Tech Center News

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M: bility Conference Shows the Future of AV Tech GM Exec Says New Auto FCA's Latest Systems Must **Ford Creates** Landscape is Coming Meet Public Demands New Way

by Jim Stickford

Companies with long histories in the auto industry are changing the way they operate.

That's how Rob Kleinbaum, a General Motors technical fellow, described what he has noticed since the development of so much new technology.

Kleinbaum was one of several experts who talked about the future of mobility technology at the recent M:bility conference held in Dearborn.

There is a lot of uncertainty in the auto industry," Kleinbaum said. "I've seen the structure of the industry change. I can say that GM is a very different company than it was before the bankruptcy.'

For example, GM just announced a restructuring of the company's internal structure.

This was done now when times have been good for GM," Kleinbaum said. "In the past, these kinds of things were done when GM had its back against the wall. But executives realized that if GM were going to develop the new technologies in Electric Vehicles (EVs) and Autonomous

UAW Prepares Strike Fund Just in Case

by MIKE HOUSEHOLDER Associated Press

DETROIT (AP) – The president of the United Auto Workers union warned automakers that the union is prepared to strike if it doesn't get its way in upcoming contract talks.

Gary Jones told delegates at the union's bargaining convention in Detroit March 11 that it would raise weekly strike pay from \$200 to \$250 per week this month and \$275 in January of next year.

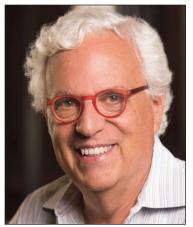
No one expects a strike, but the UAW is prepared to walk off the job, Jones told delegates. He said raising the payments is a symbol to members that the union has their backs.

Vehicles (AVs), then the company would have to change.'

And GM has gotten a lot better in innovating new technology, Kleinbaum said. And the tech being developed isn't often associated with traditional automotive systems.

He said that a lot of the technology are things like software that integrates with LiDar sensors. That kind of thing wasn't

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Rob Kleinbaum

by Jim Stickford

For Mike Novak, head of UConnect at FCA, events like the recent M:bility conference in Dearborn gives people in the auto industry the chance to see what the other fellow is doing.

"I think this really helps all of us get a better understanding of what's going on," Novak said. "Everyone gets to interact with others and see what they're up to.

When asked the biggest concern suppliers and OEMs might have when introducing new automotive mobility technology, Novak said that each company has its own concerns.

"I don't want to speak for the industry, but I think one problem we all face is to make sure that we actually provide what the customer wants," Novak said. "For example, do customers actually want 5G download speeds in their cars, or are they happy with what they have? Do customers really want Autonomous Vehicle (AV) technology, or are the OEMs and suppliers guessing they want that and spending a

lot of money on something that could be a failure? I've heard a lot of people talk about how difficult it is to determine how much to invest in any one technology."

Another thing that Novak said he's noticed is the importance of properly naming a technology. There have been a number of accidents in the past year or so involving Tesla drivers who had their vehicles operating in the

CONTINUED ON PAGE 4



Mike Novak

Ford was glad to be a part of the recent M:bility conference held in Dearborn, according to Wes Sherwood, Ford Mobility Communications manager, who said the conference allows suppliers and OEMs to come together and learn about the latest advancements in mobility technology

Sherwood said Dearborn was just one of several cities around the country where M:bility conferences will be held this year. By going to different cities and speaking with different businesses, Ford is better able to develop its AV and EV technology in the way the company wants, he said.

"We see that a lot of different companies are developing Autonomous Vehicle (AV) technology in different ways," Sherwood said. "By coming to these events, we get to trade information about business models. We see how different companies approach AV tech. We, at Ford, like to focus on building systems and businesses that will be profitable."

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Full STEAM Ahead for Ford Family Education Initiative

Inspired by her great-great grandfather Henry Ford's belief in the power of learning to make everyone's lives better and by her own passion for new thinking and innovations that can improve people's experiences across the company, Elena Ford is championing a new initiative launched last week to address literacy shortfalls and advance student success in science, technology, engineering, arts and math (STEAM).

The initiative, a collaboration between Ford Fund – the philanthropic arm of Ford Motor Company - and the nonprofit First Book, aims to increase access to books, boost opportunities for literacy and encourage STEAM education for children in low-income families, providing educational resources that will help them develop the literacy skills cer, Elena Ford is charged with creating positive experiences for Ford customers and that extends to her commitment to their lives outside the dealership.

That's why she feels incredibly passionate about working with First Book to address the literacy and educational issues within communities, providing equal access to educational opportunities, Frick said.

