



Former Ford executive Anne Doyle will be giving a talk about her new book, "Powering Up!", on March 3 at the Hyatt Regency Dearborn. She will be speaking to an Inforum audience.

Shelby Offers Options For GT350 Super Car

Shelby American, a wholly owned subsidiary of Carroll Shelby International, Inc., last week introduced the limited edition 2012 Shelby GT 350 during the Chicago Auto Show, being held at the McCormick Place exhibition hall.

A convertible, the first since 1970, and two new body colors (red and blue) will be options for the 2012 model year. In addition, a limited production of 350 total 2012 Shelby GT350s will be built by the aftermarket provider.

"Last year, we brought back the GT350 45 years after it was launched," said Carroll Shelby, founder of Shelby American.

"They look and sound just like the ones we built in 1965. We're repeating history by offering two additional colors and building a few convertibles for the second year of production," he added.

Shelby American built 562 total GT350 fastback coupes in 1965; all were painted white with blue stripes. In 1966, Shelby added more color options for the hardtops. Four

convertibles were also built, today they are among the most collectible Shelby cars in the world.

The Shelby GT350 is a post-title program based on the Ford Mustang GT.

The 2012 Shelby GT350 performance specs will be continued from the 2011 model year. Customers can choose a 430 h.p. normally aspirated, 525 h.p. supercharged or 624 h.p. supercharged version.

An automatic transmission is optional with the normally aspirated engine, as well as a short throw shifter for the manual version.

Color combinations for the 2012 Shelby GT350s include Performance White with blue LeMans stripes, Race Red with white LeMans stripes and Kona blue with white LeMans stripes.

The convertible will offer a new optional light bar; other options include a one-piece drive shaft and color-coordinated, billet aluminum engine cap set.

The 2012 debuted at the Chicago Auto Show last week.

Some Boat Engines Ruined by New Ethanol Mix

VICKSBURG, Miss. (AP) — William Gray was on a routine fishing trip to Arkansas' scenic Lake Chicot about three years ago when his bass boat needed a fill-up.

After a day's haul with co-workers in the Grand Gulf Bass Club, the avid duck hunter and bass fisherman noticed the ethanol stickers on gas pumps there and headed across the river to Greenville. But time was short, and he filled tanks feeding the boat's 200-horsepower Mercury engine with gas that had been blended with 10 percent ethanol.

"I heard a station in Greenville had straight gas, but I just took it to the next one I could find. Within 10 minutes, my engine started failing," Gray said. "(The ethanol) had crystallized and crumbled and had clogged my fuel line, and I had to tear out all of the fuel system."

Gray saved hundreds of dollars by repairing it himself, but his troubles with the motor are nothing new to marine shop owners, lawn mower mechanics and car enthusiasts familiar with the additive's apparent incompatibility with small engines and older car engines.

Familiarity about fuel systems might extend to the driving public soon because of a recent ruling on the grain alcohol that is now the dominant additive in most gasoline.

The Environmental Protection Agency ruled Jan. 21 that 15 percent ethanol blended with gasoline is safe for cars and light trucks made between 2001 and 2006, adding to a decision in October that the higher blend is safe for cars built since 2007. Maximum blends have been at 10 percent for about five years, including at most gas pumps in Mississippi.

While popular in farm states because most ethanol is made from corn and other grains, its opponents locally and elsewhere stress it leaves drivers of older, otherwise smooth-running vehicles in the cold and harms such small equipment as weed

trimmers and boat motors.

"I have concerns about the unknown effects," said Roy Pigg, whose owns a collection of classic Ford Mustangs from the 1960s to the early 1990s. "Things I'd heard about is it affects rubber components."

"The bottom line is, all the small engines are not made to run on ethanol," said Fred Katzenmeyer of Katz Brothers, a shop in Vicksburg that repairs vehicles as well as tractors and lawn equipment.

Alongside parts for lawn mowers and other lawn-maintenance equipment, he's been selling products that test and treat fuel in small engines when ethanol and gasoline separate in moist enough conditions — leaving fuel tanks and carburetor bodies on mowers and weed trimmers susceptible to corrosion due to typical, sparing usage.

"Most people don't leave a car sitting a month or two months before they run it," Katzenmeyer said. "That's why they're getting away with it on automobiles. Anyone who's affected is anyone who leaves here ticked because they spent \$60 to clean out their engine."

"I couldn't crank the thing when I put (ethanol-blended gas) in there," said Joe Woolley, who was advised to use premium gas in his weed trimmer when E10 left him high and dry. "I put some 93 in there and haven't had a problem since."

In 2008, the Mississippi Legislature redefined allowable gasoline mixtures to include the grain alcohol. The new definitions were renewed by state lawmakers in 2010, though mixing percentages of ethanol remains completely optional for gas station operators.

Two Vicksburg gas stations — Port Mart and BG Jr. — have advertised in print their non-ethanol pumps to owners of lawn equipment, boats and all-terrain vehicles, stressing better performance.

