

Oakland Tech News

Reader Input or feedback:
News@OaklandTechNews.com
To Inquire about advertising:
Ads@OaklandTechNews.com

248-860-2275

Deadline: Thursday 5:00 p.m.
for the next edition of Monday.

William Springer II, publisher
and interim news editor;
Lisa A. Torretta, operations

Oakland Tech News
is a trademark of
Springer Publishing Co., Inc.
A Michigan Corporation.

www.OaklandTechNews.com

Young Pro Mixers Set for June 6

About 40 young professionals from North Oakland County – and their board games – showed up for an April 11 mixer staged by the Auburn Hills Chamber of Commerce.

The “gently used” board games were donated to the Boys & Girls Club of Southeastern Michigan. The Young Professionals Mixer held at Duffy’s Pub in Auburn Hills was sponsored by Genisys Credit Union.

“We were very pleased with the amount of games that were donated,” said Denise Asker, the chamber’s executive director.

The event was the second of five planned for 2013 to allow young professionals working in and around Auburn Hills to meet with other emerging leaders.

The next Young Professionals Mixer is slated for Thursday, June 6, at Fieldstone Golf Club from 5:30 to 7:30 p.m. Refreshments are included and a cash bar is offered.

For tickets, visit the website at auburnhillschamber.com.

AH’s June 22 ‘By the River Car Show’ Accepting Entries

Entries are now being accepted for the sixth annual By The River Car Show.

This year’s show will be held Saturday, June 22, at Riverside Park, 3311 Squirrel Court, in downtown Auburn Hills.

The car show, held as part of the city’s Summerfest 2013 (downtown Auburn Hills, June 21-22) will go on, rain or shine.

Major awards include Best of Show, Mayor’s Choice, Parks & Rec Choice and Optimist Award. Attendees can start their day with breakfast available at downtown restaurants next to the show.

“The setting is unique, it’s by the river,” said event organizer Brian Marzolf, Auburn Hills recreation director and president of the Auburn Hills Noon Optimist Club, for which the car show is its major annual fundraiser.

“It’s a beautiful setting by the park.”

Music by Beth, door prizes and

a 50/50 raffle will be part of the day’s events. Awards will be presented for the following classes:

Pre-50 (Stock/Restored); 50-60 (Stock/Restored); 61-71 (Stock/Restored); 72-Present (Stock/Restored); Pre-32 Street Rod (Steel Body); 32-Present (Steel Body); Lead Sled/Custom/T-Bucket; Tribute Cars/Trucks and all steel trucks; 55, 56, 57 Chevy (Stock/Restored); Muscle Car 63-68; Muscle Car 69-74; Corvette Pre-68; Corvette 68-81; Corvette 82-Present; Cadillac pre-48; Cadillac 48-60; Cadillac 61-Present; LaSalle; Pro-Street (tubbed wheels); Special Interest (all types); Sports Car/Foreign Car.

Proceeds will benefit children at Will Rogers Elementary School, served by the Auburn Hills Noon Optimist Club.

“One hundred percent of the proceeds directly benefit the school,” said Marzolf, adding the Will Rogers Elementary School is in the Pontiac School District, al-

though it is located in Auburn Hills.

“They’re our partner school at the Optimist Club, so we have all kinds of programs and events to enhance their school experience,” he said.

To register to enter a vehicle,

visit the website at www.auburnhills.org, print out the registration form, fill it out and mail in a self-addressed stamped envelope to the Optimist Club by June 10. (Prices, basic information, rules and mailing address are all provided on the form).



Vintage 1930 Ford Tudor Model A

Jeep Honored for the Third Time by NEMPA for Winter Driving Capabilities

CONTINUED FROM PAGE 1

called Jeep’s outstanding product lineup and the brand’s commitment to New England.

“During Mike Manley’s tenure, Jeep has enjoyed a renaissance applauded by both consumers – with ever-increasing sales – and by automotive writers, who have heaped awards upon the Grand Cherokee,” said Griffin. “Regarding Chrysler Group’s vehicle awards, the Jeep Grand Cherokee and the Ram 1500 4x4 are perfect winter companions.

“Congratulations to Jeep Grand Cherokee, our first-ever three-peat winner, for one of the most successful remakes of a vehicle in American history. And Ram 1500 4x4 is the benchmark

of the full-size pickup segment with its refinement, capability and efficiency.”

The Jeep brand also won honors recently for a clever advertising campaign touting the popular SUV’s capability. In a recent analysis, Phoenix Marketing International judged the ad featuring a Jeep plowing confidently through heavy snow as one of the Top Performing Automotive SUV TV ads. As the driver rolls up to an office building, the ad voiceover says, “Even heavy snowstorms won’t keep you from getting to work. Our apologies.”

NEMPA judges cited the Jeep Grand Cherokee’s combination of on- and off-road capability, comfort, luxury, sophistication, build quality and value in naming the

Grand Cherokee “Official Winter Vehicle of New England.”

And they named the Ram 1500 4x4 as “Best All-Weather Pickup Truck” for the second time in four years, the latest of several recent awards for the Ram 2500, including *Motor Trend* Truck of the Year, North American Truck of the Year and even placing among Ward’s 10 Best Interiors.

