

## 'Proud to Manufacture in Michigan' Poster Offered

by Gerald Scott  
Editor  
U.S. Auto Scene

There's a cool new industrial poster related to manufacturing in Michigan that's making its way across the Motor City of late.

And it's yours for the asking – it's available from the Michigan Manufacturing Technology Center in Plymouth's Web site as an 8x10-inch download.

The Michigan Manufacturing Technology Center (MMTC), the Michigan affiliate of federal Manufacturing Extension Partnership, calls the poster, "Proud to Manufacture in Michigan," in the foreground.

The bright, new poster shows the state of Michigan outline with various industrial activities pictured within the state's borders, the American flag in the background and the phrase, "Proud to manufacture in Michigan," in the foreground.

Contacted by phone, MMTC graphic designer Meloday Harris, who created the poster, said, "It was just inspiration."

With the loss of jobs and all of the economic turmoil the state went through in 2008-09, perhaps its current popularity is due to the pride that the poster nonetheless inspires.

The poster was included in the recent *MMTC Manufacture Magazine* and distributed to more than 6,500 recipients across Michigan.

The concept for the poster came from Karen Seman, marketing director for MMTC and was executed by graphic de-

signer Harris, as noted above.

The inspiration for the poster, according to Seman, came from an unusual turn of events.

"Recently, I received a home decorating magazine," Seman said. "In it was a tear-out poster sponsored by the American Cancer Society.

"(So), utilizing our magazine as the vehicle for delivery was easy, settling on a poster design was not."

She continued, "Melody Harris came up with several designs. She has a unique gift for taking a concept to final product, along with a tremendous amount of patience. Her work on the poster and our *Manufacture* magazines has been tremendous."

Harris has been with MMTC since 1998.

"MMTC is charged to assist small- and medium-sized manufacturers with implementing operational improvements," Seman said in further explaining her organization's role.

"This poster is just our way of saying 'thanks' and acknowledging the pride we have in serving our manufacturers."

MMTC received numerous requests for the poster and the electronic version of it has been posted to the group's Web site located at [www.mmtc.org](http://www.mmtc.org).

Visitors to the Web site can download the high-resolution, 8 x 10 version.

Simply click on the download header and provide some basic information, and the site will send you an e-mail with a link to download the poster as a PDF file.

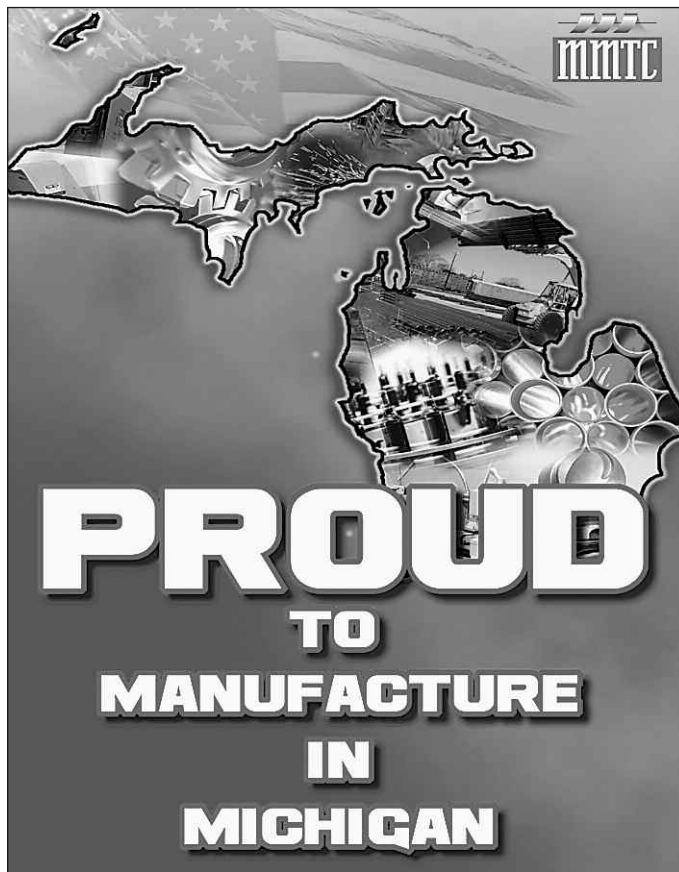


PHOTO: REPRINTED WITH PERMISSION OF MMTC

The Michigan Manufacturing Technology Center in Plymouth has created this "pride" poster, one that is gaining popularity across the Motor City. It is available as a download through the MMTC Web site. The public is welcome to download the poster as well.