"Customers want to have it," said Richard Waring, vice president of Waring Enterprises, which operates the two locations. "A lot of equipment is

Former Ford Executive Doyle Speaks in Dearborn

The public is invited to celebrate women who dare to lead.

Join Inforum and author and former Ford executive Anne Doyle March 3 at 11:30 a.m. at Hyatt Regency Dearborn, for a luncheon to help launch "Powering Up! How America's Women Achievers Become Leaders," the new book from Doyle.

Doyle's first book, "Powering Up!" is further described as an inspiring field guide that shows three generations of female achievers how to take the next steps toward gaining the focus and the courage required to become leaders.

"The United States has become a nation of women Achievers. Yet, despite having legal rights and educational and economic opportunities that most of our global sisters

can only dream of, American women are leadership under-achievers," Doyle said.

"I'm tired of the glass ceiling, the mommy track and the good-old-boys network. We've been treading water for over a decade as the numbers of accomplished women in the middle keeps growing.

"It's time to regain our sense of urgency and begin preaching across generational, economic and racial lines to lift one another into leadership positions."

As a journalist and auto executive, Doyle has long worked side-by-side with some of the most admired leaders in global business, sports and politics.

From global manufacturing plants and executive suites, to the halls of Congress and pro

sports locker rooms, Doyle has literally seen it all.

Doyle joined the public affairs staff of Ford in Dearborn in 1987, at the beginning of a decade of record profits and expansion. Over her 13 years in the tough environment of the auto industry, she held numerous leadership positions in global product development, sales and marketing, customer service and government affairs operations.

And Doyle's work with the Inforum organization includes having co-authored the first years of the Michigan Women's Leadership Index report, which quantifies women's leadership at Michigan's 100 top publicly traded companies.

Inforum is Michigan's leading business forum for women,

with more than 1,800 members from a cross-section of Michigan's business community.

Founded as the Women's Economic Club in 1962, Inforum now has affiliates in Grand Rapids and Lansing as well.

The March 3 book talk by Doyle is \$55 for Inforum members and \$65 for nonmembers — including a copy of Doyle's new book. Visit Inforum's Web site for further details.

Doyle said she interviewed over 150 women nationwide, across a variety of disciplines including the military, to identify trends, tips, lessons learned and other anecdotes that today's businesswomen should find useful as they climb the business ladder in corporate America. Doyle is also a city councilwoman in Auburn Hills these days.

Uptick in Business Travel a Good Sign for Economy

By SCOTT MAYEROWITZ
AP Airlines Writer

NEW YORK (AP) — Business travel is bouncing back.

U.S. companies are forecast to spend 5 percent more on travel in 2011 than they did last year — a sign of confidence in the economy that is giving a boost to airlines, hotels and rental-car companies. That's double the growth rate from 2010, which followed two years of decline.

Last year's bump in business travel — companies spent an estimated \$228 billion — helped U.S. airlines post their first collective profit in three years. And profits are rising at hotel chains like Marriott and Hyatt and rental-car companies like Avis and Hertz.

Perhaps the most telling sign of a rebound, industry officials say, is the return of corporate retreats. They had all but vanished during the recession, part of an effort by businesses to avoid the appearance of extravagance at a time of government bailouts and rising unemployment.

Executives sending their workers back on the road say travel is critical to their companies' success.

"You need to have to face time," says Robert P. Genco, vice president of operations for Synopsis, a Silicon Valley company that makes software for microchip manufacturers. Synopsis cut its travel budget by about 60 percent during the recession. Now it's nearly back to a pre-recession level, with salesmen and top executives visiting old and new clients in China, India and Japan.

Elyria Foundry, an Ohio manufacturer of metal parts for the wind turbine, natural gas and mining industries, has been sending engineers and salesmen on the road again to let customers know they are important.

"If you look at the younger generation, they seem addicted to text messages," says CEO Bruce Smith. "When you are there in person, the quality of information you transmit goes up dramatically."

U.S. economic output returned to its pre-recession level in the fourth quarter of 2010, and the economy is forecast to grow faster in 2011. But spending on business travel isn't expected to return to its pre-recession level until the middle of 2013,

says Michael W. McCormick, executive director of the Global Business Travel Association. That's partly because companies are asking employees to travel frugally.

The average cost per trip in the first quarter is forecast to be \$538, 6 percent below the same period in 2008, according to the business travel association.

Corporate travel managers are asking employees to spend fewer nights on the road, stay at less expensive hotels, rent smaller cars and, in some cases, book cheaper flights that aren't nonstop.

The companies are also asking more of their travel providers. For example, travel managers are asking hotels to throw in free breakfast, Internet, parking and gym use, says Best Western CEO David T. Kong.

The extra miles business travelers are racking up are a boon to an industry that suffered badly during the downturn.

