

## Fiesta Creates Excitement at 'Beats & Eats'

CONTINUED FROM PAGE 1

All four friends described the SYNC system as 'awesome.'

In addition to the Fiesta test drive, Ford also offered a Ford Explorer drive simulation, demonstrations of SYNC and MyFordTouch and Active Park Assist.

Active Park Assist was demonstrated in the 2011 Ford Explorer and the friends also tried out this activity.

"The rear view camera is cool. It didn't show actual distance. I'd still like to look over my shoulder but it beeps to let you know you're too close," Megan said.

Visitors to the SYNC and MyFordTouch demonstrations included Irene Zografos, a retired teacher from Milford.

"I think it's absolutely awesome, I love the safety features on it," Zografos said.

Zografos's festival companion, Oakland Community College student Michael Zehnder, 40, was also impressed with SYNC.

"It's a high-end system pretty much anyone can afford," Zehnder said. "You can get more out of the gadgets you spend so much money on."

"The downside about SYNC is that it's only in newer vehicles."

## Greenfield Village: The Home of Many Inventions

CONTINUED FROM PAGE 1

every board, brick and stone," Ludwig said. "Then he would have the workers bring them back here and they would put them back together like big jigsaw puzzles."

Perhaps because of this, there seems to be a haunting, a certain spark of inspiration that remains in the spaces where these great inventors produced their creations.

Ludwig pointed out the building where Henry Ford created the Quadricycle and the farmhouse where he grew up.

Each place, each structure at Greenfield Village has a story, including the 1913 Herschell-Spillman carousel.

"The carousel's from the state of Washington. It is all-original," Ludwig said. "And I'll tell you two little facts about the carousel. First of all, why don't they call it a merry-go-round? A merry-go-round is only horses, and a carousel is a menagerie of animals and you see the way it goes counter-clockwise? There's a reason for that. There used to be a brass ring that would drop down around the outside and the first person to grab the brass ring would get a free ride, but since most people are right-handed, that's why they go counter-clockwise."

Jerry Davis, a presenter for 16 years and currently sta-



PHOTO: STEFANIE CARANO

Crowds cross the railroad tracks at The Henry Ford's Greenfield Village on a crisp afternoon.

tioned at the Wright Cycle Shop said that not only are the buildings at Greenfield Village mostly original, each foundation contains the soil of its original location.

"This is Dayton soil under and around us here," Davis said of the Wright Shop. "You go over to Menlo Park laboratory, that's New Jersey soil."

Davis related the story that when Ford asked Edison for his Fort Myers laboratory building for the Village, Edi-

son told him, 'I don't want to give that up, Henry.' To which Ford replied, 'Oh Tom, I'll build you a bigger nicer one if you let me have the original for my village.'

'Nope,' Edison said. 'I never want to see it leave Florida soil.' To which Ford then replied, 'Then I'll bring the dirt, too.'

"And he did that," Davis said, "and we have that across the street."

As an experienced presen-

ter, Davis recalls some of the more famous people who have toured the Village with him, including Bill Gates and Clint Eastwood. But some of his favorite guests have been the ordinary people who come to visit.

Guests to Greenfield Village come from all over the country and the world, and the day I visited was no exception. Bill O'Connor, 66, from Nampa, Idaho, was visiting the Village for the first time since 1968.

## Greenfield Village Bus a '31 Ford AA

By Stefanie Carano  
Staff Reporter

While it may be considered "transportation" the fleet used to cart tourists around at The Henry Ford's Greenfield Village in Dearborn are no ordinary set of vehicles.

They include one Greenfield Village Omnibus Shuttle – an original 1931 Model AA bus, the only running 1931 Ford bus in America, and 13 Model Ts.

"Out of our 13 that we own, nine are originals," Ludwig said. "Four of them are the new 2003 Model Ts," Ludwig

said, "but let me express though, they're not reproductions."

