

Murphy to Become First Woman President of Club GM

by Jim Stickford

Katie Murphy, treasurer and future vice president of Club GM, was recently presented with the organization's Lou Seaton Award for her work and service to the organization.

Murphy is engineering group manager of the Knowledge Center for GM and has been a member of Club GM for about four years.

Originally from Wisconsin, Murphy is a graduate of the University of Miami in Ohio and has worked for GM since May of 1984. She and her husband Robert have three sons – Thomas, 21; Cody, 18; and Bobby 14.

"I joined the club because I wanted to organize the annual ski trip the club took to Crystal Mountain, near Traverse City," Murphy said.

"I had been going on the trip for the previous few years and the man who was organizing it was retiring. You don't have to

belong to the club to go on the ski trip."

And thus was born a fruitful relationship, Murphy said. She is still organizing the ski trip. In 2013, club members will take the trip Jan. 20-22. Because of Martin Luther King Day, they are able to make the trip a three-day event.

"Next, I assume the duties of vice president of the club," Murphy said. "I ran for that position recently and won. The year after next, I become president. I'll be the first woman president of the club."

Club GM, Murphy said, was originally known as the GM Men's Club. But they changed the name of the organization after women were allowed to be members. One thing that surprises people is that you don't have to actually work for GM to be a member of the club.

The club's founder was Lou Seaton, who was GM's chief bargainer at the time of its start back in 1933.

"We are going to be celebrating

its 80th anniversary in 2013," Murphy said.

The club is involved in a lot of activities, Murphy said. One of them is running a concession stand at Ford Field during football games. People are surprised that groups like Club GM run the stands, but it makes sense once you think about it, Murphy said.

"We do the work for free and get a percentage of the sales and the concession company doesn't have to pay people," Murphy said.

"On game days we run three stands. It's a lot of work. You have to start at about 9 a.m. and go to 5 p.m. We try to have about 16 to 20 people there at each game. It's work so there's not actually a lot of watching football, but it is an exciting atmosphere."

The club also puts on regular bowling events and runs three stores in GM buildings. One store is in the design building, one is in the VEC building and a new one just opened up in Pontiac. They sell GM-branded items such as

shirts and mugs and model cars. All proceeds go to charity.

"We support many charities," Murphy said. "We just gave away \$30,000 for the holidays to the 40 or 50 charities we support. When we get new members, they can suggest new charities to support and we, as a group, vote on whether or not to support the suggested charity."

Murphy said she is proud of her work as treasurer, keeping track of the money the club raises.

But she didn't expect to receive the Seaton award. In the club's 80 years, it's only been given out about 30 times.

"Getting the award was quite an honor as well as a surprise," Murphy said. "I didn't know that the board was considering giving me the award. They had a secret meeting to talk about the nominations and none of us knew about it, so when it was announced, I was very surprised. This is such an honor."

Bosch Group to Make Splash at CES in Las Vegas

The Farmington Hills-based Bosch Group will at the 2013 International Consumers Electronics Show (CES) Jan. 8-11, in Las Vegas in force. The company is sending 10 divisions representing Bosch's four business sectors – Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. They will come together to present key innovations and products, which are "Invented for life."

"At Bosch, we measure success in our ability to continuously improve our products and technologies to meet the needs of consumers everywhere," said Dr. Werner Struth, chairman of Robert Bosch LLC and member of the Board of Management of Robert Bosch GmbH. "CES provides the perfect opportunity for us to showcase how we meet and even exceed expectations in three key areas – connectivity, convenience and sustainability. We offer a full suite of products that benefit consumers, save them time and money, and help protect the environment. Several of the divisions will hold product demonstrations featuring some of their key technologies."

Klaus Meder, president of Bosch Automotive, will deliver the MicroElectroMechanical Systems (MEMS) keynote speech on Jan. 8 at the Las Vegas Convention Center.

Area Students to Vie for Honors in DECA Marketing Event

Lake Orion High School will play host to the annual Michigan DECA District 7 marketing competition on Saturday, Jan. 12, from 9:30 a.m. to 12:30 p.m.

Julia Dalrymple, the school's DECA advisor, said the event is part of a larger competition that will see its conclusion in Grand Rapids in March.

DECA is a high school vocational organization established for students interested in pursuing a career in marketing and business, Dalrymple said. Students compete in an occupational area, such as advertising, restaurant marketing, apparel and accessories.

There will be 17 different high schools from Oakland and Macomb County participating in the Jan. 14 competition. The winners of that event will then go on to Grand Rapids in the spring to compete in the state finals event against students who won regional competitions in other parts of the state.

"The competition is broken down into two categories," Dalrymple said. "One is the leader-

ship competition where students are given a role-playing situation. They have 10 minutes to prepare and can take as many notes as they want. Then they role-play in front of the judges who decide how well they did in solving the problem they were given."

The role-playing situations vary, Dalrymple said. Students might have to try to handle an angry customer, or come up with a campaign to sell something.

That's part one of the competition, Dalrymple said. Part two is a written test. The results of both parts are combined to determine the winners in each of the 30 categories. There will be 10 winners in each category. Students are limited to competing in only a single one.

Dalrymple said she expects 580 students to participate in the Jan. 14 event.

Judges, Dalrymple said, are all volunteers.

"We find the judges from all over," Dalrymple said. "They are people we know, or are from local businesses. I like to say that anyone who wants a good free

meal and wants to see some high school students do some amazing things can be a judge. They do a great job and I just want to thank them for being so generous with their time."

Dalrymple said that Lake Orion High School teaches marketing, and students from those classes are the ones who participate in DECA. The organization dates

back to the 1940s, and its name once stood for Distributive Education Clubs of America, but there have been so many changes to the organization, which is national, that it's now just known as DECA.

Dalrymple teaches marketing at the high school, which is how she became chairwoman of the Jan. 14 competition.

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