

U.S. Travel Industry Eyes 1.3 Million New Jobs

WASHINGTON, D.C. – Last week, the U.S. Travel Association unveiled a plan to create 1.3 million U.S. jobs and add \$859 billion to the U.S. economy by 2020 by reforming an antiquated visa process that often drives international travelers to other countries.

The heart of U.S. Travel's plan is to increase staffing, reduce visa interview wait times and expand the Visa Waiver Program.

"As a nation, we're putting up a 'keep out' sign," said Roger Dow, president and CEO of the U.S. Travel Association.

"The United States imposes unnecessary barriers on international visitors, and that inhibits our economic growth. If we institute a smarter visa policy, we can create 1.3 million U.S. jobs."

By failing to keep pace with the growth in global, long-haul international travel between 2000 and 2010, the U.S. effectively lost the opportunity to welcome 78 million more visitors and generate \$606 billion in direct and downstream spending – enough to support more than 467,000 additional

U.S. jobs annually over this same time period.

U.S. Travel's report, "Ready for Takeoff: A Plan to Create 1.3 Million U.S. Jobs by Welcoming Millions of International Travelers," is the first comprehensive review of the negative impact that inefficient and unpredictable U.S. visitor visa and entry processes have on U.S. jobs, economic growth and exports.

The report documents that travel is America's largest industry export sector, and the easiest export sector to expand, since the barriers to increased international visitation to the U.S. are largely self-imposed.

Additionally, the report shows how common sense reforms that are relatively easy to implement could create 1.3 million more U.S. jobs and add \$859 billion to the U.S. economy by 2020 – all with little or no cost to taxpayers.

The report's comprehensive, four-step plan will the U.S. achieve its goal of becoming more competitive in the global travel market, which in turn will expand U.S. exports.

SAE Publishes New Book

WARRENDALE, Pa. – SAE International recently published "Brake NVH: Testing and Measurements," a book by Dr. James K. Thompson, which provides readers with a fundamental understanding of current practices for measuring and testing brake noise, vibration and harshness.

From coverage of basic definitions and concepts to in-depth analysis of on-road testing procedures, it will serve as a comprehensive reference guide for auto industry brake technicians, test engineers, lab managers, and other who work on making brakes quieter, smoother, more refined, and more reliable.

Meanwhile, with auto consumers increasingly emphasizing a quiet and refined ride, mobility professionals must be aware of the negative effects that factors like brake noise and vibration issues can have on a vehicle.

These issues are extensively discussed in the new book.

In addition, "Brake NVH: Testing and Measurements" discusses several major topics in the field, including common brake noise and vibration issues, instrumentation, transducers, and other technical details, measurement practice for laboratory and on-road testing, brake pad damping and natural frequen-

cies and current trends in brake noise and vibration measurements.

SAE International says that this book will be of use to mobility professionals, particularly automotive engineers, lab managers, and executives in the greater auto industry.

The book also will be of particular interest to professors and students who wish to effectively understand the current trends in the field.

Note that Dr. Thompson has more than 35 years of experience in the fields of NVH, finite element analysis, experimental mechanics and testing.

He was the executive director of sales, marketing, and NVH at Link Engineering Co. and served as a consultant on brake issues to OEMs and Tier 1 and 2 suppliers.

Thompson also chairs the International Brake NVH Standards Committee and the SAE Noise and Vibration Conference. He developed SAE's NVH brake course, which he has taught for five years now.

SAE International says it publishes a series of books and periodicals to keep its members on the leading edge of transportation engineering and research. "Brake NVH" is among the latest published and intended to be of interest to a global auto-engineering community.

Ford Minority Purchases Reported Up in 2010

CONTINUED FROM PAGE 1

director, Supplier Diversity Development.

"At Ford, we are strongly committed to maintaining qualified and certified minority- and women-owned businesses."

Developing the next generation of diverse business leaders is an important part of a healthy, diverse supplier network.

As part of this week's Michigan Minority Procurement Conference at Cobo Conference Center in Detroit, Ford and the Michigan Minority Supplier Development Council (MMSDC) are sponsoring the MMSDC Ford Diversity Internship Program.

More than 70 high school juniors and seniors from schools throughout Metro Detroit are interviewing with minority- and women-owned businesses that will provide internships and mentoring to more than 20 students this summer.

"This is an opportunity to match some of the best and brightest high school juniors and seniors throughout Metro Detroit with minority- and women-owned companies," said Preston.

"These students represent the next generation of diverse business leaders who have the potential to significantly impact the future of our state, nation and the global economy."



The 2012 Ford Focus is the "focus" of Ford's presence at this year's "Ford's Arts, Beats & Eats."

Focus to Shine at Arts, Beats and Eats

by Christine Snyder
Staff Reporter
Tech Center News

Ford Motor Company has put the focus on its Focus as title sponsor for this year's "Ford Arts, Beats & Eats" in Royal Oak.

