areas of the organization.

"FEV has established a continuous improvement forum that allows everyone to contribute their thoughts and offer suggestions on areas that can be improved."

"Through this forum, employees can gain company-wide recognition as well as obtain rewards in case their idea proved to be valuable for the company," he said.

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