

Tech Center News

31201 Chicago Road South
Warren, Michigan 48093

586-939-6800

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

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

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

Tech Center News is a trademark
of Springer Publishing Co., Inc.

www.TechCenterNews.com

GM Foundation Pledges \$35,000 For SAE Program

The SAE Foundation recently announced a \$350,000 pledge from the General Motors Foundation for programming support on Science, Technology, Engineering and Mathematics (STEM) curriculum.

The GM Foundation has been a longtime supporter of the SAE Foundation, funding community-based activities and program expansion along with challenges such as Gravity Cruiser and Fuel Cell Challenges.

Over the past decade, the GM Foundation has granted more than \$5 million to provide sustained support for SAE's "A World in Motion" initiative.

Most recently, the GM Foundation has provided funding to support SAE in the expansion of the A World in Motion (AWIM) Primary Program, which focuses on scientific-literacy at the kindergarten through third grade levels.

"The GM Foundation believes that investing in education that supports the next generation of leaders and innovators in STEM fields is important," said Karen Nicklin, GM Foundation Manager of Educational Initiatives.

GM Employees To Show Off Cars

CONTINUED FROM PAGE 1

nations will be accepted. The event will be held at the Event Island Amphitheater on the Tech Center Campus in Warren between 10 a.m. and 2 p.m.

"We start parking cars to be displayed at about 5:30 a.m.," Duncan said. "The show is meant to take place during peoples' lunch hour. So we have a lot of GM employees who drive to work in their display cars, park them at the show and then at the end of the day, drive home in them."

The show doesn't have any sponsors, Duncan said, but any donations and money raised goes to the Warren Goodfellows, the Juvenile Diabetes Association and the Grace Centers for Hope, Duncan said.

Advance registration ends Friday, July 19. Car owners will also be able to register at the show from 6 am to 9:30 am. The event is open to all active, retired, or contract GM employees.

There will be food available for purchase and music provided by DJ Rockin' Ronnie. To learn more about the event or to register a vehicle go to the web site, gmemployeeecarshow.com.

BRICK & BLOCK
New or Repair

- Chimneys • Porches
- Windows - cut in or fill in
- Tuckpointing
- Basements • Crawl spaces
- Custom Fireplace

586-651-2419

Automakers Calling Back Engineers Who Have Left

CONTINUED FROM PAGE 1

A lot of this has to do with competition. OEMs can let a model "rest" for five or six years. But it also has to do with changes in consumer attitudes, Smart said. The public has become used to new models smartphones and tablets coming out every six months.

Compare that with the three or four years it takes to redesign a new model of a popular car, Smart said.

"The public looks at the auto industry and wonders why it takes so long for a new model to come out when their smartphone was updated within 36 weeks of its launch," Smart said.

"And now, people are beginning to look at their cars as an app hub on wheels. And today's cars have more lines of code than an F-22 fighter. So the demand is there for engineers. Not just mechanical engineers, but electronic engineers and chemical engineers."

So, Smart said, the question becomes where do new engineers come from.

"One of the problems the industry is having," he said, "is that not all of the people who get engineering degrees go into engi-

neering fields. Engineering graduates have skills that can be used in other fields.

"A mechanical engineer with an MBA is a tour de force. They have the ability to understand numbers and they know how businesses work. That's a very capable person indeed."

To get more engineers in the pipeline, the auto industry needs to do more promotion, Smart said.

"The auto industry has to put back into education and tell students that the industry is now very techno-savvy," Smart said. "They need to emphasize that working for GM or Ford is a viable alternative to going to Google."

"They have to get the message out that the auto industry is the place to be."

Smart said he approves industry efforts where engineers from companies like GM go out and promote STEM education.

"I talk to these people and they tell me that when they go to STEM events, the young people are interested in science," Smart said. "The children are excited about what they learn. And the companies and groups like the SAE do make scholarships available."

But not everyone who starts off in an engineering major sticks with engineering, Smart said. Some switch to majors more in line with going to medical school. There is a demand for engineers in other industries, such as aerospace. Some just drop out of engineering altogether.

"I think part of the problem is that young people have seen their elders go into the industry and then get laid off during bad times," Smart said. "These students are concerned about longevity. There's a lot of PR work that needs to be done."

Southeast Michigan has a number of good universities, Smart said. The region uses what he calls the "hub and spoke" model, where businesses help support local schools and help promote auto engineering in the curriculum.

This helps keep locally-developed talent in the Detroit area. STEM students from nearby states like Ohio and Indiana also go to Detroit.

"If you go to places like Silicon Valley, venture capitalists are willing to lend people money to develop their ideas," Smart said. "A lot of these ideas don't pan out. They have an attitude that if this idea doesn't work out, I'll

just move on to the next one."

Eventually, an idea will work and become very profitable, Smart said. But here in the Midwest, in the car business, competition requires that ideas hit more than they miss. The culture here is different, so someone who went to Stanford or Cal Tech might not want to come here where results are expected, not hoped for.

"A lot of people in Gen Y look at science and say it's hard," Smart said. "So they look at other fields to make a living. That's why SAE gets involved in mentoring programs that service the young."

