

## Marchionne Tells Grads to 'Create the Tomorrow You Want'

Chrysler Group LLC's Chairman and Chief Executive Officer Sergio Marchionne addressed more than 2,000 students, faculty and family at Walsh College's 100th graduation ceremony on Jan. 26, at Zion Christian Church in Troy. Walsh College is one of Michigan's largest graduate business schools.

Marchionne told the group of 200-plus graduates, "I constantly encourage my co-workers at Fiat and Chrysler to go beyond the cliché and the convention, to try new approaches and change perspective each and every day. I exhort them not to repeat the same things, the same approaches and I remind that they are indeed free. The freedom I'm talking about is something inside you.

"It is determined by how open-minded you remain, how receptive you are to the new or different, to the infinite possibilities that present themselves even if you don't go looking for them or could never have imagined them.

"Being free means they have the strength not to be conditioned by what others want us to do or by what seems to be the easiest choice.

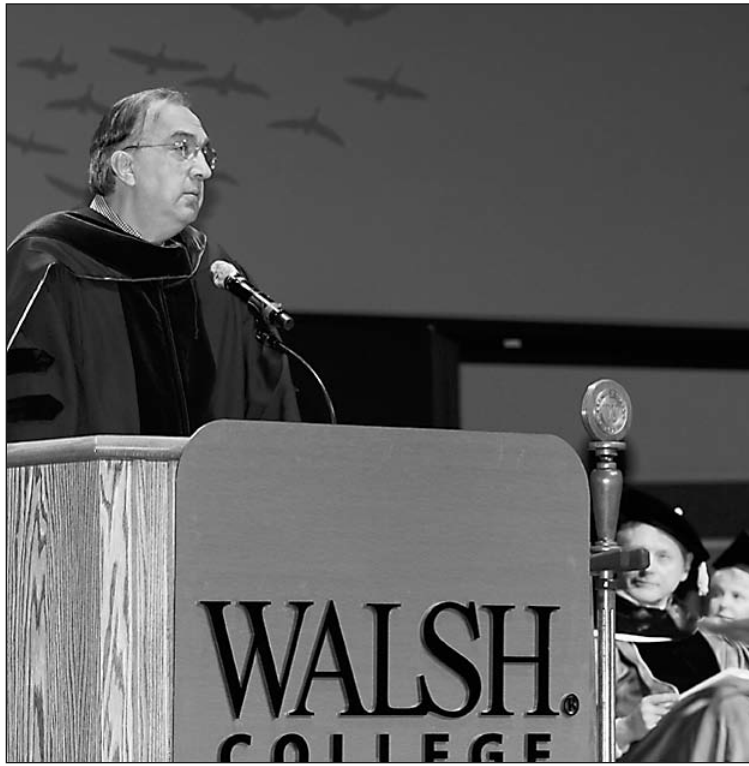
"I have no roadmap to give you for your own personal journey," he added. "Actually, the road you choose is really not important. What is very important is how you

choose to travel along it. There are many doors along each of our paths, and behind each of those doors are things that can change us and our lives. But only those who have learned to appreciate every experience, whose minds are open to change, are capable of seeing those doors."

Marchionne touched on the opportunities ahead for the graduates, highlighting, "this is the greatest opportunity you have: the opportunity to dedicate yourselves, your dreams and your abilities to the enormously important project of creating the tomorrow that you want. The shape and meaning of tomorrow's society will be crafted by your ideals and by how you think and how you act. Every one of you has a contribution to make toward the creation of a better society."

Then he said, "It is important not to lose the optimism, that sense of confidence in ourselves and in the future. It is important to keep going and keep passion alive. In my life I have never seen anyone make a dream come true without making the commitment to never stop fighting to make it real.

"The recent history of Chrysler is just an example of the kind of approach I'm talking about. Chrysler needed to regain faith in



Chrysler's Sergio Marchionne spoke to Walsh graduates.

itself and view the future as an extraordinary opportunity. It needed to adopt a culture of change as necessity, respond to uncertainty as a challenge, and began measuring itself daily against its competitors and ultimately the market.

"The people of Chrysler are an example of refusing to despair but rather choosing to stand and fight. We demonstrated that by working hard, believing in ourselves and climbing back into the ring, we could change the course of events."

## Meadow Brook Receives State Cultural Grant

Meadow Brook Hall has been awarded an \$18,000 grant from the State of Michigan Council for Arts and Cultural Affairs (MCA-CA). The grant was awarded through the MCACA peer review process and was one of 401 applications to compete for MCA-CA fiscal year 2013 funding.

"The support of the state's premier cultural organization for our curatorial endeavors represents a significant boost to our efforts," said Geoffrey Upward, executive director of The Hall.

