Tech Center News

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Campbell Ewald Joins Lowe with Palmer as CEO

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Michael Wall. "We saw the power of this combination in the Cadillac win, as well as on other recent international client work," Roth

He said Lowe Campbell Ewald will serve as the network's primary partner and standard-bearer in the key U.S. market.

Other IPG domestic agencies that have been working with Lowe, such as Deutsch, will continue to tap into the network on certain international client engagements, as long as these do not conflict with Lowe Campbell Ewald clients.

Wall said, "This is a great opportunity for us to keep building momentum with an agency we've had success partnering with in the past few years."

"This is a great honor personally," said Palmer, "but, above all, it's a terrific opportunity to continue building our agency with a group of senior executives . . . whose focus has always been on doing what is best for our clients.

When you add to that the potential of representing Lowe in the U.S. ... you realize that this is a big day in the history of our agency.

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Hallock Moves from Warren's TACOM to D.C.'s Pentagon

by Jim Stickford

Harry Hallock, TACOM's executive director - Army Contracting Command, is leaving Warren after 33 years and going to Washington, D.C., to be the deputy assistant secretary of the Army for Procurement.

Hallock first came to the Detroit area and TACOM after graduating from the University of Delaware with a degree in business administration.

"I've been in Warren for 33 years this February," Hallock

"Getting a government job was actually a fluke. I had a friend who wanted a government job. To get one in those days, you had to take a civil service test.'

His friend needed a lift, Hallock said, and when he got there, the moderator said if he was going to wait for his friend, he might as well take the test himself.

"It had five sections in it," Hallock said. "I passed all of them. Ironically, my friend didn't pass the test.'

Eventually, Hallock was notified that there were three positions open - two in New Jersey and one in Warren. He was asked to take the job in Michigan.

"I have to admit that I'd never heard of Warren," Hallock said. "But a lot of people on the East Coast don't know much about the Midwest.'

Hallock looked up Warren and learned it was a Detroit suburb.

"I had some trepidations about moving here, but those went away as soon as I got here."

Hallock was originally working as an intern with a two-year contract that he described as a training program. When the contract was completed, he had his choice of going to many different places, but he decided to stay in Michigan. "I fell in love with the place, the people and the job," Hallock said.

He is currently senior advisor to the commanding general of TACOM on all contracting business and acquisition matters.

"I have an organization of 750 people who help me do that," Hallock said. "We execute contract action for TACOM and TARDEC."

Hallock said he's a bit of a rarity these days – someone who has spent his entire career at one command. He said he liked where he was and what he was doing and felt no need to go any higher in the ranks.

"But then the Secretary of the Army decided for me that I was the right man for this new job.' Hallock said. "I look at this position as the capstone of my career.'

He will report to the assistant secretary of the Army for Acquisitions.

During his time at TACOM, Hallock said he's faced many challenges. There was the drawdown

that took place during the 1990s. But then 9-11 happened and the military expanded rapidly again, and he doesn't want to see what happened in the 1990s happen

After the Cold War, a lot of people with expertise retired and they didn't always replace them. Now that the military has left Iraq and is getting ready to leave Afghanistan, Hallock doesn't want to lose the young people who have gained expertise in military systems since 9-11.

But he understands that given today's political climate, even the military must watch what it spends.

Hallock said what he's going to miss most about Michigan is the people.

"The people here are so welcoming," Hallock said. "They are not pretentious and when I first came here, they adopted me. I'll always be grateful for that."

Hallock said that he left his position in Warren in June and that it should take about a year to find a permanant replacement.

When asked what his most



Harry Hallock

vivid memory was of his last 33 vears on the job, Hallock said it had to do with Operation Desert Shield back in 1990.

One of the Army's biggest problems was getting enough fuel trucks to Saudi Arabia. Hallock and his team worked on it until they figured out an answer.

"We had a problem," Hallock said, "and I was really part of the solution.

GM, Honda Collaborate on Clean Mobility Technology

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and create an advanced system that will be both more capable and more affordable."

GM's Project Driveway program, launched in 2007, has accumulated nearly 3 million miles of real-world driving in a fleet of 119 hydrogen-powered vehicles, more than any other automaker.

Honda began leasing of the Honda FCX in 2002 and has deployed 85 units in the U.S. and Japan, including its successor, the FCX Clarity, which was honored by being named the 2009 World Green ing automobiles today – petroleum

Honda has delivered these vehicles to the hands of customers in the U.S. and collected valuable data concerning real-world use of fuel cell electric vehicles.

As already announced, Honda plans to launch the successor of FCX Clarity in Japan and the United States in 2015, and then in Europe. GM will announce its fuel cell production plans later.

Fuel cell technology addresses many of the major challenges fac-

dependency, emissions, efficiency, range and refueling times.

Fuel cell vehicles can operate on renewable hydrogen made from sources like wind and biomass. The only emission from fuel cell vehicles is water vapor.

Additionally, fuel cell vehicles can have up to 400 miles of driving range, can be refueled in as little as three minutes, and the propulsion technology can be used on small, medium, and large vehicles.









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