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Lack of Skilled Workers Hampers Business Growth

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"Employers have told us they're ready to hire, they want to hire, but they can't find enough qualified applicants to fill these high-paying jobs," Patterson said. "These are jobs that will go unfilled unless we find qualified workers."

EdEn Inc., the Rochester-based research firm that conducted the survey, said the results showed an increasing level of technical knowledge is critical for jobs, regardless of education level, Huber said. They also revealed that not all employers use the most modern methods when recruiting potential employees.

"Some companies are still putting a sign out in front of the business looking for employees instead of using social media or more modern techniques," Gibb said. "We've got to do better."

The survey focused on the region of the Economic Growth Alliance: Genesee, Lapeer, Livingston, Macomb, Oakland and St. Clair counties and also Wayne.

Chevy Tops In NHTSA Ratings

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worthiness into our vehicles very early in development," said Gay Kent, GM's general director of Vehicle Safety and Crashworthiness.

"We are committed to offering advanced safety technologies on a broad range of models, not just on the most expensive vehicles. All of our vehicles are designed to provide continuous protection for customers before, during and after a crash."

Active safety technologies, including forward collision alert and lane departure warning, are designed to help the driver avoid a crash before it happens, Basel said. These and other advanced technologies are available on many new Chevrolet vehicles – from small cars to big trucks. Silverado offers the new Safety Alert Seat that pulses to alert the driver of potential hazards.

Passive safety features, such as Cruze's 10 standard air bags and the available industry-first front center air bag in the Traverse, are designed to help protect occupants during crashes and rollovers, Basel said.

Sonic was the first subcompact to have 10 standard airbags. OnStar, available on all Chevrolet models, enables occupants to get help from emergency services after a crash through automatic crash response.

Got News?

If you have solid business news for this paper, please contact us at News@OaklandTechNews.com.

Common Shares of Chrysler Stock to be Up for Sale Soon

by Jim Stickford

Chrysler plans to offer common shares to the public.

The number of shares to be offered and the price range for the offering have not yet been determined.

The common shares to be sold in this offering are proposed to be sold by the UAW Retiree Medical Benefits Trust (the VEBA Trust), which has exercised demand registration rights under a shareholders' agreement with Chrysler.

The VEBA Trust will receive all of the net proceeds from this offering.

To start the procedure, Chrysler has filed a registration statement with the U.S. Securities and Exchange Commission (SEC).

Mike Wall, director of automotive analysis for IHS Automotive, said that the sale of the stock makes sense, adding that this is a move in the right direction for the company.

He said he's not a financial expert, but having Chrysler and Fiat operating under one structure would mean having a "smooth, coordinated organization."

In a press release, Chrysler stated that a registration statement relating to these securities has been filed with the SEC but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time

the registration is effective.

J.P. Morgan Securities will be the lead book-running manager of the offering, which will be made only by means of a prospectus.

**"Right now,
North America
is the place to be."**

**— Mike Wall,
Analyst**

"As I understand it," Wall said, "this is Fiat and Chrysler trying to get a resolution. From my viewpoint, I see only good coming from Fiat and Chrysler working in alignment. It's in both their interests to have one ownership structure under Fiat."

Chrysler would benefit, Wall said, because in the end it would be a worldwide auto company, which is what it needs to be.

"The emerging markets are very important to manufacturers," Wall said. "Chrysler also gets to benefit from sharing common platforms with Fiat, shared powertrains and a focused leadership."

Under the guidance of Sergio Marchionne, Chrysler has been

able to make a great comeback, Wall said. And this comeback did not come at the expense of the Chrysler brand. Simply put, the Chrysler brands aren't simply rebadged Fiat vehicles, he said.

"Right now Chrysler is doing well," Wall said. "Fiat isn't doing as well and that's because of Europe. It appears that they've found the bottom there for the economy, but that's a long way off from having growth. Right now, North America is the place to be."

So Chrysler benefits by being a part of a large worldwide manufacturer. Fiat benefits because of Chrysler's position in the North American market.

"Emerging markets are important," Wall said. "If you're a manufacturer, you have to be there, and the Jeep brand enjoys a good reputation, so there's that, too. But if you're talking about a high-dollar volume market that's growing, you're talking about the North American market."