Working in the auto industry has been my lifelong passion, but the business of the future is facing a troubling shortage of skilled workers trained in STEAM," said Ford.

"Reading is the critical starting point for addressing tomorrow's workplace demands - and that's true of STEAM-related roles, too.

"I could not be more excited to lead this important initiative and help the next generation achieve personal success, creating more opportunities and educational programs for them that will have a lasting impact on the community."



Elena Ford reads to young students to promote STEAM education.

"Honing literacy skills and cul- age students to see themselves tivating curiosity in STEAM sub- in STEAM careers. We could not jects is critical to the future of be more grateful to Ford for its our nation," said Kyle Zimmer, investment in expanding the

The not-so-veiled warning likely is directed more at General Motors than Ford and Fiat Chrysler, the other two Detroit automakers. GM has proposed closing five factories in the U.S. and Canada by early next year as it grapples with falling demand for sedans. All three have a combined total of 154,000 workers represented by the UAW.

The move would eliminate about 6,000 jobs in the two countries, although GM says many workers will retire and that it has about 2,700 factory jobs open if workers transfer to other plants.

The company already has idled its small-car assembly plant in Lordstown, Ohio, and plans to close car factories in Oshawa, Ontario, and Detroit-Hamtramck by January of 2020. Also scheduled to close this year

vital to their success across STEAM disciplines, said Ford spokeswoman Marci Frick.

In her role as the company's chief customer experience offi-

First Book. "First Book built a cu- lection. It will yield benefits for rated collection of STEAM titles an entire generation." on the First Book marketplace to spark that curiosity and encour-

president, CEO and co-founder of breadth and the reach of the col-

CONTINUED ON PAGE 4



CONTINUED ON PAGE 6 Beahm, right, presents award to Arizona technician Brad Hutchinson.

Mopar Holds Ceremony, **Honors Top Technicians**

Mopar "Top Tech" and "Top Advisor" award recipients, recognizing 100 technicians and 30 service advisors out of a pool of 35.000-plus candidates across the nation. Award winners hail from 40 states across the coun-

"When it comes to customer retention, no one is more important than our dealership technicians and service advisors," said Steve Beahm, head of Parts and

Mopar has named its lineup of Service (Mopar) and Passenger Car Brands, FCA - North America

> "As new automotive technology continues to develop at a fast pace, it's critical to recruit new talent and retain top performers. The Mopar 'Top Tech' and 'Top Advisor' programs help us identify and recognize key talent, so we can take care of today's customers while getting ready to

> > **CONTINUED ON PAGE 2**

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Employers Can Still Join MCC Job Fair

Employers interested in participating in the annual Macomb Community College and City of Warren job fair have until April 4 to register and pay the \$100 per table fee.

The job fair typically attracts more than 1,400 job seekers and will be held Wednesday, April 24, 4 to 7 p.m., said MCC spokeswoman Patricia Wirth.

Early sign-up is encouraged since space is limited. Employers can register and pay by credit card by going online to myinterfase.com/macomb/employer. Registration is not complete until full payment is received.

The annual job fair is open to MCC students as well as community members, and is held at the South Campus sports center.

CALL FOR RESERVATIONS

CONTINUED FROM PAGE 1 done even a few years ago, and the way this new tech is being

developed requires new ways of doing things for GM. "One thing you'll notice if you look at the OEMs is that they all are keeping their AV develop-

ment programs separate from regular engineering programs," Kleinbaum. "These new automotive technologies require a new kind of engineer. What's funny is that when you talk with these engineers, they aren't used to the mechanical component of design. They are discovering that making cars is different from making a software program that goes into a smartphone.

But part of GM's restructuring is getting these different engineering teams to work together, Kleinbaum said.

"GM is making very aggressive moves in the fields of AV and EV technology," he said. "And that is really complicated. We are having to bring two different engineering cultures together. As a result, GM has gotten a lot better at innovating in non-traditional automotive segments. That is one that's very different from the pre-bankruptcy GM."

Kleinbaum credits this change in attitude with the company's new leadership.

"This is being done at the most senior levels of GM," Kleinbaum said. "Now, restructuring the company has created some levels of pain. And that's unfortunate, but it is necessary if we want to be the industry leader

and go where this technology is leading us."

Kleinbaum said that an example of GM's ability to innovate new technology faster can be seen with the Chevy Volt and the Chevy Bolt.

The Volt was announced in 2010 and the last one rolled off the assembly line in early March. It was replaced by the Bolt, which was first unveiled to the public in January of 2016 at the Consumer Electronics Show (CES). It went into actual production in October of 2016.

