

Author Raphael Will Speak at UM-Dearborn

The public is invited to attend "An Evening with Writer Lev Raphael," in which the noted author will be speaking in Dearborn on Nov. 17 at 7 p.m. in Room 1030 of the CASL Building on the University of Michigan-Dearborn campus.

He will read from his books "My Germany" and "The German Money."

Raphael is a prize-winning pioneer in American Jewish Literature who has been publishing fiction and nonfiction about the Second Generation since 1978.

The author of 19 books that have been translated into nearly a dozen languages, he's been a radio talk show host, newspaper columnist, and an academic.

Widely anthologized in the U.S. and England, he's done hundreds of talks and reading from his work on three continents.

His writings are taught at colleges and universities across North America.



The Ford Police Interceptor that debuted at SEMA cuts a much sleeker exterior design look than full-size Crown Vics of yore. Credit goes to Ford designer Melvin Betancourt.



The interior of the Ford Police Interceptor is more pleasing to the eye than one might first expect from an such police vehicle. Comfort and safety are key factors built into police car interiors.

Ford Global Purchasing VP Tony Brown Named Urban Wheel's Executive of Year

Ford Motor Company Group Vice President of Global Purchasing Tony K. Brown will receive the Executive of the Year award during the 15th Annual Urban Wheel Awards Jan. 9, 2011.

The event will be held at the MotorCity Casino Hotel's Sound Board Theater in Detroit, in conjunction with the North American International Auto Show.

Brown is being honored for his proven success in management, dedication to furthering diversity in the auto industry, and commitment to advancing his company's multicultural goals.

In his role at Ford, Brown is responsible for approximately \$65 billion of production and non-production procurement for the company's operations worldwide.

Before being named vice president, he was executive director of manufacturing procurement operations at Ford Global Purchasing. Brown joined Ford in July 1999 from United Technologies Automotive, where he was vice president of Supply Management.

Before joining United Technologies Automotive, Brown was executive director of corporate purchasing and transportation for QMS Inc., a maker and provider of networked enterprise printing solutions. He holds a bachelor's degree in economics

and finance from American International College in Springfield, Mass.

"Tony Brown is not just a leader in developing quality minority suppliers for Ford, but oversees all its suppliers," said Randi Payton, president and CEO of Decisive Media. "Through his leadership, he has helped to rebuild consumer confidence in Ford products and services."

The 15th Annual Urban Wheel Awards kicks off with its Green Car Show and Technology exhibit from 10 a.m. to 3 p.m., with invited speakers Mayor Dave Bing and Bill Perkins, vice chairman of the North American International Auto Show.

At 5 p.m., the VIP Green Carpet and reception will be held. The award begins at 7 p.m., followed by the General Motors and OnStar AfterGlow Reception from 9:30 p.m. to 11:30 p.m.

Winners of the Pioneer of the Year, Minority Supplier of the Year, and Dealer of the Year will also be honored, along with three recipients who will be presented with individual Lifetime Achievement awards. In addition, the Urban Green Vehicle, Urban Car, and Urban Truck of the Year awards will be presented.

According to R.L. Polk & Co., consumers in the multicultural market purchase one-quarter of new vehicles

Carhartt Signs New Deal With West Coast Custom

Dearborn-based Carhartt, a global manufacturer of premium work wear and well-respected customizing giant West Coast Customs (WCC) last week announced a fully integrated partnership including Carhartt's premium twill work wear products as official uniform of WCC - in addition to in-show integration on new TV show "Inside West Coast Customs" on Discovery HD Theater.

"West Coast Customs is well-respected by countless automotive enthusiasts for their amazing work. We are proud that WCC chose Carhartt's new twill work wear line to match their exacting demands," said Tony Ambroza, Carhartt's vice president of Marketing.

"WCC's premium custom car designs, coupled with Carhartt's rich heritage of premium work wear products make this partnership a natural fit for us."

WCC's Carhartt uniform will include The Carhartt Long-Sleeve Twill Work Shirt, the Short-Sleeve Twill Work Shirt, and the Twill Work Pant.

Carhartt says its twill work wear delivers longer-lasting durability and greater all-day comfort, while also being easy to care for. Carhartt's twill line comes in a wrinkle-resistant fabric with a stain repel and release finish.

"This joint venture is a great collaborative effort for us - the durable nature of the

line combined with great comfort will go a long way in the shop," said WCC founder and CEO Ryan Friedlinghaus.

WCC's President and COO Amy Boylan added, "We are very pleased with this partnership opportunity and with the exclusive WCC / Carhartt uniform. WCC is proud to be aligned with a company that has such a long, rich history for (producing) premium, quality products."

West Coast Customs' newest television project, "Inside West Coast Customs," premieres on Discovery HD Theater on Jan. 2, 2011 and will feature the WCC crew designing and building some of the most amazing vehicles in the world for serious enthusiasts, celebrities, entrepreneurs and corporate titans worldwide and will continue to share its work with passionate automotive viewers.