Last year as sponsor of the arts and food festival in downtown Royal Oak, Ford highlighted its new Ford Fiesta. This year, the spotlight will be on the 2012 Ford Focus.

Mike O'Brien, Detroit regional sales manager, Ford Great Lakes Sales Division, said Ford's sponsorship paid off for the automaker in real sales last year, something it hopes to duplicate.

"We generated 14,000 leads directly from this event and there appears 282 sales came directly from this event," said O'Brien at the press conference announcing the upcoming festival which will take place Labor Day weekend September 2-5.

"We think it goes beyond that though," said O'Brien. "We exposed so many customers who were able to interact with our vehicles that long term it will mean a better return on our investment."

O'Brien said Ford's sponsorship is more than making profits for itself though.

"Our marketing dollars are very precious these days and we want to put into our community and have an opportunity to interact with our customers as well as support local charities," said O'Brien. "Ford Arts, Beats & Eats is the best way to do that, so we're back for the second year as title sponsor."

"Ford dealers have a tradition of giving back," agreed Pat Scoggin, chairman of the Ford Dealer Advertising Fund. "That's the overriding reason we're the title sponsor at this event."

Last year, the event had an economic impact of \$15 million and \$39 million on the

city of Royal Oak and the metro Detroit region respectively. It brought in \$351,000 to charitable organizations.

This year Ford will bring back its "Drive One Tour," an interactive display of its vehicles with games for participants to win prizes.

One game is set up inside the Focus itself. "You win prizes playing that but in addition to that you learn the Focus gets 40 mpg highway which we think is particularly important in today's economy," said O'Brien.

Ford will also have demonstrations and displays of new technologies and features such as "My Touch Ford" and EcoBoost engines.

Finally, a ride and drive will give attendees a chance to test drive the Focus as well as the new model Explorer, Edge and F150 vehicles. "It's a great way for people to see, feel and touch our products," said O'Brien.

The Ford Focus is the sponsor of the alternative music stage this year.

This the 14th year for the festival and the second in Royal Oak. The festival had additional costs of \$600,000 when it moved it from Pontiac. Last year 400,000 attended.

"We had no idea it was going to be as successful as it was," said L. Brooks Patterson, who added the organiz-

ers are tweaking it to better accommodate the crowds. "It's going to be bigger and better than ever. It will be the largest food fair in the United States."

Royal Oak Mayor Jim Ellison announced the expansion of the perimeters of the festival this year, which will include additional entryways; a new and 11th stage and room for 25 additional artists.

Patterson said the festival has extended its lease with the City of Royal Oak to 2015.

For years, Arts, Beats and Eats was held in Pontiac but it gained a much hire regional profile and reputation when it moved to downtown Royal Oak just last year.

Edsel Ford High School Booster Club Benefits from Ride-and-Drive Event

CONTINUED FROM PAGE 1

come out of Truck I've been part of," Micallef said of his clay modeling work at Ford. This December will be 20 years of work at Ford for him.

"I'd say probably 97 percent of our work is still clay. We start with computer-generated renderings, computer-generated model, from there we go out onto the floor.

"By the time we get to the floor, all the homework is done, now we just have to 'bring the love' to make it look good. I'm basically with exteriors."

He does a good job of bringing the love to Edsel Ford High School

Micallef said that the EFHS principal works out at the same fitness facility as Bob Wheat, general manager of Village Ford in Dearborn and that's how it all got started.

Wheat and his sales staff were on hand in the EFHS parking lot making sure all test-drivers had their licenses in order and otherwise



PHOTO: GERALD SCOTT

Sales staff from Village Ford dealership await the next customer to test-drive the Edge at the Edsel Ford High School ride-and-drive event in the school parking lot last week.

had safe 10-minute, new car test-drives accompanied by dealership staff.

"We held the event on the day of the track meet against Dearborn – we're hoping

some of the Dearborn High parents drive our cars, too," Micallef said.

Village Ford also hosted a kickoff event for the 2012 Focus at the dealership May 12.

Motown Museum Debuts New Marvin Gaye Exhibit

By JEFF KAROUB
Associated Press

DETROIT (AP) – The Motown Historical Museum is celebrating the life and times, as well as the moves and grooves, of Marvin Gaye.

The Detroit museum, located in the original home of Motown Records Corp., has unveiled an exhibit chronicling the legendary artist's two decades at Motown, from 1960 to 1982. The exhibit in the second-floor gallery opened May 6 and runs through at least September.

It's the first time the museum has produced a major exhibit on Gaye, and follows a successful installation on the Jackson 5 last year that marked the one-year anniversary of the death of Michael Jackson.

The largely chronological exhibit features Gaye's album

covers, sheet music, costumes from concerts and even a Marvin Gaye Way street sign from Washington, D.C., the hometown of the man born Marvin Pentz Gay Jr. in 1939 and fatally shot by his father in 1984 after a violent argument.

Chief curator Lina Stephens said the museum had been planning a Gaye exhibit for a while but Jackson's death "shifted a lot of things" around. One thing is clear: Gaye's exhibit has many more items and artifacts because of his lengthy tenure with the label.

