



More than 40 kids participated in the Jingle Bell Run/Walk for Arthritis Snowman Shuffle, a 1/4-mile run.

## Event Raises \$60,000 for Arthritis Research

Nearly 800 people braved the season's first wintery snowfall and participated in Dec. 14's Jingle Bell Run/Walk for Arthritis at the Birmingham Covington School in Bloomfield.

Group spokesperson Chris Cahill said more than \$60,000 was raised by participating individuals and teams to support Arthritis Foundation programs, services and research that help people with arthritis, Cahill said.

Jingle Bell Run/Walk for Arthritis is an annual running and walking event hosted by the Arthritis Foundation that each year honors a single person who suffers from the disease. This year's family-friendly event featured a competitively timed 5K run/walk (with 10K option), kids' "Snowman Shuffle" fun-run, and post-event party with awards for top finishers.

Participants dressed in holiday-themed costumes and tied

jingle bells to their shoes creating a festive, fun and healthy holiday event.

This year's honoree was Zach Fradkin of Dearborn. He is a five-year-old who was diagnosed at 18 months old with juvenile arthritis.

"I'd really like to raise awareness that kids get arthritis too, as weird as it may seem," said Zach's dad, Andy Fradkin. "There really isn't the amount of research into it that other diseases have."

The Fradkin family's team, "Walkin' for Weej," raised more than \$12,000 – the most of any participating team, Cahill said.

The event's Medical Chair was Dr. Bernard Rubin, Division Head of Rheumatology, Henry Ford Health System.

"I became involved in the Jingle Bell Run/Walk for Arthritis to help raise awareness about arthritic diseases in the metropolitan Detroit area," said Dr. Ru-

bin. "I have been involved with the Arthritis Foundation for 30 years. It is a great organization that provides information and support services to thousands of patients and their families around the United States."

Arthritis affects people of all ages and origins. About 2.3 million Michigan residents have arthritis (31 percent of the population), including 10,300 children, Cahill said.

The disease causes progressive deterioration of bones, ligaments, cartilage, and tendons. People with arthritis often experience chronic pain and increasingly limited mobility.

The underlying cause of arthritis is unknown and there is no cure.

## Marchionne Instructs MSU Graduates To Focus on Courage and Teamwork

Chrysler Chairman and CEO Sergio Marchionne used the famous 480 B.C. Battle of Thermopylae between the ancient Spartans and Persian armies to make a point.

Marchionne was addressing more than 5,000 students, faculty and family at Michigan State University's (MSU) baccalaureate commencement ceremony held at the Jack Breslin Student Events Center in East Lansing on Dec. 14.

Chrysler has a longstanding relationship with the university as more than 600 MSU alumni work at the automaker and 54 MSU students were employed as interns this year, more than any other university.

Marchionne used the famous ancient battle to highlight key values centered on leadership for today's graduates, when he addressed the more than 500 new graduates.

"Those Spartans embodied human traits that are timeless: courage, teamwork and selflessness," Marchionne said. "I'd like to speak to you today about these three values, and why I hope they will always inspire you."

"The Spartans demonstrated immense courage in taking on overwhelming odds. In the years to come, you will need the same fortitude to lead positive change."

"Your educational experiences have provided you with more than just the credentials to endure the world of work. They have enabled you the opportunity to acquire the tools, both cultural and human, to face all the complexities of life."

Marchionne then touched on the value of teamwork.

"What I have learned from my experience as chief executive is that culture is the fabric that holds organizations together," Marchionne said. "And this fabric is woven together continuously, by members of a group and not by deeds of a single individual."

"Great groups are led by men and women with the extraordinary capacity to bring out the best in others, help them build self-confidence and grow as professionals, and even more importantly, as human beings."

Marchionne also talked about the importance of trust in leadership.

"When you are able to build and nurture trust in people, they feel encouraged to develop both their professional abilities as well as their human abilities," Marchionne said.

"Trust is essential in leading change and leading people to do things with a sense of mission, bringing conviction and belief and devotion to the effort."

Marchionne ended with what it truly means to be a Spartan.

"The name you carry – Spartans – goes far beyond a great college football team going to the Rose Bowl," Marchionne said.

"It goes far beyond the association with an excellent college."

"Being Spartans is a way of living life to its fullest, with the disruptive force of a community that was a cradle of civilization."

"I wish for you to live all your life as a Spartan and wage the good fight with courage, teamwork and with selflessness."



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