Established in 1889, Carhartt is a global premium work wear brand with a rich heritage of developing rugged apparel for workers on and off the job.

Headquartered in Dearborn with approximately 3,500 employees worldwide, Carhartt is privately owned and managed by the descendants of the company's founder, Hamilton Carhartt.

Carhartt is one of the oldest such retail names in the metro Detroit area, up there in history with Hudson, Kresge, Stroh and the like.



Tony K. Brown

annually. The 15th Annual Urban Wheel Awards also promotes awareness of their inclusion and honors the companies and individuals who have made progress toward embracing this reality.

For more information, call 301-850-2858.

Ford's Stealth Concept of New Police Interceptor Takes on a Sinister Look

DEARBORN - Sleek, streamlined and slightly sinister, a specialized stealth concept version of Ford's Police Interceptor debuted at the SEMA (Specialty Equipment Market Association) trade show in Las Vegas last week.

Using the strong lines and muscular stance of the Ford Police Interceptor sedan as a base, Ford designer Melvin Betancourt developed a customized undercover stealth version that's both stylish and full of high-tech surprises.

"This car offered the perfect canvas for me as a designer," Betancourt said. "The Police Interceptor sedan is already a unique vehicle. I just started looking at ways to give it that mysterious but high-tech look."

The Police Interceptor sedan was introduced in March, followed by a utility version in September. Both Interceptors will debut simultaneously when production of the Ford Crown Victoria Police Interceptor ceases in late 2011.

Betancourt started the undercover version by lowering the body and giving the illusion of added width. The body was lowered an inch, and the special 22-inch wheels are inside a staggered rim section, so the front is 3 inches and the rear is 3.5 inches.

"The rim section is stacked to give it the illusion of greater width," he said. "The center of the wheel is glossy black, and the rim is chrome. So we have that racy, hot rod look, but at the same time we're building a sinister, stealthy, 'Don't mess with me' feeling."

Betancourt used imagery of the SR-71, the original stealth airplane, for inspiration as he customized the vehicle. Known as the "Blackbird," the high-altitude, long-range reconnaissance aircraft was secretly designed in the late 1950s and early 1960s. Its top speed was more than three times the speed of sound.

Now retired, the Blackbird is considered by many aviation enthusiasts as the ultimate airplane.

Betancourt kept in mind the Blackbird's iconic imagery and status as he considered the elements of his own stealth project. "When you think stealth, you think, 'there, but not there.' This is all about strength, secrecy and concealment."

The exterior of the Police Interceptor stealth vehicle is solid black. The grille is mesh, like the original sedan, but the metal is thicker, offering more depth. The lights on the car are designed to be inconspicuous, with the surrounding area painted black so they blend in until illuminated.

The back of the vehicle was given an aggressive spoiler adorned with bead lights painted black so they remain unnoticed until the car is started. The taillights are smoked, the windows tinted.

It's a vehicle that exudes power - and it should. The production Police Interceptor sedan model offers two powertrain options, allowing police to choose the engine that best meets their needs.

A 3.5-liter V6 engine delivering at least 280 horsepower and E85 compatibility is 25 percent more efficient than the 4.6-liter single-overhead-cam V8 offered in the current Ford Crown Victoria Police Interceptor. And an all-new 3.5-liter twin-turbocharged, direct-injection EcoBoost V6 engine will deliver at least 365 horsepower and 350 lb.-ft. of torque across a broad rpm range.

That strength complements the mystery inside the revamped interior of the stealth version.

"It's all about concealing everything," Betancourt said. "The headliner is black, we wrapped the B-pillars in black, and then we started looking at, 'Where can I hide this? How can I conceal this?'"

"We repackaged the console - it looks like a production console with the water-

fall of the instrument panel. But when you start opening doors and panels, that's when you see everything."

Unless you're supposed to be in the vehicle, you won't know where and how to find the compartments, he said. For example, the radio is hidden inside the console, as is an onboard computer. Also, the glove box has a secret space designed for weapons.

"Right away, they'll see this vehicle that looks different, that looks sinister - but they won't know exactly why. Then, as they get closer, they'll start to see all of these touches that work together to create the overall image."

GM and Dodge have introduced new police packages of their own in recent months, so the niche police vehicle market has been looking forward to what Ford will put forward in this category.

Ford's J Mays To Lecture at UDM Symposium

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Design language that now applies to most vehicles that Ford produces around the world.

Mays has also taken on unique advisory roles, consulting, for example, with Disney/Pixar on vehicle design for the 2006 animated feature film, "Cars." In addition, he has collaborated with American artist Richard Prince on published works.

Also, in 2010, Mays was profiled in the January issue of *Esquire* magazine. His design prowess was also featured in the BBC landmark design series, "The Genius of Design." Mays has also been named among *Fast Company* magazine's inaugural "Masters of Design" standouts.

Meanwhile, the 2010 UDM/Ford Innovation contest winners will also be announced during this symposium.