"As stewards of this independent auxiliary of Oakland University, and the fourth largest historic house museum in the United States, we need to raise thousands of dollars a day to keep this incredible property in good condition for our many touring and special event visitors, including educational and youth programming participants."

Organizations receiving a MCACA grant award are required to match those funds with other public and private dollars. Local support of the project included a matching grant from the Matilda R. Wilson Fund, established by Meadow Brook and Oakland University founder Matilda Dodge Wilson in the 1940s.

## Chrysler Encourages 'MLK Week of Service'

In 1994, Congress designated the federal holiday marking the birthday of Rev. Dr. Martin Luther King Jr. as a national day of service – a "day on, not a day off."

Accordingly, Chrysler employees in Southeastern Michigan are answering the call to action by kicking off the company's fifth annual "MLK Week of Service."

From Jan. 21-26, more than 100 Chrysler Group employees participated in a wide variety of community service projects including: preparing and serving meals at The Baldwin Center and the Coalition on Temporary Shelter (COTS); installing bathroom floor tiles and cabinets at HAVEN; partnering with Habitat for Humanity to renovate a home in Detroit; and helping Macomb-area Special Olympics athletes

enjoy an afternoon of bowling.

"Dr. King once said that, 'Life's most persistent and urgent question is: What are you doing for others?'" recalled Jody Trapasso, senior vice president – External Affairs, Chrysler Group LLC, and president – The Chrysler Foundation.

"Chrysler Group and our employees are answering Dr. King's call to do for others through volunteerism, providing financial support through our charitable initiatives, and creating jobs through our facilities."

To further enable and encourage activities like the MLK Week of Service, Chrysler Group established a new corporate policy that allows employees, up to 18 hours per year of their normal working hours, to take part in company-sponsored charitable

or public service activities.

"Last year, through the overwhelming generosity of our employees, Chrysler Group community service initiatives touched the lives of more than 260,000 people in the communities in which we work and live," added Trapasso.

Its philanthropic arm, The Chrysler Foundation, manages a portion of the company's charitable activities. Since its inception in 1953, The Chrysler Foundation has awarded more than \$500 million in charitable grants to a wide variety of charitable organizations and initiatives. Additionally, Chrysler Group has invested \$1.7 billion in its Southeastern Michigan plants since June 2009.

As a result, its employment in the state has grown 34 percent to about 26,600 as of June 30, 2012.



Last year, Chrysler Group employee Rakuya Artis helped create a portrait of Dr. Martin Luther King Jr. at Walter White Community Center in River Rouge.

## Michigan's U.P.: Snowmobile Museum is Seeking More 'Snowmobilia'

Among the Upper Peninsula's many attractions is a small museum dedicated to, appropriately, the snowmobile.

It's called the Top of the Lake Snowmobile Museum, and it's a haven for anyone interested in snowmobiles, history, or mechanics – or any combination of the three.

Located in Naubinway, less than an hour west of the Mackinac Bridge, the Snowmobile Museum is home to 3,500 square feet of "snowmobilia" and the unexpectedly rich history of the industry.

It all began, says Charlie Vallier, chairman of the museum's board of directors, with a Canadian inventor named Joseph-Armand Bombardier.

Bombardier tinkered with mechanical devices in his teens. This work earned him a modest living and respect from local farmers.

But when, as a young father, he lost his two-year-old son because there was no way to get across the snow-covered miles to a hospital for care, he focused his attention on over-the-snow transportation, and the modern snowmobile was born.

Quite a collector himself, Vallier has an assortment of 150 snowmobiles of his own.

Over the years, he has formed friendships with several other snowmobile collectors and af-



Some of the exhibits at the Snowmobile Museum.

cionados.

For years, Vallier and his snowmobile friends talked about opening a museum, and one day five years ago, they did, forming a 501(c)(3) organization.

This action enabled them to accept monetary and snowmobile-related donations in exchange for tax write-offs.

Vallier says that the generous donations of other snowmobile lovers and history buffs will enable the museum to break ground on a new building.

This one will be twice the size of their current space, in the spring of 2013.

More room, of course, means the need for more "snowmobilia"

to fill it with, so Vallier is appealing to the public to donate items, large and small.

"We were just in Dearborn recently, picking up two snowmobiles," says Vallier.

Vallier also issued an open invitation to nature lovers, winter sports fanatics, and snowmobile enthusiasts to join the 21st Annual Top of the Lake Snowmobile Show and Ride on Feb. 15-16.

Proceeds from the event will benefit the new building fund, said Vallier.

The ride also presents an opportunity for people who haven't been to the museum yet to marvel at the exhibits and displays.



Marilyn Vallier, volunteer

This year's event drew more than 140 riders, most of whom visited the museum.

"We're open all year round,"

says Vallier, "except on Tuesdays."

For more information please visit [www.snowmobilemuseum.com](http://www.snowmobilemuseum.com) or call 904-477-6298.