"The development of the Bolt happened a lot faster than anyone thought," Kleinbaum said. 'That shows you how much GM has changed.

Kleinbaum said that what struck him as interesting was that all the people on his panel said pretty much the same thing.

"When you go to these events and sit on a panel, there's usually one thing that's said that you can have a debate over," Kleinbaum said. "But all my fellow panelists - Stephen Lesh from Uber Advanced Technologies; Kristin Slanina, the chief transformation officer of Thirdware; and James Schwym, chief technical officer at Valeo of North America, said

pretty much the same thing that there is a lot of uncertainty about the future.'

Kleinbaum said he and his fellow panelists all agreed that change is coming, but no one knows how long it will take.

"We know what has to be done, things like the integration of Li-Dar with internal computing systems, the developing of sensors that will work in all kinds of weather, but we don't know how long that will take," Kleinbaum said.

"That's something we are all spending a lot of time and money thinking about."

Ford Seeks Sustainable AV Business Plan

CONTINUED FROM PAGE 1

That means they don't just develop the tech and hope things work out, Sherwood said. Rather, Ford is trying to look at all the implications of new tech and new mobility methods and then develop a business model based on that examination.

"That's why we're working with so many different cities with our City of Tomorrow Challenge programs. We're in Grand Rapids, Pittsburgh, the Miami-Dade area in Florida. We just started in Detroit. Each of these cities are different and their mobility needs and problems are different.

By working with these cities and seeing how technology and new mobility programs affect things like traffic and consumer behavior, Ford will be able to build sustainable businesses.'

Sherwood likened this process to what Henry Ford did with the automobile.

"Henry Ford did not invent the car," Sherwood said. "What he did do was, through improved manufacturing processes, find a way to bring affordable automobiles to the masses.'

This measured approach to adapting and adopting new AV and mobility technology is part of Ford's long game, Sherwood said.

"We don't want to make announcements about this tech and then have to walk the announcements back. Too many companies have said that they will have AV tech ready by a specific date, only to have to later say they will miss their self-imposed deadline."

Sherwood said now that spring is here, people will begin to see more e-scooters on streets, either being used by people or just



lying on the side of the road.

"The company Ford bought – Spin - is having proper discussions with the cities where they operate," Sherwood said. "We want to know if e-scooters are meeting the needs of citizens in those cities, or if e-scooters are creating as many problems as they solve.

"One thing we've noticed is that people are using e-scooters to get to transportation points. So they take scooters to bus stops and leave them there. This is the old 'first-mile, last-mile' problem that people have been talking about for years when it comes to public transit.'

Ford has also been careful to make sure that Spin e-scooters have the proper infrastructure support.

"We have people who pick the scooters up at night and take them to a proper garage to be serviced," Sherwood said. "Too often, e-scooters companies will use the gig economy to take care of maintenance.

"I have a friend whose son signed up to fix e-scooters for a company. He does the work in his college dorm room, but when signing up to be a repair person said yes to the question, 'Do you have a garage?' He had a sort of garage, if you look at the issue from a certain angle. But it's being careful that sets Ford apart from others."

And part of developing sustainable business plans is moving away from the executive bubble that exists in Ford's Dearborn corporate headquarters, Sherwood said.

"We have a City of Tomorrow Challenge winner who got \$50.000 for developing an app that is designed to make picking up children from school easier,³ Sherwood said

"He's from the Miami-Dade area and got the idea for the app after going to school to pick up his daughter. It was crowded and there were lines of cars and the wrong girl started to get in his car. He quickly discovered the mistake, but that experience got him thinking that there had to be a better way to pick up and drop off children that wasn't so confusing, so he came up with the idea of developing an app that would regulate the process and cut down on the time it took and the confusion involved.'

It's that kind of thinking that will help Ford advance in its development of autonomous vehicle technologies as well as new kinds of mobility services, Sherwood said.

"A lot of companies rush in with new technology. As new issues come up, they say they will deal with them. Ford would rather deal with problems before they become problems.

"This is a long-term approach that requires a lot of thinking and profits won't produce big overnight."

Mopar Honors Technicians

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meet the technological challenges of tomorrow."

A group of the award winners was treated to a trip to the Metro Detroit area, with stops including a tour of FCA headquarters in Auburn Hills, a visit to the North American International Auto Show in Detroit and an awards ceremony, said FCA spokesman Darren Jacobs.

