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## Millennials Take Opportunity To Network Face to Face

A recent networking event sponsored by Genisys Credit Union and put on by the Auburn Hills Chamber of Commerce aimed at younger people succeeded beyond organizers' expectations.

Linda Zabik, a spokesperson for the Auburn Hills-based Genisys, described the Young Professionals Mixer, held Jan. 17 at Applebee's in Auburn Hills as "awesome."

"The idea for the mixer came from Denise Asker and the people at the Auburn Hills Chamber of Commerce," Zabik said. "They were the project lead and we at Genisys were happy to sponsor the event. What I found interesting was the number of people who attended. I would say that figure was around 40. As a sponsor, we would have been happy, since this was the first time we tried something like this, with 20 or 25 people."

What Zabik found especially interesting was that the event was aimed at younger people who, in her words, are known for their "love of texting." But the attendees really appreciated an opportunity to have actual face-to-face networking opportunities.

In addition to sponsoring the event, Genisys encouraged its younger employees to attend.

"One of our employees told

me, after attending the mixer, that she and her contemporaries were just starting out in their careers and they didn't have the resources that come from years of networking or the contacts, and she was grateful for the chance to network with people her own age," Zabik said.

"The attendees are, even in this electronic communications age, grateful to have face-to-face interaction, which is vital for networking and building future relationships."

And building these relationships isn't just important for younger people, Zabik said. As she and her contemporaries near



Jackie Buchanan, President/CEO, Derrick Smielewski, North Oakland YMCA Membership Specialist, Jessica Roshek, Lending Services Manager, and Shayla Bennett, North Oakland YMCA Membership Specialist.

their retirement the relationships they have with others that allow things to get done quickly and ef-

ficiently will disappear.

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Joe Flacco (right) is presented with the keys to a 2014 Chevrolet Stingray.



Alfa Romeo 4C

## Chrysler-Fiat Product Plan

Chrysler has released, along with its 2012 profit statement on Jan. 30, the company's most recent product plan for the future and it got people talking.

Analysts, forecasters and the local media notwithstanding have now rendered their opinions.

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## Flacco Wins Super Bowl and Stingray

Super Bowl XLVII MVP Joe Flacco had more than his football victory to celebrate. The Baltimore Ravens' star quarterback got a handshake and keys to a 2014 Corvette Stingray last week in recognition of his efforts in leading the Baltimore Ravens to a 34-31 win over the San Francisco 49ers.

Banner Chevrolet suffered one of the largest losses ever recorded for a dealership in the United States and recently completed a massive multimillion-dollar renovation with state-of-the-art technology. Banner is the only Chevrolet dealer in Orleans Parish.

On behalf of Chevrolet, the offi-

cial sponsor of the Super Bowl XLVII MVP Award, Flick presented quarterback Joe Flacco with a 2014 Corvette Stingray last week in recognition of his efforts in leading the Baltimore Ravens to a 34-31 win over the San Francisco 49ers.

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## Sergio: Chrysler American Always, Careful Not to Play 'International Card'

Chrysler CEO Sergio Marchionne, in an interview with WJR radio personality Paul W. Smith, talked about the company's Super Bowl commercials the day after they aired.

Smith began the interview by praising Chrysler in getting Oprah Winfrey to narrate the Jeep commercial about troops returning home and using a speech by the late Paul Harvey about the American farmer for Ram.

"That was just unbelievable, and again Chrysler was able to ascend above the fray of ordinary Super Bowl advertising as it did with Eminem and 'Imported from Detroit,' as it did in last year's half-time spot, Clint Eastwood - only this time, Sergio Marchionne, you did it twice," Smith said. "I am stunned because I was kind of reducing my expectations because I couldn't believe you could do it three times in a row."

Marchionne said that doing this year's commercials weren't easy and he is worried about

coming up with something better for 2014. Smith then said the commercials touched upon Americana and that it was interesting that a company that is now Italian and American seems to understand the American psyche as well as it does.

"Look, the importing thing, from our standpoint, is that we have never been ethically confused about what Chrysler is," Marchionne said. "Chrysler is as American as it was when it was founded and it will stay that way forever, I mean as long as we're involved, and I think we need to be very, very careful that we don't start playing this sort of international card."

