

Students to Use GM Briefs In Car Design Competition

WARREN, Mich. – GM Design, the industry's first and largest global automotive design function, is inviting the design community to help kick-start the car design careers of eight students in North America by launching an interactive design competition today in collaboration with *Car Design News*.

The competition expands the community's role in the development stages of student entries as well as the judging process using social media tools and engagement.

The competition will consist of two phases and students are invited to design a car interior and a car exterior from briefs representing GM's four brands – Buick, Chevrolet, Cadillac and GMC.

The interior phase runs from now through June 30 and the exterior phase is open for entries from July 1 to Oct. 31.

Both GM Design and *Car Design News* see the combination of digital tools and the online community as playing a part in future car design.

"Feedback and interaction are a natural part of a designer's world, but this competition takes that to a whole new level," said David Lyon, GM North America executive director of interior design.

"The entire design community can help push and guide the creativity of the students, and I'm really excited to see what will result. This competition format keeps GM at the forefront of innovation in the design process."

The competition is open to students studying full-time at design schools in the U.S. and Canada who have at least one more semester to complete after the contest ends. Participants can be at any level, from undergraduate to doctoral, and from any design discipline or field, including architecture, product, industrial design and others.

Finalists will be invited to

an exhibition of their work and award ceremony at the North American International Auto Show (NAIAS) in Detroit in January, 2012. The eight winners will be selected by a team of judges representing GM Design and competition sponsor partners at Dassault Systems and Faurecia.

The judging team will serve as online mentors to the students and supplement the advice and guidance the students receive from the wider design community.

As an extension of their sponsorship, Faurecia will award a paid internship in one of their studios in Europe, Asia or North America, bringing the total number of winners to nine students.

During the competition, the students can display their inspiration and sketches – as well as shape and re-shape their entries – in an interactive process on a public website.

"Interactivity is the key," said Joe Simpson, an editor at *Car Design News* and jury member.

"We'd encourage students to upload their ideas, and invite the design community to provide feedback. The judging team will look for development of the design and community participation, as well as at the end result.

"The earlier the posting, the more feedback it can generate, the more serious the entry will be viewed."

Other judges include: Bryan Nesbitt, GM's executive director for North America Exterior Design and Global Architecture Strategy; Clay Dean, GM director of North America Advanced Design; Andreas Wlasak, vice president of Industrial Design at Faurecia; and Anne Asensio, vice president for Design Experience at Dassault Systems.

GM Design is busy these days as last week it also hosted a tour of architectural visitors interested in site folklore.

Investments Aid State's Growth—Stabenow

by Christine Snyder
Staff Reporter
Tech Center News

For many who look at Michigan's economy, there isn't much to envy. But U.S. Senator Debbie Stabenow said Michigan – and its automotive industry – should be held as examples of what the rest of the nation should be doing.

"We put our heads down . . . everybody made sacrifices. And – and this is a very big "and" – we made smart investments in innovations . . . to grow," said Stabenow to the Detroit Economic Club April 11 in Southfield.

Stabenow said there was more than a bridge loan to the government's investment in the automotive industry.

"We did things that were partnerships," said Stabenow, who gave as an example a loan program to upgrade older automotive plants.

"As a result, Ford has been able to retool its Wayne Plant to make the Ford Focus. It brings in new jobs and, as a result of that, jobs are coming back from Mexico."

She also pointed to the investment in advanced battery technology that has resulted in battery-related businesses springing up throughout the state as well as the successful Cash for Clunkers program as smart investments.

Michigan's manufacturing strength is rivaled by its agricultural industry.

"I always say you don't have an economy unless you make things or grow things," said Stabenow. "We grow things as well as make them here in Michigan. One out of every four jobs are in agriculture."

The automotive and agricultural industries in Michigan have always been interdependent, said Stabenow, go-

ing back to Henry Ford using soy beans for car parts during the Great Depression, thus creating a demand for a new crop.

"Even today, every Ford Focus has seats made from soy beans," said Stabenow. "The Chevy Volt has the same."

As oil prices rise, companies look at alternatives to petroleum-based products, said Stabenow.

"Biomaterials now can be used on every part in a car in place of petroleum."

There are also opportunities around biofuels. Michigan is home to companies working on the second generation of ethanol, which is made from non-food plants and waste products.