The 100 top performing dealership technicians were evaluated using metrics including Fixed First Visit data – a key metric used in customer satisfaction survey feedback - survey volume, dealership tenure and training achievements. For the first time, service advisors were also included in the

The Preferred

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of Detroit's

Auto Industry

Metro Detroit visit, Jacobs said.

Criteria - including service advocacy survey scores and survey volume returned in relation to peers - was used to determine the 30 elite service advisors

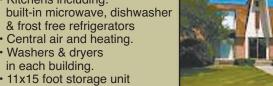
Award-winning technicians received a Snap-On tool cart, a Snap-On cordless reciprocating saw and a set of wrenches engraved with the winner's name and Mopar "Top Tech" logo. Service advisors took home a Mopar Shinola watch.



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Mopar has expanded its network of FCA US dealership technicians by more than 4,000 over the last four years with key recruitment tools such as the Mopar Career Automotive Program (Mopar CAP), Jacobs said.

Mopar CAP prepares students to begin their automotive technician careers upon graduation from a certified, two-year training institution, such as a university, college, community college or technical center

Currently, half of all FCA US dealership technicians are under the age of 30.

Programs such as Mopar "Top Tech" help aid in the retention of those new technicians, Jacobs said.

There are an estimated 750,000 auto technicians working nationally, according to the U.S. Bureau of Labor Statistics. Another 46,000 will need to be hired between 2019 and 2026 to meet increased demand.



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Tech Center News

MARCH 18, 2019

COVERS THE TECH CENTER AND THE IMMEDIATE AREA

Valeo's Following Where New AV Technology is Leading

by Jim Stickford

Automotive technology, whether it's Autonomous Vehicle (AV), Electric Vehicle (EV) or collision avoidance safety technology, is growing and expanding, and automotive supplier Valeo hasn't been caught off guard.

James Schwyn, chief technical officer for Valeo of North America, said the French company really is more of a technology company these days.

"We decided about 10 years ago to put more resources into things like CO2 reduction and intuitive driving technology,' Schwyn said.

"Back then, intuitive driving was developing systems that set sensors to monitor the road. It has evolved into AV technology. So the decisions we made a decade ago set our course. We didn't suddenly decide to develop AV tech 18 months ago.'

As new tech developed, Valeo followed where it led, Schwyn said. For example, the company's first autonomous parking systems were done in 2008.

"If you look at the awards we've won over the past several years, you will see that we've introduced a lot of 'first-to-market' technological innovations. And it might take 10 years for new technology to scale.

"By that I mean just because something was introduced in 2008 doesn't mean that suddenly

in 2009. Valeo has a history of providing technology that makes cars cheaper, safer and more fun to drive.'

It is that history that got him on a panel at the recent 2019 M:bility Detroit conference held in Dearborn, Schwyn said.

At the conference, he and other automotive tech experts talked about the impact new tech is having on the car industry.

In the past, new automotive technology had a traditional path to its introduction, Schwyn said. The tech was developed over time and was slowly introduced to the marketplace.

"Take anti-lock brakes as an example of this older method of new automotive technology being introduced to market," Schwyn said. "First, it was a luxury option, but over a period of several years it slowly became a standard feature in all cars."

Now, OEMs and suppliers are developing new technology and introducing it quickly to all models, Schwyn said, adding that some of this tech really hasn't been proven to be what customers want.

"This new tech has to be affordable and consumers have to see its value right away," Schwyn said. "We talk about introducing tech in a step-by-step way as opposed to the 'rocketship' way. We see value in introducing new tech step-by-step.

"Consumers get used to it, see every car had parking assist tech its value and have realistic expectations of what, say, AV tech can do. If people expect level 4 or 5 AV tech – the highest levels of tech there is for urban fleets, they might hesitate because they don't know if it would work. But ask someone if they want an AV system that will help them parallel park, they'll understand that and say yes. You build on that."

This philosophy matters because it will be the consumer who decides what tech works and what doesn't, Schwyn said.

"We want to develop technology that serves the consumer," Schwyn said. "Something that surprised us was that consumers want systems that purify air within their cars.

"Valeo is an international company and in other parts of the world, the air isn't clean. When people spend a lot of time in their cars because of traffic congestion, having a system to purify the air matters. That caught us by surprise."

And it's important to make sure the tech works, Schwyn said. And that isn't easy. AV tech can actually add to congestion in big cities.

He said he recently visited Toronto and talked about how pedestrians in that city don't always use the crosswalks to cross a street. So current AV tech would have cars stop when that happens. Then the cars around the stopped car would stop and suddenly you have a traffic jam.