## MADD Supports Federal Drunk Driving Legislation

WASHINGTON, D.C. – Mothers Against Drunk Driving (MADD) is proud to support Senator Tom Udall (D-N.M.) and Senator Bob Corker (R-Tenn.) as they reintroduced on March 8 the ROADS SAFE Act for consideration in the Senate. The bill authorizes critical funding to aid research of advanced vehicle technologies, which could lead to the elimination of drunk driving.

"MADD is grateful to Senators Udall and Corker for their bipartisan leadership in introducing the ROADS SAFE Act," said MADD National President Laura Dean-Mooney.

"This project could turn 'cars into the cure' for drunk driving by creating a passive, reliable and cost-effective technology to unobtrusively detect a driver's blood alcohol concentration (BAC) and, if the device reads at or above the legal limit of .08 BAC, the car could not be driven."

"Drunk driving is still a leading cause of fatal car crashes across the country and in my home state of New Mexico," Senator Udall stated. "This legislation is designed to help keep our roads safe by investing in new technology that will prevent Americans from driving if they've had too much to drink."

"More than 10,000 people are killed each year in drunk driving crashes. By Americans choosing to utilize these types of safety measures, my hope is that we can ultimately help prevent those crashes and save lives," Senator Corker added.

"This research is significant

to anyone who drives or has family on the road," said Shane Karr, Vice President for Federal Government Affairs, Alliance of Automobile Manufacturers.

"This research opens up the possibility of eliminating fatalities and injuries caused by drunk drivers, while not hassling people who are okay to drive. The only drivers who would notice this technology are the ones who shouldn't be behind the wheel in the first place."

The project is called the Driver Alcohol Detection System for Safety, or DADSS, and is the result of a cooperative research agreement between the Automotive Coalition for Traffic Safety (ACTS), comprised of the world's leading auto manufacturers, and the National Highway Traffic Safety Administration (NHTSA). In late January, Transportation Secretary Ray LaHood and NHTSA Administrator David

## Ricardo Consulting Earns Ford's Excellence Award

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work in this very public way and look forward to working with them to achieve even greater levels of quality, performance and cost optimization in the future."

"It is humbling for the team at Ricardo Strategic Consulting to have been recognized with this prestigious global award," said Andy Chien, president of Ricardo Strategic Consulting North America.

"Perhaps one of the first management consultancies to receive this accolade, the award demonstrates the very hard and innovative work of the team and the very tangible results that it has delivered in partnership with Ford Motor Company."

With technical centers and offices throughout Europe, the United States and Asia, Ricardo provides strategic consulting and engineering expertise ranging from vehicle systems integration, controls and electronics, and hardware and software development to the latest driveline and transmission systems

and gasoline, diesel, hybrid and fuel-cell powertrain technologies.

Ricardo's customers include the world's major automakers and suppliers as well as manufacturers in the military, commercial, off-highway and clean-energy sectors.

Ricardo has also made great strides in developing its military business, working on a variety of projects involving military vehicles, powertrains, fuels, transmissions and the like for OEM customers in Europe and North America.

The company also serves in advisory roles to governmental and independent agencies. Its global profile as a diversified supplier offering a variety of solutions has grown greatly in the past decade.

Ricardo's U.S. operation, Ricardo, Inc., is headquartered in Van Buren Township, Mich. Ricardo plc posted sales of \$244 million in financial year 2010 and is a constituent of the FTSE TechMark 100 index – a group of innovative technology companies listed on the London Stock Exchange.

## AAA Gives Book-Cadillac New '4-Diamond' Status

DEARBORN – The Westin Book Cadillac Hotel is the latest Detroit property to be awarded AAA's prestigious Four-Diamond rating for hospitality industry excellence. It joins the MotorCity Casino Hotel and its restaurant, Irisescence, and MGM Grand and its restaurant, Saltwater, to make a total of five AAA Four-Diamond properties in the city.

Michigan's second-largest city gets credit for having the one and only Five-Diamond award winner – The 1913 Room in Grand Rapids has earned AAA's highest honor for a ninth consecutive year and is one of only 55 restaurants nationwide to earn the distinction.

During a special luncheon ceremony at The Radisson Plaza Hotel & Suites in Kalamazoo last week. The 1913 Room received its five-diamond plaque, along with 22 Michigan properties that earned the AAA Four Diamond Award.

The awards presentation was conducted during the Pure Michigan Governor's

Conference on Tourism 2011 at the Radisson Plaza Hotel & Suites in Kalamazoo and was sponsored by AAA Michigan and AAA Living magazine.

More than 600 participated in the conference – a record high for the annual state gathering. The Radisson Plaza Hotel & Suites is among 15 lodging establishments and seven restaurants in Michigan which now carry the prestigious four-diamond rating.