"He was a good artist to focus on because he was here since just about the beginning," Stephens said. "It's easy to incorporate his story line."

The display spans the career of a man who helped create, refine and redefine the

sound of the label and popular music itself, including playing piano and drums on "Please Mister Postman," singing the chart-topping smash "I Heard it Through the Grapevine," and tackling political and environmental concerns with "What's Going On" and "Mercy Mercy Me (The Ecology)."

"He started out singing songs he thought he wanted to sing," Janis Gaye, Gaye's ex-wife, told The Associated Press by phone from her home in Providence, R.I.

"When he hit 'What's Going On' and started having his own voice in every way – arrangements, lyrically and spiritually – that opened a whole new door for him."

Janis Gaye, who was with Marvin Gaye for 11 years and married to him from 1977 to 1981, said she has been talking to museum officials about

the exhibit and hopes to loan a few signature items, such as his Grammy awards and silver platform boots she designed for him.

She said she took his "everyday boots" and had rhinestones and platforms put on them.

They later became synonymous with Gaye, appearing on album covers and a magazine spread.

The boots were "one staple he really did love," Janis Gaye said, and they will be difficult to part with – even temporarily.

"I told (museum officials) I may have to sleep there for the next nine months," she said.

The exhibit includes an early single by Gaye on Motown's subsidiary label, Anna, named for Motown founder Berry Gordy's sister – the woman who became Gaye's first wife.

HFCC Graduation Honors Rep. Dingell

CONTINUED FROM PAGE 1

Award. He is a 1977 HFCC graduate and branch manager at W.W. Grainger Inc. in Romulus, Mich.

He was one of the first students at HFCC to win a Grainger Foundation Grant to support his academic studies. To help today's students achieve career and educational success, he continues to serve in Grainger's Tools for Tomorrow Scholarship Program.

The College says it takes great pride in the annual commencement ceremony, which marks a critical point in the academic careers and lives of all students. Many students must

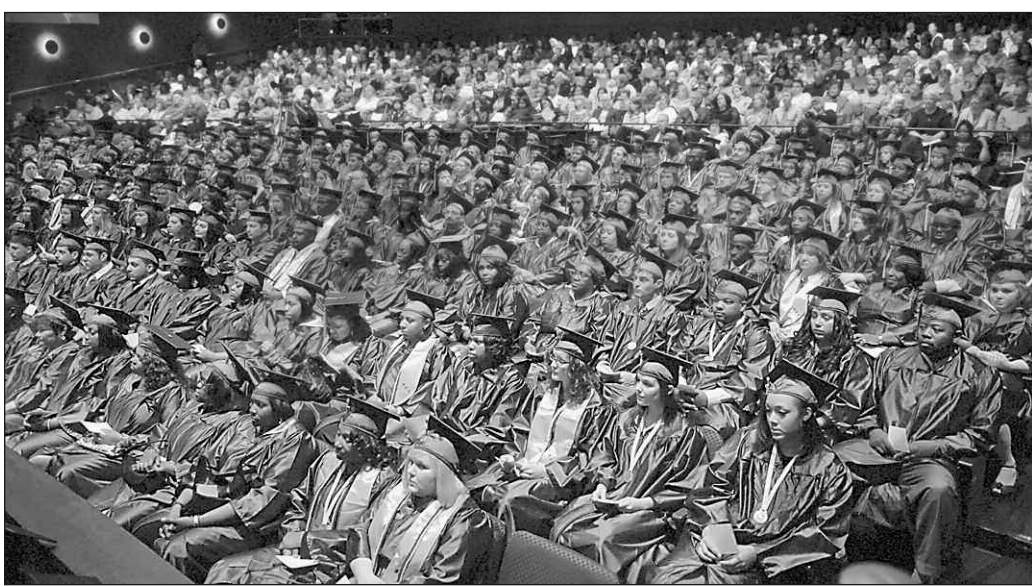
juggle responsibilities as students, parents and employees while working toward a brighter future through higher education. Committed to student success, HFCC works to assist all students in achieving their life goals.

HFCC further says continues to represent an exceptional gateway to higher education for thousands of students each year. With more than 100 focused programs, support programs, dedicated faculty and staff, many HFCC graduates transition into high-paying careers or move on to four-year institutions where they complete their undergraduate degrees.

Henry Ford Community College in Dearborn is a comprehensive public community college serving about 19,000 students each fall and winter semester in southeast Michigan.

HFCC is dedicated to preparing people for a rapidly changing world and workplace by offering more than 100 associate's degree university transfer and career programs.

Henry Ford Community College officials said they remain committed to providing their students with a quality, meaningful, useful education that can be applied to solve the problems of the world, whether in Dearborn or overseas, they promote a useful degree.



Thousands of family and friends gathered on a bright sunny day at the Ford Community and Performing Arts Center to watch graduates receive their degrees and certificates.