"Maybe adopting AV tech means building new infrastruc-



Schwyn believes AV tech development depends on corporate alliance.

ture," Schwyn said. "Maybe you'd have to build pedestrian tunnels or walkways. But the point is that this is new technology and people will have to make some adjustments to it.'

And Valeo is working on those solutions, Schwyn said. He said the company's Drive4U is being tested in Las Vegas.

This tech uses no human intervention except for the engineer behind the wheel. It uses only seriesproduced Valeo sensors that include ultrasonic sensors, cameras, radars and, most importantly, eight Valeo SCALA laser scanners, the automotive industry's only seriesproduced LiDAR (Light Detection and Ranging) technology on the market today, Schwyn said.

Positioned all around the car,

they offer a 360-degree view of the vehicle's surroundings. The calculation algorithms and artificial intelligence developed by Valeo aggregate the data from the sensors and analyze them in real time, enabling the vehicle to make the right decisions, without compromising safety.

The vehicle's self-learning capabilities, based on deep learning, also play a fundamental role. This is really an exciting time

to be in the auto industry," Schwyn said.

"Things used to change in the market over a long period of time. But now with all this hype about new automotive technology, the public is often ready for new tech before the tech is ready for the public. We have a lot to do."



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OEMs Must Meet New Cadillac XT6 Offers Buyers Wide Choice of Luxuries **Public Demands** For the Future

CONTINUED FROM PAGE 1

company's "Autopilot" mode, he said.

The Tesla "Autopilot" mode, said Novak, is not a true level 4 or level 5 AV system, which are the levels required to allow drivers to keep their hands off the steering wheel.

'There's an art to the science of AV technology," he said. "And that art is in the selling of technology. If people don't want it or don't understand it, it doesn't matter how good your AV or EV system is. Good systems that are understood by the public become a reason for purchase by the consumer."

But Novak said it's important for OEMs, suppliers and the public to understand that the term, automotive technology, covers a lot of ground. There is AV tech, EV tech, communications tech, engine and powertrain tech.

Each technology is different from the other, he said, but they all are aimed at making driving more efficient and more comfortable.

"At FCA, we're working on multiple tiers of technology," Novak said. "We're also working with different suppliers. This is expensive and no one company is doing it alone. We have a relationship with Waymo, selling them 60,000 Pacifica vans for them to develop AV tech. That development is not cheap.'

Cadillac's first-ever XT6 will ofone of the segment's fer strongest rosters of standard features and safety and driver assistance technologies, with a starting price of \$53,690 (including destination charge), for the Premium Luxury FWD model, said Cadillac President Steve Carlisle.

The lineup also includes the XT6 Sport, with standard Sport Control AWD, which starts at \$58,090 (including destination charge).

"The XT6 is designed to make every seat the best seat in the house, with every inch carefully considered to offer refinement, comfort, connectivity and safety," said Carlisle. "With its host of standard features and two expressions of the signature Cadillac experience, XT6 will offer customers a high level of content with choices for style and driving character."

Cadillac spokeswoman Tara Kuhnen said that people in the Cadillac brand have worked hard to learn what its customers want.

"It's been our goal to bring a well-contented car, in this case the XT6, to market," Kuhnen said. "We want to give our customers choices. That's why the XT6 comes with different content packages. But these packages all contain a large number of standard options, things like telescoping steering wheels and sun roofs.

And with Cadillac apps, it will be possible for people to prestart their vehicles, so that they can be warmed up in the winter and cooled down in the summer.

Things like heated seats and heated steering wheel are very popular, as well, Kuhnen said.

Speaking for myself, I really, really liked heated seats and steering wheels," Kuhnen said. "I now can't imagine having a car without them.'

Kuhnen said the people at Cadillac - by working to learn what customers want and expect - put in the right kind of content for the XT6.

This content includes Bright Galvano exterior accents that distinguish the Premium Luxury model, while the XT6 Sport is defined by gloss black accents and more aggressive, performance-inspired details. Both models feature advanced lighting technology, including vertically emphasized LED signatures.

The XT6's rewarding balance of responsiveness and driving refinement is uniquely reflected in each of the models. A greater emphasis on road isolation is placed on the Premium Luxury, while a greater feeling of agility is dialed into the Sport's chassis tuning, Kuhnen said.