Visitors Get Close-up Look at Dearborn Truck Plant

By Gerald Scott
Staff Reporter

A couple dozen members of the Engineering Society of Detroit (ESD) got a rare treat recently - they got a chaperoned tour of Ford's Dearborn Truck Plant (DTP), one that included a walk-through of the busy shop floor during assembly time.

The public "Ford Rouge tour" also visits the Dearborn Truck Plant on a daily basis, but that tour tends to stay in the mezzanines above the action.

ESD members got on the plant floor to see how Ford's best-selling F-150 pickup truck is assembled up close and personal, thanks to cooperation between the Engineering Society, Ford Motor Co. and the UAW.

"We had 43 people on the tour and the biggest feedback we got was people were so impressed by being on the shop floor - there's no substitute for being that close to the assembly process," said ESD spokeswoman Lori Birman.

"And, of course, the Dearborn Truck Plant is a state-of-the-art facility, so it wasn't surprising that some of our members, who work for various suppliers and vendors, said they were quite envious of what Ford has there at the

site."

Indeed, some of the ESD members on the tour had never been inside a vehicle assembly plant before, so for them the tour came as a revelation into how complex the plant choreography is in ensuring that the right parts get built onto the right frame at the right time.

Chaperoning the tour were Dearborn Truck Plant managers and supervisors Dan Klebe, Mark Cappatocio, Tammy DeBono and Tony Sera.

The ESD tour group met in a plant conference room prior to the tour, where they were given an historic overview that included the wider 20th century history of the Rouge industrial complex, the Dearborn Truck Plant itself and related operations.

Dan Klebe, launch coordination manager at DTP, gave the overview.

"You're on an historic site that dates quite sometime back," Klebe said. "The site itself actually is a mile-and-a-half wide by a mile long. Around 1915, Henry Ford bought this property," Klebe said. "In April, 1917, they started building on this site, funded through the government to build the Eagle boat, an anti-submarine boat, which never actually went into battle in World War I, but it got the Rouge River dredged



Some 43 visitors from the Engineering Society of Detroit enjoyed a rare shop-floor-level tour of the Dearborn Truck Plant (DTP) at the Ford Rouge complex recently.

out.

"We had a steel mill here, coke ovens, everything was produced here for the assembly of vehicles. Originally, they started off building components for the Model T, which dated back to 1908 - we produced parts for the Model T but that was actually assembled in Highland Park.

"The first vehicle actually produced out of this facility was the Fordson Tractor. Then the Model A in 1927."

The rest, as they say, was 20th and early 21st century history, as what was then called the Dearborn Assembly Plant produced a variety

of cars and parts. The fabled Ford Thunderbird and Ford Mustang were built at the site.

"We built the last Mustang here on May 14, 2004," Klebe recalled. Mustang assembly was transferred to a Ford facility in Flat Rock to make way for F-150 truck assembly on the Rouge site.

So, in 2004, the plant was reinvented and rebuilt from the inside out as the new Dearborn Truck Plant. It was the modern F-150 truck assembly facility that so impressed the touring members of the Engineering Society of Detroit.

Ford Conference Center Hosts 'Michigan Emerging'

Michigan Emerging, a conference designed to promote and connect innovators and entrepreneurs and the support system that exists only in Michigan, has been chosen as one of 10 featured events in the nation for Global Entrepreneurship Week.

During the week of Nov. 15-21, over 30,000 events will take place across the nation to celebrate the entrepreneurial spirit.

Michigan Emerging, the only featured event in Michigan, will be held on Wednesday, Nov. 17, at the Ford Conference and Event Center in Dearborn from 9 a.m. to 7 p.m. Tickets are \$20 online

until Nov. 10 and \$40 at the door. Call (248) 275-1337 for registration details.

Meanwhile, Global Entrepreneurship Week (GEW) is an initiative to inspire others to embrace innovation, imagination and creativity.

Across the globe, people young and old will join together at local, national and global activities developed to "unleash ideas." In the past two years, GEW has expanded to include:

- 88 official countries;
- 18,277 partner organizations;
- 32,861 activities;
- 7.5 million people participating;

GEW concentrates on creating a positive attitude toward entrepreneurship through society, increasing entrepreneurial behavior and improving the ability of the global network to influence entrepreneurship globally.

At Michigan Emerging in Dearborn, attendees can expect cutting edge keynote presentations from business leaders across the state and Washington, D.C.

Breakout sessions will focus on the top emerging sectors of Michigan in 2010 and what is coming, what needs to happen and how to become involved. The curriculum has been designed to inform and

enable those individuals and companies that are leading the change and succeeding.

There are several ways to get involved with Michigan Emerging, ranging from exhibiting your business to sponsorship opportunities to simply attending the conference to check out the speakers and opportunities being presented.

Michigan Emerging, once known as the Celebrate Michigan Expo, is being produced by Arzika in conjunction with Jan and Marshall Rice.

Thanks to its proximity to the Detroit Metro airport, a number of out-of-town visitors are expected at the show.