

Auto Plants Improve Cleanliness, Quality, Boost Employee Productivity – Mauro Pino

by Jim Stickford

Mauro Pino, Chrysler’s head of World Class Manufacturing, spoke about the importance of World Class Manufacturing (WCM) both as a concept and as a practice at a special Lawrence Tech-sponsored conference at the school’s Southfield campus June 5.

Pino said that management and labor need to join together to make WCM work.

A manufacturing company can have the greatest designs in the world, he said, but someone still has to do the hard work of actually making the product – and that manufacturing process has to be efficient.

“So that means being open to ideas,” Pino said. “That means making the workplace a clean environment that is a nice place to work.”

In the past, car factories were known as dingy places with dirty floors, Pino said, adding that it would be just plain wrong to deny that was true at one point. But by opening the factories up to natural light, he said, and keeping the floors and walls clean, they become better places to work in and the employees become more productive.

Part of having good employees is having trained employees, Pino said. That’s why Chrysler, in partnership with the UAW, opened up the WCM Academy (WCMA) in Warren. The building is owned by the union, and the curriculum is the result of a partnership between the union and Chrysler. Workers have 40 classes available to them.

Pino said the WCMA was opened so that workers could receive the training needed to perform specific functions at the company’s plants.

The WCMA offers both classes and lab work, Pino said. That just makes sense, he added, because the students are being taught how to do things. About 70 percent of a student’s time is spent outside the classroom getting the hands-on training needed to learn the skills required in Chrysler’s factories.

And part of having WCM standards is listening to the workers, Pino said, adding that they are the ones on the production line and their insights can help make the manufacturing system leaner, more productive and just plain

Auburn Hills Concert Series Hits Downtown

Toppermost Beatles Tribute is the band playing at the Friday Nights Downtown concert series that will be held June 28 from 7 to 8:30 p.m. in Riverside Park, which is near Auburn and Squirrel roads in downtown Auburn Hills.

The city-sponsored concert series will take place every Friday evening until the end of August – except during the Fourth of July holiday.

The next concert, July 12, will feature Annabelle Road, a country band.

On July 19, SPACECAT, a top 40 band will perform. They will be followed by The As Is Band, known for their wide variety of music, on July 26. The North Oakland Dixieland Band wil play on Aug. 2.

Barbecue grilles and a playground are available in the park. No alcohol is permitted.

For more information about all summer concerts, call the Auburn Hills Parks & Recreation Department at 248-370-9353 or visit the website at www.auburn-hills.org.

easier for workers to do their jobs.

So far in North America, workers have submitted 366,000 suggestions since 2010 on how to make improvements, Pino said, with about 70 percent of those suggestions being implemented by the company.

Pino said that everyone at Chrysler is aware of what needs to be done to have WCM in all of its factories, but part of the problem is that Chrysler is a relatively small company and making all the changes needed takes a lot of time and money. So while not everything that needs to be done can be done now, he said, Chrysler is making sure that it is doing what can be done given the company’s resources and time available.

This has paid off in several factories across North America seeing improvements in productivity and quality, Pino said, but more has to be done and more will be done.

Fixing things is not something that can be done overnight, Pino

said, because part of improving the system is helping Chrysler’s suppliers with WCM. After all, he added, about 75 percent of the value that goes into Chrysler cars comes from the suppliers.

The results of Chrysler’s efforts to attain WCM status can be seen in its warranty claims, he said, noting that they are now less than half of what they were before the bankruptcy. and, for some vehicles like the Jeep Grand Cherokee, they are a fourth of what they were before bankruptcy.

“Chrysler started turning itself around the hard way,” Pino said. “We went through bankruptcy.”

Some companies, he said, made bad cars in the old days because it was easy to make money that way.

That’s no longer the case, he said, coming out of bankruptcy meant doing things smarter, and, in the end, the company’s core business is making cars and WCM plays a part in the process.

Pino was asked about exposing students to WCM concepts. He



Chrysler’s Mauro Pino

said that was important because over the past couple of decades “a lot of smart people” in North America, Europe and Asia advocated moving the developed economies to the next level, meaning they had to concentrate on finance, insurance, developing software.