The rugged capability Jeep fans have come to rely on comes courtesy of an array of advanced technology, including three 4x4 systems, Jeep’s Quadra-Lift air suspension and Selec-Terrain traction management.

Chrysler Digital Media writer Betty Newman noted in a recent blog that New England winters are legendary for some of the

most brutal winter driving conditions in the nation.

“Over the past three years, customers in six New England states have challenged all that Mother Nature dished out with the Jeep brand’s legendary capability, driving Jeep brand sales up 71 percent overall for the period,” said Newman. “Sales of Jeep Grand Cherokee for the same 2010-2012 period nearly doubled in the region to 94 percent.”

Chrysler East Region Communications Manager Lisa Barrow said the key to the Jeep Grand Cherokee’s continued high ranking at NEMPA is its capability. With the brand-exclusive Selec-Terrain feature, drivers can set the vehicle up for whatever driving conditions it is facing.

Oakland University Students Learn About Efficiency

CONTINUED FROM PAGE 1

heartbeat could be noticed in his index finger.”

After Duchaine went through the process once, the initial workstation layout and assembly were quantified. The motion capture equipment highlighted the “spaghetti path” the operator took with high reaches and low bending, and the work each hand was performing.

Edwards explained that the challenge for students who were tasked with analyzing the data and improving the process was to get all of the worker’s movements in the “golden zone,” which he defines as the best place for a worker to do work, with parts and tools two inches below the elbow (“make gravity your friend”) and right in front of the operator.

“The suit generated Tom’s path of motion . . . You don’t want to reach, stoop and bend,” Edwards explained. “You want to tighten the strands of spaghetti. The suit captured the length of motion, path of motion and his time to assemble.”

Then it was the turn of competing teams of students to go to work. The students drew upon their knowledge learned from the HFE class and other lean process classes to optimize the assembly process, reducing the motions needed, have tools at the ready and the work piece properly positioned in the golden zone in front of the operator and limited the operator’s need to fight against gravity.

“That was awesome,” shouted Ben Tew, an Engineering Management graduate student in Edwards’ class.

It’s all part of the science of ergonomics, about which Edwards said, “It’s all about designing the job to fit the person, not the other way around.

“Ergonomics was given secondary thought in the past, but the industry has really taken note of it for a couple of reasons,” he said. “You get a better product out of it, worker fatigue and carpal tunnel issues are drastically improved based upon the science of ergonomics being given a higher priority.

“Some of the benefits are, you get a better quality of work, faster work, increased throughput, reduced waste and overall leaner efficiencies and systems, which is what we do here in Detroit and which has done a lot for manufacturing.

“These resulting increased efficiencies, quality improvements and higher productivity are a key part to Chrysler’s comeback in recent years. Even some of the Chrysler employees have acknowledged going to the academy has made them more efficient, and it’s why the automaker wants to eventually send nearly all their employees through the academy, from line workers to supervisors and even administration assistants.”

Edwards, who spent 12 years with Chrysler and served as an engineering manager at the time he left the company for Oakland University, sees class trips of this type to Chrysler’s WCM Academy as a chance to “marry” the industrial elements with the academics.

Because of his automotive engineering background and Chrysler connections, he is glad to be able to share these kinds of “real world” experiences, which he said students truly appreciate.

In the class, which was held in the evening on Tuesdays and Thursdays, January through April, a mix of graduate and undergraduate students, most of whom are working in related fields, learn about factors inside and outside of manufacturing assembly.

Topics include recommended

weight limits, frequency and variation in tasks, cumulative fatigue, and part-and-process flow. But the beauty of the Chrysler WCM Academy experience is that, as Chrysler and Edwards know, much more knowledge is retained by doing something rather than reading about it in a textbook.

This point is stressed by Scott Tomlie, Chrysler’s lead at the academy and an adjunct professor in Oakland’s Occupations, Health and Safety Department. Tomlie and fellow Chrysler employees Dobski and Larry Robling have been part of the education team that soon will be able to say that 10,000 students have passed through its doors, a group that includes Chrysler employees, suppliers and university students.


Duchaine, a Fourecia Quality Department employee working at the Chrysler Sterling Heights Assembly Plant as a quality inspector, was favorably impressed by the experience.

“I think it was a highly effective demonstration of technology and its use in the optimization of a production environment where there’s an operator involved,” he said. “Also from students’ perspective, it reinforced what we learned in Dr. Edwards’ class.”

He agreed with Edwards that going through the hands-on experience will result in much better recall and understanding beyond traditional classroom techniques “as a more value-added activity.”

“It was a fun experience,” Duchaine added. “Everyone had fun going through the design (process) and it was a friendly competition.”

The study of ergonomics adds skills that Duchaine, as an engineer, feels engineers should have a working knowledge of, not only for what makes things better for the operator, but for the organization as a whole.




Drive off with a great rate!


Auto Rates as low as

1.89% APR*

Up to 60 mo.



Call, Click or use
your Smartphone to apply!
(800)844-5440
www.chiefonline.com
or use our Mobile App!



Scan this QR Code to get
entered into a
\$50 drawing!

*APR is subject to terms, conditions and credit score. 2011-2013 models only.