"In 2003, the hundredth anniversary of Ford Motor Company, they were going to make 100 new Model Ts. They were not reproductions," he said. "These they made all-original molds, all-original dyes, they even leak oil like the original ones did . . . the only thing that's different in a new one is a price tag. This car is valued at \$250,000. An original one is valued, depending upon the shape that it's in, between \$8,000 and \$18,000."

Ludwig said only one thing

is modified on the Model Ts that tour the village and that is an electric starter.

"Now, the electric starts did come out in the early '20s," he said. "So you could've gotten an electric start. Now this is a 1914. Electric start was not available back then but we put them on for several reasons. First of all, if (the cranks) backfire they have a tendency to come around and hit you in the arm and break your arm. So as a safety factor that would be a good thing to have and another thing is, and I kind of make a joke out of it but it's true, etc."



PHOTO: STEFANIE CARANO

Don Ludwig, lifelong Dearborn resident and Greenfield Village presenter, provides tours of the village in an original Model T.

## U.S. Shows Manufacturing Growth for 13th Month

By Martin Crutsinger,  
AP Business Writer

WASHINGTON – Manufacturing is growing in the United States and abroad, easing fears that the economy might be on the verge of a second recession.

The U.S. sector expanded for a 13th straight month in August, coinciding with gains in Chinese manufacturing and auto sales.

The news gave Wall Street a boost, with investors overlooking dismal reports on U.S. auto sales and construction spending. The Dow Jones industrial average closed 253 points up.

China's robust growth raises hopes that it will step up its consumption of U.S. exports and help sustain the U.S. economic recovery.

"Companies that have established distribution capabilities in big markets such as China, India and Brazil are doing well," said Brian Bethune, chief U.S. financial economist at IHS Global Insight. "These markets are pretty much the main game in town until the American household gets out of the intensive care unit."

In the U.S., manufacturing has helped lead the economy out of the worst recession since the 1930s and factories kept churning out goods last month.

The Institute for Supply Management said last week that its manufacturing index rose to 56.3 in August from 55.5 in July. A reading above 50 indicates growth. The trade group's index has surged since late 2009 and hit a six-year high in April.

U.S. factories have seen rising demand for exports and from businesses that are investing in capital equipment and supplies. That has given the economy a lift at a time of uncertainty for the recovery.

Jobs are scarce, the unemployment rate is near double digits, home sales are at the lowest level in 15 years, and the American consumer is not spending enough to give businesses confidence to hire.

Construction activity dropped 1 percent in July, the third straight monthly de-

cline, the Commerce Department said. Government revisions showed much weaker activity than previously reported for May and June.

The auto industry was bracing for its worst August in 27 years. General Motors Co.'s sales fell 7 percent last month from July. Ford saw sales slip 5 percent from July. Subaru also suffered. August is typically a strong month.

The government is expected to report that the economy added a net total of only 41,000 private-sector jobs, which would mark the fourth straight disappointing month.

Job gains at industrial companies have made up about 30 percent of net hiring by businesses and other private organizations in 2010. Manufacturing makes up roughly 10 percent of private-sector jobs.

Employers at factories are eager to add jobs. The August survey showed managers' desire to hire increased to 60.4 – the strongest level since December 1983.

Lori Jenks, president of a small San Diego company that makes parts for gas turbines, said she is desperate to add a salesperson. She wants to hire someone to help find new business after lowering her sales expectations for the year.

Even with fewer sales this year, she has doubled her sales from the same point in 2009.

Last week's report suggests that moderate growth in manufacturing will continue, said Norbert Ore, the chair of the survey.

However, a measure of new orders, which are a gauge of future business, dipped to the lowest level since June 2009 after surging earlier this year. That slowdown is consistent with the more moderate pace of growth in the U.S., Europe and China that is expected in the second half of the year, said TD Economics analyst Martin Schwerdtfeger in a research note.

China, the world's second-largest economy, has been growing at a sizzling pace this year. Two surveys of the Chinese economy released Tuesday showed that production,

new orders and purchasing prices all rose in August.

Reports out of China also showed hefty gains in auto sales for August. The extension of government subsidies for energy-saving vehicles and stronger demand for imports helped push auto sales nearly 56 percent higher over a year earlier. They hit 1.21 million vehicles for the month, according to the China Automotive Technology and Research Center.