"We already see a reduction in foreign oil use because of biofuels," said Stabenow. "It has replaced 360 million barrels of petroleum."

Stabenow said as Michigan



PHOTO: JEFF KOWALSKY FOR DEC
Sen. Debbie Stabenow

recovers from the economic crisis, diversity and partnerships are important.

"It is important for us to look at all our opportunities."

Stabenow's talk to the Economic Club took place at the Westin Southfield.

Henry Ford Health System, WSU Team to Aid Training

DETROIT – Henry Ford Health System and Wayne State University have reached a new affiliation agreement designed to enhance clinical training of audiology students and better prepare them to provide high-quality hearing and balance care in Southeast Michigan.

The five-year contract creates an academic partnership between Wayne State's Department of Communication Sciences and Disorders and Henry Ford's Division of Audiology in the Department of Otolaryngology-Head and Neck Surgery. Discussions aimed at creating this partnership began in early 2010.

As part of the agreement, Wayne State students enrolled in the four-year Doctor of Audiology (Au.D.) program will have the opportunity to apply their classroom learning to patient care in their first year, as well as have formal clinical training at Henry

Ford Hospital during their second year in the program.

Through this enhanced program, Henry Ford also will arrange clinical placement opportunities for students at co-operating clinical facilities and hospitals throughout the country.

"The goal of this partnership is to raise the bar in terms of audiology clinical education and in doing so, attract some of the best and brightest students to the program," says Brad A. Stach, Ph.D., division head of Audiology at Henry Ford.

"This agreement will allow us to guarantee exceptional levels of clinical training to our Au.D. students throughout their degree program," said Jean E. Andruski, Ph.D., Chair of the Department of Communication Science and Disorders at Wayne State.

The agreement also calls for the two sides to collaborate in the design, develop-

ment and staffing of a University Audiology Clinic in an existing facility on Wayne State's campus.

The on-campus clinic, funded in part by the Carls Foundation, will offer first-year students clinical experience, under the supervision of Henry Ford audiology staff.

Wayne State currently has 40 audiology students enrolled in its four-year degree program – 10 students for each year of the program.

Under the new agreement, students will be trained by Henry Ford experts to evaluate and manage hearing and balance problems in newborns, children and adults. Students also will have a very diverse audiology training experience at Henry Ford, from hearing aids and cochlear implant evaluations to infant hearing screenings and tinnitus management.

Each year, Henry Ford's Division of Audiology manages more than 15,000 patient visits, including audiometric evaluations, auditory evoked potential examinations, balance function tests, and hearing aid fitting and dispensing.

"I chose Wayne State largely due to its deeply-rooted relationship with the Detroit-area medical community, and to have such an outstanding hospital as Henry Ford take this momentous and groundbreaking step in advancing the program and fostering my education is remarkable," says Wayne State audiology student Tim Maxwell, who is in his first year of the Au.D. program.

"One of our unique features is that we have otolaryngologists and audiologists working side-by-side to provide the best in patient care," says Kathleen L. Yaremchuk, M.D., chair of the Department of

Otolaryngology-Head and Neck Surgery at Henry Ford. "For Wayne State students, that translates into a diverse learning experience and the opportunity to see first-hand the multidisciplinary nature of their specialty at one of the nation's leading academic health centers."

"This partnership provides students in the College of Liberal Arts and Sciences a terrific chance to acquire state-of-the-art clinical training at a world-class hospital from the very beginning of their Doctor of Audiology program," says Robert Thomas, Dean of the College of Liberal Arts and Sciences at Wayne State.

Several Henry Ford audiologists have faculty appointments in the Department of Communication Sciences and Disorders at Wayne State, and many Henry Ford research scientists and teaching physicians have faculty appointments in the Wayne State School of Medicine through previous agreements.

In December 2010, Henry Ford and Wayne State's School of Medicine signed a five-year affiliation to increase the number of Wayne State medical students training in Henry Ford facilities. This agreement encourages more collaborative research, co-brands some physician residency and fellowship programs, and explores the creation of a school of public health and seeks efficiencies through programmatic integration.

To learn more about the Department of Communication Science and Disorders at Wayne State University, visit www.clas.wayne.edu/csd.

More information about Henry Ford's Division of Audiology is available online at <http://www.henryford.com>.

Cold War: US vs. USSR, UN, U2, NATO, CIA Intrigue

by Gerald Scott
Editor
U.S. Auto Scene

It seems the Cold War was pretty hot after all.