Standard features for both XT6 Premium Luxury and Sport models include Seven standard airbags, Dual-stage frontal airbags for the driver and front passenger, seat-mounted side-impact airbags for the driver and front passenger, knee airbag for

the driver; and roof rail-mounted head-curtain airbags for outboard positions of all three seating rows, HD Rear Vision Camera with Remote Wash, Following Distance Indicator, Automatic Emergency Braking, Front Pedestrian Braking, Lane Change Alert with Side Blind Zone Alert and Lane Keep Assist with Lane Departure Warning.

As for luxury, Kuhnen said customers can choose from exotic wood finishes like Black Olive Ash or Carbon Fiber trim with ombré finish as well as bi-functional LED headlamps with IntelliBeam, LED daytime running lamps and LED taillamps.

The vehicle comes with heated, leather-wrapped steering wheel with power tilt/telescope function, UltraView power sunroof with power sunshade and seven-passenger seating (six-passenger with second-row captain's chairs available) as well as power-folding third-row seat and remote fold-down feature for the second-row seat.

All models in North America

310 horsepower and featuring direct injection, Active Fuel Management and Stop/Start technologies.

It is matched with a nine-speed automatic transmission controlled via Cadillac's Electronic Precision Shift, which uses electronic controls in place of a conventional mechanical linkage.

These offerings by Cadillac are meant to give drivers power and smoothness of ride, Kuhnen said.

This type of package is something that luxury drivers have come to expect and Cadillac has worked to make sure they get it, Kuhnen said. Success in this market is all about the details, she pointed out.

All-wheel drive is available on Premium Luxury, and a performance-oriented Sport Control AWD system is standard on XT6 Sport. The Sport model also features standard Continuous Damping Control (CDC) Active Sport Chassis suspension to deliver greater control and agility.

Cadillac will begin accepting orders of the 2020 XT6 this

are powered by a 3.6L V6 rated at month. It's Full STEAM Ahead for Ford Education Initiative

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North Texas was selected as the starting point for this educational initiative because of an increasing local need for reading programs, Frick said.

Today, more than 800,000 adults in Dallas County alone are illiterate and, by 2030, that number is projected to grow to more than 1 million (30 percent of Dallas County's projected population), according to Literacy Instruction for Texas.

The issue becomes even more urgent in light of the state's workforce projections that suggest over the next decade, most jobs in Texas will require strong STEAM skills.

Texas, Frick said, is expected to have the second-highest percentage of future STEAM job opportunities in the nation. By launching this initiative in Dallas County, he said, Ford Fund and First Book are helping to increase access to educational STEAM programs, improving the lives of all people. To help bridge the literacy gap, the initiative unveiled last week includes:

op the skills necessary to interpret technical texts. grasp content-specific vocabulary, learn critical thinking, and clearly communicate complicated STEAM concepts to others

both verbally and in writing. Ford's strong dealer network

in Texas will be enlisted to help create ongoing educational programs with partners such as First Book and Boys and Girls Clubs to provide equal access and opportunity for all kids.

In Texas, the literacy effort will serve as an extension of the Ford Driving Dreams program, which has reached more than 14,000 students and invested more than \$3 million in educational resources and activities to help them build academic success

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Location: Courtyard by Marriott Detroit Warren (30190 Van Dyke Ave., Warren, MI 48093)

TUESDAY, MARCH 19, 2019 -Meeting 2: 11:30 a.m. - 12:20 p.m. (lunch included)

Location: Courtyard by Marriott Detroit Warren (30190 Van Dyke Ave., Warren, MI 48093)

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- of 10,000 Distribution STEAM-related books in each of three markets, beginning with Dallas, and later this year in Kansas City and Phoenix.
- Hands-on participation in literacy events, monthly reading parties and other activities to engage students and encourage a love of reading and interest in STEAM subjects.
- Ford employees will help lead STEAM career exploration and events, such as STEAM Camp, to help students understand and devel-

and stay in school.

"Ford Fund has donated more than 100,000 books with First Book, but that was just the beginning," said Pamela Alexander, director of community outreach at Ford Fund. "As we expand and accelerate this initiative, we are encouraging more diversity in a well-trained workforce skilled in STEAM and ready to compete successfully in the global economy."

Ford Fund invests more than \$16 million each year to support educational initiatives that empower people to build stronger communities, create social change and improve lives, said Frick, adding that Ford's belief in the power of learning and providing equal opportunities for all people is a key driver for Ford Fund's investments in education, including resources that promote literacy and programs that emphasize learning by doing and applying classroom studies to the real world.

LTU Pushing Clean Tech

The Michigan Energy Office (MEO) has awarded a one-year, \$75,000 Michigan Cleantech Product Launch Program (MI-CPLP) grant to Lawrence Technological University (LTU) and the Centrepolis Accelerator to launch a "Cleantech ScaleUp for Success" pilot program.