Robust growth in China could help boost the struggling U.S. economy, which expanded at a meager 1.6 percent rate in the April-to-June quarter.

As America's third-largest export market, China purchases large quantities of American farm products, such as soybeans, and manufactured goods including commercial airliners, semiconductor chips and industrial machinery.

Apple CEO Steve Jobs said last week at a media event in San Francisco that China represents an important growth market for his company.

But American manufacturers say U.S. exports would be much higher if it were not for China's refusal to allow its currency to rise in value against the dollar. That has made U.S. exports more expensive in China, and Chinese imports cheaper in the U.S.

Also last week, the Commerce Department moved to impose penalty tariffs on imports of Chinese aluminum, ruling that the Chinese government was providing unfair subsidies.

Meanwhile, bright spots in the U.S. economy in terms of exports include Boeing aircraft, military vehicle sales overseas and computer software including the aforementioned launch of the Apple iPhone4 and iPad in a continued series of foreign markets.

Quality and image of U.S. products still faces certain criticisms, especially among automobiles, but Boeing airplanes, Apple consumer products and John Deere tractors enjoy a bulletproof image quality overseas, similar to what Toyota used to enjoy in

the U.S. prior to its recent auto braking and other related in-car quality issues.

The President recently formed a panel that is tasked with working with American commerce, business and industry to move even more U.S.-sourced products into overseas markets. But with oil continuing to be a major import, it's hard to say when or if the U.S. will ever really balance out the trade deficit.

## SAE International and Honeywell Sponsor Student Design Contest

Honeywell and SAE International announced last week the launch of the third annual Honeywell/SAE Student Automotive Design Challenge.

This program is designed to engage students, ages 11-14, in hands-on math and science training, enabling them to actively discover how these subjects relate to their everyday lives, while uncovering potential career opportunities.

Teams from 10 schools in nine countries will compete by working on an automotive "design team" to produce a motorized toy vehicle.

Their work will span the full automotive development cycle, from writing proposals and drawing sketches to developing their own working prototypes. Honeywell volunteers attend class to serve as experts in the engineering and technology fields. The teams initially compete within each school and, subsequently, on a global basis with other teams around the world.

This year, the program will reach more than 400 students in nine countries: China, Czech Republic, France, Germany, India, Mexico, Switzerland and the U.S. – and, for the first time, Romania.

All of the schools are in communities where Honeywell operates automotive-related facilities and its employees can actively serve as a resource for the student teams.

The program actually began on Aug. 30 and runs for the following nine weeks. Honeywell employees will



Ann F. Federici

## AAA's Federici Earns Plaudits As Exec of Year

Ann F. Federici, senior vice president of Human Resources with the AAA Auto Club Group, has been named "Michigan Human Resources Executive of the Year" by the American Society of Employers (ASE). Federici won the award for firms with 1,000 or more employees.

AAA Auto Club Group, headquartered in Dearborn, is one of the largest affiliates of the American Automobile Association (AAA).

The organization, which has more than 5,000 employees, provides membership, insurance, travel and financial services to more than 4.1 million members in Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota and Wisconsin.

Federici joined AAA in 1993. A native of Chicopee, Mass., Federici is a graduate of the American International College in Springfield, Mass. She has a bachelor's degree in business administration and a master's in clinical psychology.

The award recognizes meritorious work by executives in the field of Human Resource Management and distinguishes those who represent the best in their profession.

The selection was made by a committee of more than 20 fellow Human Resources executives in ASE member organizations. ASE is one of the nation's oldest and largest employer organizations.

The awards will be presented at the ASE's Seventh Annual Summit at the Detroit Athletic Club on Oct. 20.

AAA was founded over 100 years ago for the purpose of lobbying for driver and passenger rights, fair laws and safer vehicles – all to better promote the love of the open road and the adventure of driving, according to the AAA Web site.

Since then, AAA has grown to over 50 million members strong, while providing valuable membership services such as roadside assistance among many other consumer friendly products.