Smith then transitioned to Chrysler's improving financial status, pointing out that Moody's had just raised the company's rating. Marchionne said the fact that the financial markets are beginning to recognize what Chrysler is doing is great.

He added that shouldn't ob-

scure the fact that they still have a lot of room for improvement.

Smith also noted that Marchionne stated in Rome that he believed the merger between Chrysler and Fiat would take place in 2014, but that the UAW's pension fund people have different opinions on the value of Chrysler. Smith asked just what those differences are.

Marchionne said that while VEBA, the pension people, and Chrysler have different opinions on the worth of the stock held by VEBA, the market will ultimately set the value of the stock in question.

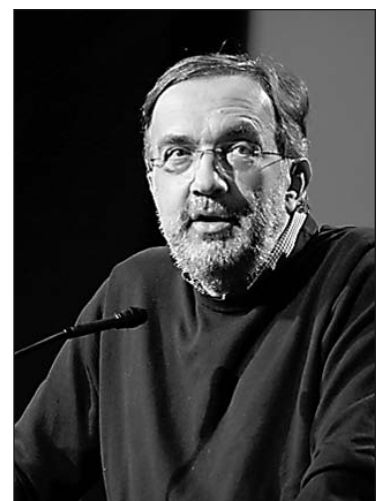
"And whenever it sets the price, then I think we'll reconcile the differences and move it on from there, but these two organizations need to be connected," Marchionne said. "The work that we've done over the last four years is way too important and it's way too integral to the way in which the house runs today to break it apart because of different ownership

structures. So I think we owe it to the people, we owe it to the business, and hopefully we'll get it done by the end of next year."

Smith then asked what the public would be seeing coming from Italy. Marchionne said the first Alfa Romeo should hit the dealers by the end of the year. He added that he believes the company owes it to Chrysler dealers, especially the ones who have made a commitment to Fiat, to try and work out a way for them to "carry the brand."

"So we're going to meet with them probably at the beginning of the second quarter and really come up with a final proposal that will delineate the distribution network in the U.S.," Marchionne said. "But I think, you know, we have the people and I think we have the product and that's the important thing."

Smith concluded the interview by asking if the public needed to know anything else about the future.



Sergio Marchionne

"No, I think we're in good shape, and I just want to thank you for giving us an opportunity to speak to Detroit this morning again. I think it's a good day. Any day after a Super Bowl like yesterday is a good day," Marchionne said.

## Lincoln Web Searches Soar 350% After Super Bowl Ad

Super Bowl Sunday was a big day for the Baltimore Ravens and for the advertisers of America, including the newly named Lincoln Motor Company. So the question is how did Lincoln do?

Michael Stelmaszek, group creative director at Campbell Ewald in Warren, said the Lincoln commercial, which featured a story line determined by viewers of "The Jimmy Fallon Show" who used social media to "write" a script for images provided by Lincoln.

"What we saw from Lincoln is in direct contrast from how the other automakers advertised," Stelmaszek said. "Ram did a two-

minute commercial that was a love letter to the American farmer. Jeep honored our soldiers. Audi's commercial was about bravery. They were about people or values and they honored the audience with a laugh or a story."

Lincoln, on the other hand, talked about themselves, Stelmaszek said. And in his mind that ended up being just another car commercial.

"I'll leave it up to others to say whether or not that choice of how to go was successful," Stelmaszek said. "I will say that on Super Bowl Sunday people tune in to see the game played at its

highest level, and I think that applies equally to the ads."

Stelmaszek said Super Bowl ads work best if they embrace the day, and the goal of any Super Bowl ad is to take advantage of the largest TV audience of the year. And if a company is successful doing that, they "can strike gold."

"Look at Chrysler," Stelmaszek said. "Their regular ads that run 364 days a year are fine, but they are no where near as good as the ads they run on Super Bowl Sunday. That one day shows you what one excellent ad can do. As the players say, go big or go home."

The Ram ad, Stelmaszek said,



2013 Lincoln MKZ

displayed a series of values that embodied the brand and showed that the company shared the values of the customer.

"It's one thing to say you share the values," Stelmaszek said.

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