

Ford Puts Driver Safety First with SYNC Updates

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Developers will modify existing apps through AppLink, which leverages SYNC's application programming interface.

"It's the only platform available that allows drivers to access apps by voice so they never have to reach for their phones," Kuzak said.

"One thing we learned from our initial research and from simply observing the rapid advancement of consumer electronics was that our connectivity solution would have to be flexible and upgradable in order to remain useful to customers for as long as they own their vehicle.

"That's why we chose an agnostic platform for SYNC, leveraging the customer's own Bluetooth device rather than providing an embedded platform solution."

Pandora Internet radio, Stitcher mart radio and Oran-gatame's OpenBeak are the first apps to incorporate the SYNC application programming interface (API), with more on the way in the coming months.

"While others are contemplating the creation of proprietary automotive app stores for their dedicated systems, forcing the coding based on their operating system, we're simply updating our system apps using our API," Kuzak said.

In regards to safety, Ford has developed stringent self-imposed guidelines for in-car application development.

Kuzak said the goal is not to have thousands of apps available in the car, "because there are strict limitations on what should be allowed while driving," he said.

Surgeon Availability Factors into Surviving Crashes

Having more surgeons working in a geographic area has a direct impact on the likelihood that victims will survive motor vehicle crashes, according to a new research study presented at the 2010 Annual Clinical Congress of the American College of Surgeons.

The study, led by Dr. David C. Chang at the Center for Surgical Systems and Public Health, in the department of surgery at the University of California - San Diego (UCSD) School of Medicine, analyzed public health data of 3,225 U.S. counties between 2001 and 2003.

Their analysis took into account the density of primary care providers and surgeons, as well as poverty rates and whether counties were urban or rural in character.

"Even accounting for those other factors, we found that the density of surgeons had a significant association with the reduction in motor vehicle deaths - in fact, much more so than the impact of general practitioners," said

Chang.

The UCSD study calculated deaths from motor vehicle crashes and other variables per 1 million of population. The study determined the median number of surgeons per 1 million was 55 compared with 424 general practitioners.

The median number of motor vehicle crash deaths was 226 per 1 million, it might be noted.

The study said that each increase of one surgeon per 1 million in population was associated with 0.38 fewer motor vehicle crash deaths, or about 2.5 surgeons for one life. In adjusting for socioeconomic status and urbanicity (the degree to which a geographic area is urban), the authors determined that about six surgeons would increase motor vehicle crash survival by a factor of one life compared with 25 general practitioners.

Meanwhile, the study did not specifically address the growing surgeon shortage in many communities through-



PHOTO: STEFANIE CARANO

In partnership with the Dearborn Community Arts Council, the Dearborn Art Teachers organization are displaying their artwork at Ford Community and Performing Arts Center's Padzieski Art Gallery now until Friday. Pictured in center is "Land Memory: Karm El-Meedan," by Mohamad Bazzi.

out the U.S., but Chang acknowledged that it is a contributing factor in survivability after motor vehicle crashes. Last year, the American College of Surgeons along with 15 other physician and public health groups launched Operation Patient Access: Quality Surgical Care for All, an effort to call attention to urgent issues facing access to quality surgical care in the U.S.

"The shortage of primary care physicians has been well documented and thoroughly discussed, especially recently as we determined the priorities for health care reform," Chang said.

"Our paper will challenge the public to re-examine our definition of primary care, to actually include care such as trauma surgery, which has so far been considered tertiary care.

"It's important to realize that especially in low-resource areas, such as rural America, surgery is in the unique position of being at the intersection of medicine

and public health."

Training a new trauma surgeon can take a decade or more, according to Chang.

Efforts to attract more physicians to surgical specialties are addressing the underlying issues, such as medical liability and reimbursement issues that deter many of them.

"A significant part of the country does not have organized trauma systems - by that I mean having an organized EMS (emergency medical service), and having protocols designating what health care facilities patients should go to," Chang said.

Camp Dearborn Popular Vacation Spot For All Southeast Michigan Residents

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this year Oct. 8-10 and 15-17. The camp's Recreation Field offers indoor activities like pinocle and chess tournaments. Swimming is also available in the camp's heated pool.

Camping continues until the end of the month.

Schous said there has recently been a renewed interest in Camp Dearborn and last year there was a waiting list for campsites.

"We've been very busy the last couple of years, the connection to Dearborn is still very strong there," Schous said. "We now, of course, have a lot of people that return. They may have moved out of

Dearborn Art Teachers Display Creative Works

By Stefanie Carano
Staff Reporter

Ranging from the soothing to the stimulating, the Dearborn Art Teachers exhibit at the Ford Performing Arts and Recreation Center's Padzieski Galley depicts 38 pieces of original artwork produced by local Dearborn art teachers.

"These teachers are phenomenal, they really are. This is the first time in several years that we've had an exhibit with the art teachers, it's been about four years since they've exhibited their work and so we're really pleased that we were able to do this. It's very special to us," said Stella Greene, executive director of the Dearborn Community Arts Council. "There's a huge amount of talent in the school district."

The DCAC oversees more than 45 artist organizations in Dearborn, ranging from very small, fledgling organizations to more prominent groups with higher amounts of exposure. Members include the Arab-American Museum and the Berkowitz Gallery at University of Michigan-Dearborn, as well as Dearborn Art Teachers.