ScaleUp for Success is an immersive 12-month program – in this case, to support Michiganbased "cleantech" hardware en-trepreneurs, said LTU spokesman Matt Roush.

This new funding grant will allow the Centrepolis Accelerator to focus its product development, mentorship services, workshops, and events on supporting Michigan cleantech product companies to prepare products for market and manufacturing at scale.

Cleantech hardware startups require extensive usually amounts of time and capital investment to bring their innovations to market," said Dan Radomski, Centrepolis Accelerator director.

"Their teams typically have limited manufacturing expertise, underdeveloped production plans, and inadequate access to quality product development and supply chain partners. These challenges cause hardware entrepreneurs to run out of time, funding, customer patience, and investors willing to support them.

The MEO grant allows the Centrepolis Accelerator to provide critical resources and expertise to help Michigan cleantech hardware companies avoid these complexities, improve probability of success to launch their products, and grow their business."

The new funding agreement represents the first grant that the MEO has provided to LTU, Roush said

"Today's cleantech landscape is difficult for hardware startups. This grant provides energy startups with validation, incubation, and mentorship services which are critical to their success in the marketplace," said Robert Jackson, director of the MEO, which is part of the Michigan Agency for Energy (MAE).

The Centrepolis Accelerator is a Michigan-based accelerator that expedites the growth of

"hardware" developers - entrepreneurs and companies that offer a physical product and process – by providing critical commercialization services using lean product development methodology. It also offers small manufacturers help with growth strategy and scaling up their business.

It is supported by LTU, the city of Southfield, the Michigan Economic Development Corp., the New Economy Initiative, and, now, the Michigan Energy Office.

The Centrepolis Accelerator is part of the Southfield Centrepolis SmartZone and operates under a partnership between the City of Southfield and LTU. It plans to open a 6,300-square-foot accelerator space on campus later this year. Learn more at www.centrepolisaccelerator.com and www.southfieldcentrepolis.com.

The Michigan Energy Office is committed to promoting healthy communities, economic growth, and environmental sustainability through energy waste reduction (EWR) and renewable energy (RE), Roush said.

The office engages stakeholders to inform and develop Michigan's energy future, participate in lead-by-example initiatives, and support energy literacy.

GM's Flint Sites Getting New **Energy Grant**

FLINT, Mich. (AP) - Consumers Energy has awarded General Motors \$2.8 million for energy-saving upgrades at the automaker's Flint plants.

GM has completed 21 projects in the last year at its Flint Assembly operation, including a new energy-efficient body shop and building-wide lighting upgrades.

Consumers Energy Senior Vice President Brian Rich says GM "has made a commitment to sustainability.'

GM this year became one of the first participants in a new program that matches its Flint operations 100 percent with renewable energy.

Consumers Energy's parent company, CMS Energy, opened a wind farm last year that provides renewable energy to GM operations in Ohio.





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Measles Discovered in Oakland County

An outbreak of measles has been reported in Oakland County.

As the investigation of a confirmed case of travel-related measles continues, additional information has become available that allowed Oakland County Health Division to provide precise locations, dates, and times of potential exposures, said Leigh-Anne Stafford, health officer for Oakland County Health Division.

Updated information on the potential exposures:

- Ahavas Olam Torah Center: $15620\ \text{W}\!.$ $10\ \text{Mile}$ Road in Southfield, Friday, March 8, 6-8:30 p.m.
- Congregation Ahavas Yisroel: 25952 Greenfield Road in Oak Park, Wednesday, March 6; Friday, March 8; 10-13 and March after 9 a.m.
- Congregation Yagdil Torah: 17100 W. 10 Mile Road in Southfield, Tuesday, March 5; Wednesday, March 6; Thursday, March 7; and Sunday, March 10 after 10 p.m.; Saturday, March 9 – all day; Monday, March 11; and Tuesday, March 12 after 7 p.m.
- Dovid ben Nuchim Aish Kodesh: 14800 Lincoln St., Oak Park, Tuesday, March 5; and Wednesday, March 6, 6-8:30 p.m.
- Pizza: 26025 Jerusalem Greenfield Road, Southfield, Tuesday, March 12; and Wednesday, March 13, 11 a.m. to 3:30 p.m.
- Kollel Institute of Greater Detroit: 15230 Lincoln Street, Oak Park, Thursday, March 7. after 8:30 a.m.
- Lincoln Liquor & Rx: 25901 Coolidge Highway, Oak Park, Friday, March 8, 12:20-2:45 p.m.