We remember the Eisenhower post-war years of the 1950s as sort of America in a bucolic retreat from the miseries of the world, but it turns out the miseries weren't far behind.

The Cold War, one expert said, was hotter than we choose to remember.

Dr. Chester Pach gave a talk entitled, "Duck and Cover: Eisenhower, the Cold War and the Atomic Bomb in the 1950s" at the Lorenzo Cultural Center in Clinton Township the other day and Pach effectively threw a pail of water on the notion of the bucolic 1950s in America.

"Eisenhower was an American hero, he commanded the D-Day forces . . . in 1950, he went back to Europe again as the first commander of the North Atlantic Treaty Organization – NATO," said Pach, himself an expert on the Ike era and a professor in the History Department of Ohio University.

"And in 1952, he was the Republican nominee for president. He was quite popular in the day, as exemplified by the slogan ('I Like Ike')."

The bucolic Ike years quickly gave way to Cold War fears as the Soviet Union exploded its first atomic bomb in 1949 and its first hydrogen bomb in 1952. Stalin still led the Soviet Union, the communists had taken over "Red China" and U.S. and UN troops were involved in fighting the Korean War.

"In the early 1950s, the Soviet Union seemed to be a formidable foe – it had large armies, it tested its first atomic bomb in 1949 and it had global ambitions. Its leader, Stalin, predicted that socialism would one day rule the world."

Enter the word, "containment," into the lexicon – U.S. foreign policy and military budgets would then grow to contain Soviet communism from advancing around the Europe – this as the U.S. spent billions on the Marshall Plan rebuilding Western Europe

following the devastation of World War II on the continent.

"Containment was costly," Pach said. "More than 50,000 Americans died in the Korean War and the Marshall Plan during its first year alone amounted to more than 10 percent of the entire federal budget. We know that today, we spend about 1.6 percent of our national budget on foreign aid, so the Marshall Plan was a tremendous undertaking at the time."

Pach saw much of the 1950s in the U.S. as being consumed by containment – stoked by Cold War fears, the threat of the atomic bomb and so forth. He pointed out that, by the end of the Korean War, in 1953, the U.S. military budget had quadrupled and the U.S. was spending more on the war than it did in the entire federal budget of 1950, just prior to the war's start.

"When Eisenhower became president, Americans for the first time were facing the possibility of atomic strikes on their cities – on New York, or San Francisco, or Detroit," Pach said.

"Eisenhower was deter-

mined to wage the Cold War vigorously, but he was also keenly aware of the dangers of the atomic age.

"He was concerned about the spiraling costs of national security and he came to believe that a nuclear war was unwinnable . . . his efforts help us understand the difficulties and dangers of the Cold War in the 1950s – a time when Americans first learned to duck and cover."

Duck and Cover was an actual federal government catchphrase to teach school students what to do in the event of a nuclear attack – most Baby Boomers today remember doing those "duck and cover" drills in their public school classrooms in that era to prepare for a Soviet nuclear strike on their cities.

School-age kids all learned to, quite literally, duck under their desks and cover their heads.

The 1950s overlapped into the early 1960s and Eisenhower and Khrushchev of the Soviet Union were supposed to have a peace parley in Paris in May of 1960.

But, thanks to the CIA run-

ning one last U2 spy flight over the Soviet Union, talk of the conference ended as the plane was shot down and its captured pilot, Francis Gary Powers, became the most famous "war prisoner" in the world.

"Eisenhower relied more and more on covert action during the Cold War to achieve his ends," Pach said.

"(He) placed greater reliance on nuclear weapons. Armies and navies are expensive – it costs a lot to keep 2.0 to 2.5 million soldiers, seamen and airmen ready for action.

"Under the new look, nuclear weapons were supposed to be as available for use as any other munition. The number of U.S. nuclear weapons increased dramatically in Eisenhower's presidency, rising from 1,000 in 1953 to about 18,000 at the time Eisenhower left the White House."

All of that, as much as the growth of suburbia, hula-hoops and the opening of Disneyland, was what the 1950s were about to most Americans, according to his talk.



PHOTO: GERALD SCOTT

The Cold War/Atomic Bomb display at the Lorenzo Cultural Center's 1950s history exhibit is a harsh reminder of the dangers that the post-war generation went through.