"Some are in need of more assistance in publicity, they like being involved in the collective organization because it gives them access to an audience that may not be able to reach on their own," said Stella Greene, executive director for DCAC. "We make sure local organizations have a means of displaying fine art work."

Greene said these organiza-

tions, in turn, help collectively to get the word out about Dearborn's arts and cultural community.

With numerous organizations presenting a multitude of work at any given time, Greene said the DCAC has a jurying committee made up of resident artists in the region who review the applications that come into the DCAC and the organization then schedules them according to listed openings.

"Right now we're scheduled until 2011, up to January 2012," Greene said. "So we try to schedule way ahead and we try to have a variety of artists. It's not always a composite show like this with several different artists, occasionally we'll have a single artist but more often than not, it's a group of artists as our galleries are fairly good sized."

Greene said the DCAC runs the annual Mayor's Art Awards, an award ceremony honoring and promoting the arts in Dearborn, which takes place this year in February.

"We're proud to do that on behalf of the mayor," Greene said.

The Dearborn Art Teachers exhibit concludes on Oct. 22, after which the Padzieski Gallery will feature contemporary Polish artists, from Oct. 25 to Nov. 7.

Closer to the holidays, the DCAC will transform the Padzieski Gallery into a "boutique setting" and bring work from regional artists in an open reception. Guests are offered a 10 percent discount on purchases.



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Authors to Discuss Autos at Book Fair

By Gerald Scott
Staff Reporter

If you're looking for an automotive-themed present for a loved one for the upcoming holidays, does Charlie Hyde ever have an idea for you.

Hyde, a retired Wayne State University professor and automotive author in his own right, is the organizer behind the 5th Annual Automotive Authors Book Fair, scheduled for Nov. 20 at the Skillman Branch Library in Detroit.

Sponsored by the Friends of the National Automotive History Collection (NAHC) of the Detroit Public Library, the annual event typically draws two dozen authors of car-related books, which in turn draws 200-plus people.

"We have a total of 25 authors and about half of the authors are 'new,' this year and some of the old authors have new books," said Hyde in an interview.

"We kind of have a rule of thumb: if your book is more than three years old, you kind of disappear and we bring in new people.

"The fact is, with most books published by academic presses or anywhere else, you sell 50 percent your first year, you sell 25 percent the second year and after that it just peters out."

Held 2-5 p.m. on the Saturday afternoon of the Michigan - Ohio State football game, the event used to bring in a large-screen TV for fans to watch the big game and hear the authors at the same time, but they've since done away with that.

Otherwise, the two keynote

speakers lined up for the book fair include auto writer and former *Wall Street Journal* reporter Paul Ingrassia, who will be discussing "Crash Course," his firsthand account of the proverbial rise and fall of the domestic auto industry.

The other featured speaker will be Arthur Einstein, who has penned a book entitled, "Ask the Man Who Owns One: An Illustrated History of Packard." This book traces the advertising history of the now-defunct Packard brand from 1900 to 1958. The title is a play on Packard's old marketing slogan, of course.

Other authors appearing at the event have written recent auto books entitled "Legendary Corvettes - 'Vettes Made Famous on Track and Screen," "Ford in the Service of America: Mass Production for the Military During the World Wars," "Pontiac's Great One - GTO," and "Driving Style - GM Design's First Century."

You get the idea. Organizer Hyde himself also has an award-winning book for discussion and sale entitled, "Storied Independent Automakers: Nash, Hudson and American Motors."

Hyde, 65, recently retired from teaching WSU history courses for the past 40 years, is still committed to the Automotive Authors Book Fair because it helps lesser-known auto-themed authors sell books, sign autographs and otherwise promote their current works.

Most of these niche publications tend to sell 5,000 copies or less, outside of someone like journalist Ingrassia, whose "Crash Course"

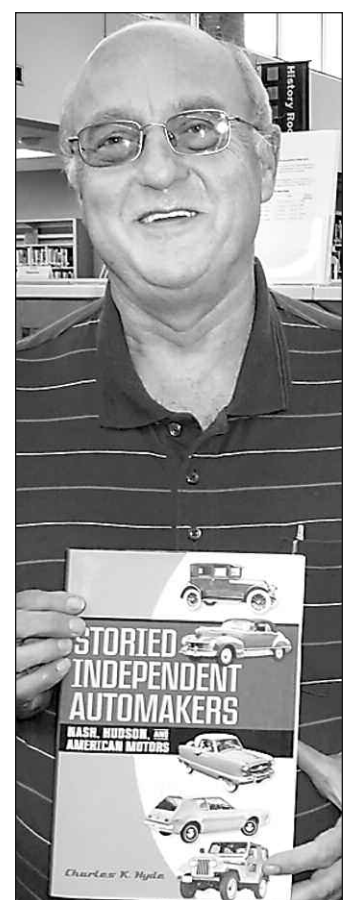


PHOTO: GERALD SCOTT

Retired WSU professor Charlie Hyde is organizing the 5th annual auto-authors book fair.

chronicle earlier this year made the *New York Times* best-seller list. The typical authors at the Book Fair, however, are generally far more niche than mainstream.

"One of the authors we have this year has a brand new book on the Yugo, it's called, 'Yugo: The Rise and Fall of the Worst Car in History' (by Jason Vuic)," said Hyde.

"And that's a fun book."