The AAA Four Diamond rating is assigned to lodgings that feature upscale accommodations and offer an extensive array of amenities combined with a high degree of hospitality, service and attention to detail.

Restaurants at this level offer a distinctive fine-dining experience marked by high-quality ingredients, creative presentation and attentive service.

AAA inspectors evaluate and rate more properties than any other rating entity. AAA is the only rating system that covers the United States, Canada, Mexico and the Caribbean.

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## Ford Collaborates with DTE Energy On Solar Power at Michigan Assembly

WAYNE, Mich. – The primary part of one of Michigan's largest solar power generation systems at Ford's Michigan Assembly Plant is now up and running, delivering renewable energy to help power the production of fuel-efficient small cars. The system is the result of collaboration between Ford, DTE Energy, Xtreme Power, the city of Wayne and the state of Michigan.

The renewable energy captured by the energy system will help power the production of Ford's all-new Focus set to hit showrooms this month. The plant will also produce Focus Electric, Ford's first zero-emission battery electric passenger vehicle and the C-MAX Hybrid and C-MAX Energi plug-in hybrid.

The solar energy system will serve as a pilot alternative energy project to be evaluated for possible use at other Ford manufacturing facilities in the future. A secondary, smaller solar energy system will be integrated at Michigan Assembly to power lighting systems at the plant.

"This solar energy system allows us to test the viability of alternative energy to supply power for our manufacturing facilities around the world. It serves as a significant initiative within our corporate emphasis on sustainability," said Jim Tetreault, Ford vice president, North America Manufacturing.

"Michigan Assembly Plant has been transformed into a facility that embodies our drive for flexible manufacturing and strives for new standards for green manufacturing."

Ford collaborated with DTE Energy to install the 500-kilowatt solar photovoltaic panel system at Michigan Assembly. The system will be integrated with a 750-kilowatt energy storage facility that can store 2 million watt-hours of energy

using batteries – enough to power 100 average Michigan homes for a year.

The project will also include a 50-kilowatt-hour facility to demonstrate the potential reuse of vehicle electric batteries for stationary energy storage. Xtreme Power of Austin, Texas, is supplying its Dynamic Power Resource on-site energy storage and power management system.

The solar energy installation is part of DTE Energy's pilot SolarCurrents program that calls for photovoltaic systems to be installed on customer rooftops or property over the next five years to generate 15 megawatts of electricity throughout southeast Michigan.

The Michigan Assembly project is funded by a \$3 million investment from DTE Energy's SolarCurrents program, a \$2 million grant from the Michigan Public Service Commission in support of the state's smart-grid initiative, and approximately \$800,000 worth of in-kind contributions from Ford.

"This multimillion-dollar investment is just a portion of DTE Energy's commitment to renewable energy," said Trevor Lauer, DTE Energy vice president, Marketing & Renewables. "We're pleased to work with Ford as it takes another step to help the environment and with the state as it works to meet its renewable energy goals."

Solar power will also charge electric vehicle batteries

Ford will install 10 electric vehicle charging stations at Michigan Assembly to demonstrate advanced battery charging technologies for vehicles using renewable energy and other smart-grid advances.

The stations will be used to recharge the electric switcher trucks that transport vehicle parts between adjacent build-

ings at the manufacturing site. Part of the pilot project involves a demonstration of the possibility for using electrified vehicle batteries as stationary power storage devices after their useful life as vehicle power sources is over.

Sustainable energy use Michigan Assembly will operate on a blend of renewable and conventional electricity. Renewable energy collected by the solar system will go into the plant's electrical distribution system to help provide power. When the plant is inactive, the collected solar energy will go into the Dynamic Power Resource storage system for later use, providing power during periods of insufficient or inconsistent sunlight.

"Xtreme Power is pleased to be a part of this groundbreaking project with two very progressive companies, Ford and DTE," stated Carlos Coe, CEO of Xtreme Power. "This installation demonstrates the versatility of our Dynamic Power Resource. We developed a new product size to operate in a new climate and programmed the controls for a new application for proven technology."

Michigan Assembly's energy storage system will be able to recharge from the smart grid during off-peak hours when energy is available at a lower cost. This in turn can provide inexpensive power during peak operating hours when the cost per kilowatt-hour is usually higher, and can help reduce peak demand on the grid.

"The Michigan Assembly Plant solar array builds on Ford's other renewable energy initiatives including geothermal energy in Ohio and wind energy in the U.K. and Belgium," said Donna Inch, chairman and CEO, Ford Land. "This is one more step in our journey toward sustainability."