In 2009, business travelers spent \$222.7 billion, the lowest level since 2003, according to the business travel group. That year, the largest U.S. airlines lost a combined \$3.4 billion.

The travel industry's success has always been tied closely to the economy and corporate spending. By and large, business travelers are more concerned with convenience than price, making plans at the last minute. That's in contrast with leisure travelers, who try to book far in advance to secure the best deal.

Now that the business traveler is back, the industry is reaping the benefits.

- The average price of a domestic round-trip ticket before taxes climbed to \$350 last year, 12 percent higher than in 2009. Over the same period, the number of fliers on U.S. airlines rose about 4 percent.
- Hotel occupancy climbed nearly 8 percent last year, ac-

cording to hotel research firm STR Global. However, average nightly rates have remained flat at around \$98 because more rooms are available than needed, the result of overbuilding during the boom years.

- Rental-car demand grew by nearly 2 percent in first three quarters of 2010, the most recent period for which data are available. That allowed Hertz, Avis Budget Group and Dollar Thrifty Automotive Group to earn a combined \$179 million during that period, compared with a loss of \$39 million the year before.

The ultimate business-travel bellwether might just be the return of the corporate junket. Some junkets had been folded into teleconferences, video conferences or Web chats for expediency's sake, but many business people still like what they can gain with in-person sales pitches or presentations.

This spending virtually dried up after companies bailed out by the government were accused of wasting taxpayer money on lavish retreats. Even companies with no ties to the bailout refused to meet. The handful that did met "in an airport location in the dark of night," says Scott Berman, who leads the U.S. hospitality and leisure practice for accounting and consulting firm PwC.

Four Seasons Hotels and Resorts expects the number of corporate events in 2011 to climb to just short of the 2007 level. That comes after a 31 percent drop in bookings from 2007 to 2009.

Still, groups are staying fewer nights, and agendas are more business focused, says Susan Helstab, executive vice president of marketing for Four Seasons.

The next challenge, she says, is to get companies to extend their stays and once again spring for rounds of golf, massages and expensive bottles of wine.

Marchionne Orchestrating Recovery

By TOM KRISHER
AP Auto Writer

DETROIT (AP) — Chrysler was collapsing when Fiat took control of the company just 19 months ago.

Now, under the Italian automaker's detail-driven CEO, Chrysler is on the verge of turning its first profit since it filed for bankruptcy protection in 2009.

Chrysler Group LLC on Monday said it dramatically narrowed its losses in the fourth quarter and 2010. And it predicted it would post net income of \$200 million to \$500 million for 2011.

Chief Executive Sergio Marchionne has transformed Chrysler by managing the smallest details, even picking the music for company presentations.

As a result, Chrysler's vehicles are starting to look and drive better and the company's costs are under control.

Marchionne, 58, a Canada-educated Italian who quickly replaces executives who don't deliver, has brought back the speed and drive that Chrysler once had. He pushed engineers and designers to bring out 16 new or revamped models in the past year, including 11 in the fourth quarter alone.

Last year at this time, many

Chrysler, Dodge and Jeep dealers were wondering if they'd even make it through the year. Sales were down and there were few new products on their lots. The company needed a \$12.5 billion bailout from the government to survive in 2009. For years, it piled up debt and produced very few hit cars.

Carl Galeana, who runs dealerships in suburban Detroit, Florida and South Carolina, said he is impressed with the turnaround that Marchionne engineered.

"I think this guy is a visionary," he said. "He talks about what he needs to do and he goes out and gets it done."

Of the 16 new or revamped models, five were rebuilt from the ground up in under two years, far faster than the normal three or four years. They include the 300 big sedan, the Jeep Grand Cherokee and Dodge Durango SUVs, Dodge Charger muscle car and the Fiat 500 minicar.

Marchionne allowed engineers to make big changes, even if they added costs, said Doug Verley, chief engineer of the revamped Chrysler 200 midsize car.

Engineers were encouraged to make a case for new technology or designs, something that didn't happen under Chrysler's previous owners.

As a result, the 200 has new features such as LED headlights and a quieter engine mounting system, a big improvement in quality that its predecessor, the Chrysler Sebring, didn't have.

"The answer used to be no," Verley said.

Along with quality, Marchionne pushed the 200 to come out faster. He personally approved the car's interior in three days, far faster than the two weeks it took under previous CEOs.

Chrysler's new models, such as the Jeep Grand Cherokee, could give the company a big boost. Sales of the SUV, which came out in June, rose 70 percent last year.

But while Detroit rivals Ford Motor Co. and General Motors Co. are making profits, Chrysler still hasn't posted a quarterly net income since leaving bankruptcy in June of 2009. It reported a \$199 million loss in the fourth quarter. It lost \$652 million in 2010, although the result was a huge improvement over the staggering \$8 billion loss the year before.

Chrysler must be profitable before its stock can be sold to the public, a goal for the end of this year. The stock sale is important because it will allow the U.S. government to unload its stake in them.