- Mikveh Israel Inc.: 15116 W. 10 Mile Road in Oak Park, Friday, March 8, after 4 p.m.; Monday, March 11, after 11:30 a.m.
- One Stop Kosher Market: 25155 Greenfield Road in Wednesday, Southfield, March 6, 2-5 p.m.; Friday, March 8, 12:30-3:30 p.m.; Tues., March 12, noon - 3 p.m.
- Yeshiva Gedolah of Greater Detroit (Synagogue): 24600 Greenfield Road in Oak Park, Thursday, March 7, after 2 p.m.; Sunday, March 10, 2-6 p.m.; Wednesday, March 11, after 6:15 p.m.

Vaccine prophylaxis is effective within 72 hours of exposure. In addition, Immune Globulin (Ig) treatment is effective within 6 days of exposure for high-risk individuals. Those who have questions should talk to preferred healthcare providers to determine if Ig is the right medication and if it is available. High-risk individuals include those who are unvaccinated or unsure about vaccination status, pregnant women and those who are immune-compromised (have a weakened immune system due to illness and disease like diabetes or HIV, malnutrition, and/or medications). Individuals born before 1957 are considered immune.

Individuals who were possibly exposed are advised to watch for symptoms for 21 days after exposure.

If symptoms develop, it is crucial to call ahead to the healthcare providers so they can take precautions to prevent exposure in other individuals.

Measles is a highly contagious, vaccine-preventable disease that is spread by direct person-toperson contact, and through the air by a contagious person sneezing or coughing. The virus can

live for up to two hours in the air where the infected person coughed or sneezed. Symptoms of measles usually begin 7-14 days after exposure, but can appear up to 21 days after exposure and may include:

- High fever (may spike to over 104°F);
- Cough;
- Runny nose;
- Red, watery eyes (conjunctivitis);
- Tiny white spots on the inner cheeks, gums, and roof of the mouth (Koplik Spots) 2-3 days after symptoms begin;
- A rash that is red, raised, blotchy; usually starts on face, spreads to trunk, arms, and legs 3-5 days after symptoms begin.

The MMR vaccine is available through some health providers, Oakland County Health Division offices in Southfield and Pontiac, and many pharmacies. Health Division offices are located at the following addresses at North Oakland Health Center, 1200 N. Telegraph Road, Building 34 East, Pontiac, and South Oakland Health Center, 27725 Greenfield Road Southfield

The MMR vaccine is a twodose series and costs \$71 per dose. There is a \$7 fee per vaccination, per client. The Health Division accepts Medicaid, Medicare, Vaccines for Children (VFC) program, cash, and credit. VFC offers vaccines at no cost for eligible children. There are additional fees for credit card payments. No one will be denied access due to inability to pay. There is a discounted/sliding fees chedule available.

For more information about measles, visit oakgov.com/health or call Nurse on Call at 800-848-5533, Monday through Friday, 8:30 a.m.-5 p.m.

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UAW Gets Ready for Strike

CONTINUED FROM PAGE 1

are transmission factories in Warren, and near Baltimore.

The company has said the future of the U.S. factories will be decided in the upcoming contract talks. It has said the plants aren't getting new products due to the shift from cars to SUVs and trucks and because GM needs to cut excess factory capacity to generate money to develop electric and autonomous vehicles.

Jones has promised to fight the plant closures in the courts and at the bargaining table. The UAW already has sued GM over closures, which it says violates the current contract. The union says GM is moving production to Mexico at the expense of U.S. workers.

Jones told members in a speech at the opening of the convention that the union's strike fund now has over \$721 million. next four years of bargaining," The union increased dues in 2011 Jones said in his speech. "We are until the fund reached \$850 million. Delegates at the convention high."

will decide the union's bargaining priorities for the next four vears.

"We're gearing up for a fight, if we have to, by the fact that we did raise the strike fund," said Darrell DeJean, a delegate to the convention from GM's factory in Spring Hill, Tenn. "We're serious about this business. We're serious about good-paying jobs for our members. We're serious about keeping work in this country," he said.

Talk of a strike is a different stance from contract talks that occurred since the automakers got into financial trouble in 2008. Until now, the union had pledged to be a business partner rather than an adversary.

Talks with Ford, General Motors and Fiat Chrysler begin this summer.

The four-year contracts with



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all three expire on Sept. 15.

"We are solid heading into the one. The stakes are real, brothers and sisters. The stakes are





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