"Today's young people want to learn as much as possible as soon as possible and anything we can do to help them is a positive thing. We are in the beginning of a generational shift."

This demand for engineers has also helped today's engineers with their options.

"It used to be that an engineer out of school would go to work for Ford or GM or Chrysler and they'd stay with the company for their entire careers," Smart said. "But I'm seeing a lot of movement in Southeast Michigan by engineers going from company to company."

Car Rental Firms Provide 'Demo Drives,' Says Polk Study

Car rental customers try before they buy, according to a new study commissioned by Enterprise Holdings. The study, conducted by Polk, found customers who rent a car from Enterprise Holdings' brands - Enterprise Rent-A-Car, Alamo Rent A Car and National Car Rental - are 55 percent more likely than the average consumer to purchase a new vehicle within six months of their rental.

Polk research revealed that 1.2 million new cars (out of 11.4 million retail sales) were purchased by consumers within 180 days of renting from an Enterprise Holdings brand. Therefore, Enterprise, National and Alamo cus-

tomers purchased one out of 10 new vehicles sold last year.

The Polk study found that the highest purchase rates are among Enterprise Rent-A-Car replacement renters - customers who rent from neighborhood locations because their cars are in for body work or mechanical repairs. These replacement renters are twice as likely as the average consumer to purchase a new car within six months of their rental.

But customers who rented from Enterprise, Alamo and National at the airport are also more likely to buy. Leading the way are National's airport customers, who are 45 percent more likely to purchase a new vehicle

than the average American.

"This research confirms that, for many consumers, renting a car is truly an extended test drive," said Mark Pazué, senior product marketing manager, Polk. "The rental experiences provided by Enterprise, Alamo and National are highly influential in the purchasing decisions of potential car buyers. And

these test drives don't just influence how soon people buy, they often steer them toward a different vehicle than what's already in their garage."

The study covered 23 million individual renters over a 12-month period. The study indicates that many car renters are using their rentals to experiment with new makes and models.



INDEPENDENCE AUTO REPAIR

Full Service
★ We Have Tires ★

American Owned & Operated
We do all factory
scheduled maintenance!

OPEN:
Mon-Fri
7:30 am-6pm
Sat.
8am-3pm

FREE Shuttle Service within a 10 mile radius
FREE Courtesy Check on any vehicle
FREE Coffee to everyone

2 Locations:

28775 Van Dyke • Warren
12 & Van Dyke
586-751-4440

15075 32 Mile Rd. • Romeo
Corner of 32 Mile & Powell Rd.
586-336-4440

| | | | | |
|--|--|--|--|---|
| Trans. Flush w/ cleaner & additive. Includes 17 qts. transmission fluid. \$99.99 In-store offer good through 7-31-13 | Full Service Oil, Lube & Filter Change \$17.99 w/ Tire Rotation \$26.99 In-store offer good through 7-31-13 | Front End Alignment \$39.99 4-Wheel Alignment \$79.99 Camber & Caster Adj. Additional | Ceramic Brake Special \$99.99 Includes pad installation In-store offer good through 7-31-13 | 10% OFF Parts to All GM Employees w/ Badge In-store offer good through 7-31-13 |
|--|--|--|--|---|



just baked

31829 Mound Road
Warren, MI 48092

Southwest Corner Mound & Chicago Rd. (13 1/2)

Mon - Sat. 10 AM - 6 PM
Sun - CLOSED
Phone: 586-979-9400
JustBakedWarren@Gmail.com

GM EMPLOYEE DISCOUNT PROGRAM
10% off, up to \$10.00, on ANY Purchase
Warren Location Only
Cannot Be Combined with Any Other Offer

- Gourmet Cupcakes
- Custom & Specialty Cakes
- Cookies/Snacks
- 50+ Cupcake Flavors!
- Parties/Weddings
- Meetings/Events
- Employee Recognition
- Gift Certificates

Next Day Delivery to GM Tech Center, Warren and Surrounding Areas; Give us a Call!



Eat Cupcakes.
Be Happy :)

Lebanese Cuisine
"All Dishes Homemade Daily"

COMPLIMENTARY
FRESH Baked Bread
& Garlic Sauce



Serving You Since 1968

20% OFF FOR GM EMPLOYEES

Daily Lunch Specials (11-2pm)
Sandwich + **FREE** Salad + **FREE** Beverage for **\$7.99**

Sahara Special (All Day)
served with rice or fries, salad or soup for **\$8.99**

Raw Juices • Carry Out Available

28620 Van Dyke Avenue
(Just South of 12 Mile, by Van Dyke Dodge)
Warren, MI 48093
(586) 806-3030
Fax: (586) 806-3031

Hours:
Mon.-Sat. 11am-10pm
Sun. 11am-9pm



Pension apprehension?

DEBRA HERNDON
15192 E 13 Mile Rd
(Southwest Corner of 13 Mile & Hayes)
Warren, MI 48088
Bus 586.293.1700 • Fax 586.293.1719
youmatter@sfddeb.com

Get your buyout decision to a better state.
I have the financial experience to help you weigh the pros and cons of accepting a lump-sum buyout.
Get to a better State.®
CALL ME TODAY.



State Farm
Home Office, Bloomington, IL

MPC #121504 1203134