

Oakland Tech News

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HR Pros to Reveal How to Attract, Keep Good Talent

The Auburn Hills Chamber of Commerce is holding a Talent Townhall on Wednesday, May 22, from 8 to 10 a.m. at Oakland University, 2200 N. Squirrel Road, Rochester.

Talent Townhall was developed as a forum for business leaders to discuss issues critical to workforce development, primarily the attraction, development and retention of talent in the region.

May's Talent Townhall event will reveal what makes an employee a good fit while giving the secret to ensure long-term employment success.

Scheduled speakers are:

- Ron Watson, assistant vice president, Human Resources, Oakland University, and

- Todd Lancaster, president, YourSource Management Group.

To register, go to the chamber's website and follow instructions for payment and to register online.

2014 Corvette Out in Front at Indy 500

CONTINUED FROM PAGE 1

fully electronic top that can be operated remotely with the key fob – coming a few months later.

Vehicle highlights include:

- An interior that offers genuine carbon fiber and aluminum trim, hand-wrapped leather materials, dual eight-inch configurable driver and infotainment screens, and two new seat choices – each featuring a lightweight magnesium frame.

- Advanced driver technologies, including a five-position Drive Mode Selector that tailors 12 vehicle attributes to fit the driver's environment and a new seven-speed manual transmission with Active Rev Matching that anticipates gear selections and matches engine speed.

- Lightweight materials, including a carbon fiber hood and removable carbon fiber roof panel on coupes; composite fenders, doors and rear quarter panels; carbon-nano composite underbody panels and a new aluminum frame.

- A sculpted exterior featuring advanced high-intensity discharge and light-emitting diode lighting, racing-proven aerodynamics, and performance elements for improved stability and track capability.

- Track-oriented Z51 Performance Package, including an electronic limited-slip differential; dry-sump oiling system; integral brake, differential and transmission cooling; as well as a unique aero package that Chevy officials say further improves high-speed stability.

Chevrolet and the Indianapolis 500 have a long shared history. Chevrolet was founded in 1911, the year of the inaugural 500-mile race, and the Chevrolet brothers – company co-founder Louis, along with Arthur and Gaston – all competed in early Indy 500

Team Prefix's Viper SRT-10 Sinks Fangs into Race Rivals

CONTINUED FROM PAGE 1

were ranked in second place overall.

"That's just phenomenal . . . Some of these cars are insanely powerful," commented Jhan R. Dolphin, president of the marketing/public relations firm J Robert, who started the "Forge Ahead USA" initiative with the goal of unabashedly promoting products made in the U.S. in order to get more Americans off the unemployment rolls and back to work.

"They're doing a really great job. That's better than we ever hoped – it's really tough to be that competitive."

With Auburn Hills-based Prefix as the main corporate sponsor, Team Prefix hopes to go all the way though the One Lap of America, an eight-day, multi-state motorsports contest that is known as the modern-day version of the old Cannonball Run.

"Sixty-five teams competed at the Tire Rack facility in South Bend, Ind., to begin the 30th Anniversary event of the Cannonball – One Lap of America race," Dolphin reported.

AH Waste, Recycle Day Set for May 18

The city of Auburn Hills' annual Household Hazardous Waste Day and Electric Recycling Program will take place Saturday, May 18, from 9 a.m. to 2 p.m. at the 2069 N. Opdyke Road, north of Pontiac Road (next to the old Showcase Cinema).

Residents can drop off batteries and other electronic devices, as well as hazardous chemicals like pesticides and motor oils for recycling. Those who drop off materials must show proof of residency.

"This year, the teams will compete at 12 different race tracks from the Midwest south to Louisiana and Florida and then back up the East Coast, finally returning to South Bend on the 11th of May. That's over 4,000 miles with some pretty grueling competition at some of the country's most famous auto racing facilities."

He noted in the May 6 update the team was slated to compete May 7 "on the FAST Daytona International Speedway Road Course.

"We are very excited about this track, as the SRT Viper that the team is driving is extremely fast, and this track provides an opportunity to go faster than most," Dolphin said.

Dolphin reported that as of May 6, the Team Prefix Viper had no mechanical issues. A quick check at press time May 10 showed Team Prefix still holding on to second place overall in the standings after competing in racing events at Daytona, South Carolina and Pittsburgh.

As Loudin and Drewer have been traveling from one contest to the next in the Viper with all of its colorful Forge Ahead USA and Prefix decals, they have attracted a lot of attention from the public, Dolphin said.

"The guys are telling me they can't believe how many people are taking pictures of the car and giving them a thumbs-up," he said.

The level of interest is so strong that cards have been made up for handouts.

"The response to our 'American-Made' mission along the route has been fantastic," said Dolphin. "Many people approach the team and the car at all the fuel and food stops along the route, asking about Forge Ahead USA.

"We've printed over 4,000 postcards with a team vehicle photo, and (on the other side) our important message of supporting American manufacturers and products MADE in the USA.

"So far, the team has handed out over 1,000 of them. The guys

say that the response is very humbling, as many people are so passionate about this message in the small towns they've traveled through, and thankful for what the team represents," he added.

"Forge Ahead USA is a movement designed to help American manufacturers to better promote their made-in-the-USA advantage," he said. "We provide the marketing and publicity tools that they need . . . By making these important tools available to many manufacturers, it becomes very affordable for even very small companies."

Meanwhile, Team Prefix has been doing an excellent job of conveying the message in a very positive way.

Dolphin expressed thanks to main corporate sponsor Prefix Corporation, along with support from a variety of additional companies, including TRICEL Corp., Whelen Engineering, Forgeline, American Racing Headers, Corsa Performance, Stoptech, K&N, Archer Racing, Jason Industries, Thule and Parts Rack.

Paddlers Vie for Prizes, Glory in Annual Paddlepalooza

Paddlepalooza, the annual canoe/kayak race and adventure river paddle, returns to the Clinton River Saturday, June 1.

Participants are slated to launch their watercraft at 8:30 a.m. from the banks of Riverside Park on the corner of Auburn and Squirrel roads in downtown Auburn Hills. In case of poor conditions, June 15 is the designated alternate date.

The city of Auburn Hills is partnering with the city of Rochester Hills on the 2013 Paddlepalooza.

"Experienced paddlers tell us that the stretch of river located between Auburn Hills and Rochester Hills is among the most beautiful and most chal-

lenging," said Rochester Hills Mayor Bryan Barnett, an event regular and award-winning participant with his brother in the canoe race.

This year's event features three paddling activities to choose from:

- an eight-mile single-person kayak race;
- an eight-mile two-person canoe race;
- and an eight-mile adventure river paddle.

All end near the patio at the River Crest Banquet Center overlooking the river. Awards presentations for the participants will be held between 11 a.m. and 1 p.m.

Prizes will be issued in each race class, and all participants receive a free lunch and an event T-shirt. Pre-registration is recommended, and there is an entry fee per person – see the Auburn Hills website for fees, rules and other details.

Because the Clinton River can be considered a difficult Class III rating at certain times of the year, this event is not recommended for the beginning paddler. Participants must be 12 year of age or older, and those under 18 must be accompanied by an adult.

Participants are also required to wear personal flotation devices during the races.



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