But Pino said he believes that without manufacturing and agriculture, those financiers wouldn’t have anything to invest in. He said modern economies still need manufacturing and it’s important to expose students and young people to it.

Pino was asked about the idea that there is a need for the “entrepreneurial” spirit in programs that teach manufacturing.

Oregon Team Takes 2013 Ford/AAA Student Auto Skills Title; Oxford Snags 24th Spot

Ford hosted the national finals for the 64th annual Ford/AAA Student Auto Skills competition June 11 at its world headquarters facility in Dearborn.

Fifty teams, each representing a top high school auto technician pair from each of the 50 states, vied for nearly \$12 million in scholarship prizes as they raced against the clock to be the first to flawlessly repair one of 50 “bugged” identical Ford vehicles.

When the last set of wrenches was laid down, judges named the duo of Logan Boyle and Cody Collins from Vale High School, Vale, Ore., as the champions for earning the day’s top score.

Experts had intentionally placed “bugs” in each of the cars for the high schoolers to find and fix.

“Ford is proud to play a role in developing the technicians of tomorrow,” said Steve DeAngelis, Ford’s Global Manager of Technical Support Operations.

“It’s a challenging, ever-evolving industry out there and Ford is committed to providing the best, most comprehensive training possible and part of that is providing unique opportunities like our partnership with AAA on this exciting annual competition. We share our congratulations with today’s winners and all the attendees – they worked hard to get here.”

“From connected cars to alternative fuels, automotive technology is advancing at a faster pace than we have ever seen, and tomorrow’s technicians need to be savvy, innovative and eager,” said Marshall L. Doney, AAA senior executive vice president and chief operating officer.

“The Ford/AAA Auto Skills competition develops future technicians who will ensure motorists will receive access to quality repair.”

Other top 10 finishers, in order from second to 10th, were teams from Virginia, Maryland, Illinois, Hawaii, Kentucky, Oklahoma, Kansas, Arizona, and Connecticut.

The Michigan team, Oxford High School students Joshua English and Michael Doell, who earned their spot by winning the state final in April, finished in 24th place.

Beginning with a shotgun start, each student two-person team raced to their vehicles to review a work order that challenged them to diagnose and repair a number of purposefully placed “bugs” ranging from digital to mechanical and electrical.

Once the repairs were completed, it was a race to shut the hood, fire up the engine and steer the vehicle across the finish line – where a judging team awaited.

Vale High School earned a “perfect car” score by flawlessly repairing all the “bugs” without any demerits. Combined with the results of a written examination taken on June 10, their score allowed them to bring home the

trophy as national champions.

In addition to scholarships, the Oregon team will get to enjoy an immersive, week-long job-shadowing experience with 2011 Daytona 500 winner Trevor Bayne and his Wood Brothers Racing team as they prepare the No. 21 Motorcraft/Quick Lane Ford Fusion car for the Coke Zero 400 in Daytona Beach, Fla., the same site where Bayne famously won at age 20.

OCC Asks Golfers To Shore Up Its Scholarship Fund

Oakland Community College will host its 22nd annual “Golf for Scholarships” outing Friday, Aug. 23, at the historic Pine Knob Golf Course.

The event offers an opportunity for professional networking while raising funds for scholarships. Last year, more than \$43,000 was raised for the Golf for Scholarships endowment fund, bringing the total the annual outing has generated to more than \$750,000 in 21 years.

The money raised from the 2012 golf outing enabled OCC to award nearly 70 scholarships. More than 420 students have received scholarships through the program since it started.

The day’s program begins with registration and a continental breakfast, followed by a shotgun start at 11 a.m. with a box lunch, and dinner at 5 p.m. at the golf course.

The event includes hole-in-one prizes, beverages on the course, giveaways, as well as golf competitions.


Event and team sponsorships are available at all levels. To register or to become a sponsor, visit the college website at www.oaklandcc.edu, go to press releases and click on the links provided.

Sponsorships will be accepted at all levels until the day of the outing or until it is sold out. The deadline to pledge for presenting sponsor is July 8.

The Pine Knob Golf Course is at 5580 Waldon Road in Clarkston.

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