The ultimate question, Wall said, is not "will Chrysler go Italian?" That ship has sailed, he said. The question is, once all the stock transactions are completed, will there be a strong vision for Chrysler and its brands?

"I think so," Wall said. "Sergio has a lot of gas in his tank. It seems to me that he has a real passion for the business. And they've been developing some strong leadership under him."

Marchionne has done a good job of maintaining focus on both sides of the business – Chrysler and Fiat, Wall said. There have been cases when two manufacturers have joined forces and that hasn't been the case. The Daimler-Chrysler alliance is a good example.

But when a leader has been able to maintain focus on both companies – Renault and Nissan, said Wall, the results have really paid off. He added that it appears that Marchionne has managed to do that with Chrysler and Fiat.

Lost Vietnam Vets Honored

The City of Auburn Hills Senior Services Department, in collaboration with American House Senior Living Communities, is bringing the Michigan Vietnam Veterans Traveling Memorial Wall to the Community Center on Oct. 12.

This traveling memorial honors the more than 2,600 servicemen and women from Michigan who were either killed in action, prisoners of war or missing in action during the Vietnam War, the longest military conflict in American history, said Shelly Chapman, Auburn Hills Senior Services event coordinator.

Provided by Chapter 154 of Vietnam Veterans of America, the wall will be on display at the Auburn Hills Community Center on Saturday, Oct. 12, from 10 a.m. to 5 p.m., Chapman said. The public is encouraged and welcome to visit the memorial. Refreshments and hot dogs will be provided by American House, who is coordinating the event.

"The wall will be here in Auburn Hills as part of a pre-Veterans Day remembrance," Chapman said. "The Chapter 154 Color Guard will also be in attendance."

Throughout the day, two films – "From the Beaches of Normandy to the Jungles of Vietnam" and "You Are Not Forgotten: A Tribute to Vietnam Veterans" – will be shown at the Community Center on a loop for all to view. Both films are produced by American House.

Vendors and information booths will also be at the Community Center providing information for veterans and other guests of the event, Chapman said.

The wall's story began in 2005, when Staff Sergeant Kurt Darrow was asked by the 127th Wing of Michigan Air National Guard to coordinate their tribute to Vietnam veterans at their biannual Military Air Show and Open House.

Darrow originally hoped to bring to Auburn Hills the Moving Wall, a half-size replica of the Vietnam Veterans Memorial in Washington, D.C., that has been traveling across the country since 1984.

The popular memorial, however, was scheduled to be in another state, Chapman said.

Darrow then took the opportunity to create a new and truly unique memorial, one that displayed the 2,600-plus names, Chapman said. With the help of friend and co-worker John Swanson, the two created a striking five-panel memorial that commemorates those men and women.

The Auburn Hills Community Center is located on the Auburn Hills City Campus at 1827 N. Squirrel Road in Auburn Hills on the corner of University Drive and Squirrel Road.

For more information on the event, contact Shelly Chapman at schapman@auburnhills.org, or call 248-364-6798.

Cadillac Engineers Turn to Meteorology

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process allows the exhaust to bypass the turbocharger's turbine wheel and merge into the exhaust stream, allowing for the ideal turbine speed throughout the rpm band.

During spirited driving, compressed air temperature can exceed 265 degrees Fahrenheit. Cadillac's onboard weather station detects temperature conditions and a unique charge air

cooling system reduces the temperature by more than 130 degrees, increasing the air density to provide maximum power and performance, Read said.

Likewise, he said, the Twin-Turbo V6's humidity sensor monitors moisture in the air to modify combustion spark and cam timing. This procedure makes the most of engine efficiency and performance whether driving in often-wet Seattle or desert-dry Las Vegas.

Chrysler Employees Aid the Hungry

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charitable arm of Chrysler, focuses on empowering people in local communities and continues to encourage volunteer opportunities within the company, Harris said.

"We are longtime partners of Gleaner's and have participated in several projects with them," Harris said. "In July, Chrysler employees volunteered their time during a weekend and helped bag food at our headquarters.

We had about 100 employees pack 5,000 food bags for children."

The food bags, Harris said, contained food enough for six meals for children. The meals consisted of protein, fruit, vegetables and cereal.

"We know that one in five children in the area are affected by hunger," Harris said. "We want to do our part to help them get nutritious food because a hungry child needs food to power the brain."



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