

Taubman Commits \$11 Million to LTU

SOUTHFIELD – Lawrence Tech University continues to grow and grow and grow.

Most recently, prominent philanthropist A. Alfred Taubman is committing \$11 million to Lawrence Technological University for the construction of a new building that will be the centerpiece of the A. Alfred Taubman Engineering, Architecture and Life Sciences Complex.

Taubman, who studied architecture at Lawrence Tech in the 1940s, joined Lawrence Tech President Lewis Walker in announcing the plans for the new building last Wednesday in the University's A. Alfred Taubman Student Services Center.

Taubman's gift to support the construction of the new building comes in two parts:

- \$1 million to cover planning and development efforts associated with the construction of the building.

- \$10 million for the A. Alfred Taubman Challenge Grant that must be matched by \$20 million in new contributions for the construction of the building within three years.

Construction is expected to begin in about 24 months and cost \$55 million for a structure of 100,000 to 125,000 square feet.

"With Mr. Taubman's generous support, we will be able to move forward with expanding and enhancing Lawrence Tech's academic programs in engineering, architecture and life sciences," Walker said.

"This new building will greatly improve our facilities and open up new opportunities for faculty and students."

Commenting on his support, Taubman said, "Lawrence Tech made a big difference in my life, as it has for generations of young people working to build successful careers and fulfilling lives."

"I am immensely proud of my Lawrence Tech affiliation, and am delighted to provide support for the exciting new Engineering, Architecture and Life Sciences Complex."

"I join Dr. Walker in encouraging all friends of Lawrence Tech to add their contributions to make sure this amaz-

ing new facility becomes a reality."

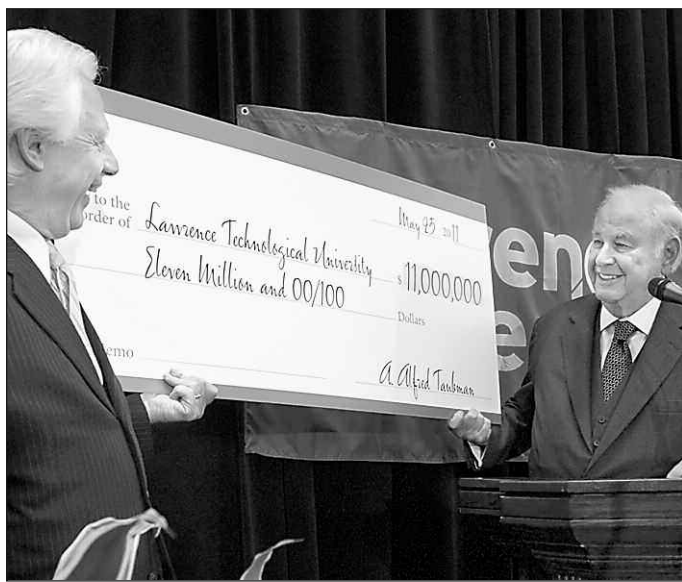
The combined gift is one of the largest to date for Lawrence Tech's "Proud Heritage, Bold Future" capital campaign, which has raised \$65 million of the overall goal of \$75 million to \$100 million by 2014.

The new combined gift puts Taubman among the private university's largest contributors. He provided the lead gift for the student services center that opened in 2006, and his total support would surpass \$15 million with the successful completion of the challenge grant.

Taubman's support for the university has taken many forms. In 2009, he donated an imposing sculpture by Beverly Pepper, "Ockham's Wedge," that sits at the center of the quadrangle. Last year, he was named affiliate professor and taught the course, "Real Estate Practice: Land Development."

Although no final decisions have been made, the most likely site for the new building is the open corner of the campus quadrangle between the Science Building and the Engineering Building. The new building could connect the two existing buildings.

"Such a physical connec-



Lawrence Tech President Lewis Walker, left, accepts a check from A. Alfred Taubman representing an \$11 million commitment for the construction of a new building on the university's Southfield campus.

tion between the College of Arts and Sciences with the College of Engineering would mirror the growing importance of interdisciplinary studies at Lawrence Tech," Walker said. "Mr. Taubman's commitment makes those ties even stronger."

The new building and the existing Engineering Building will be integrated to form the new Taubman Complex.

The combined structure would also provide additional space for the College of Architecture and Design and growing biomedical programs within the College of Arts and Sciences.

Lawrence Technological University, www.ltu.edu, offers more than 100 undergraduate, master's and doctoral degree programs in the Colleges of Architecture and Design, Arts and Sciences, Engineering and Management.

The school also has a recently transportation design program installed.

Founded in 1932, the 4,500-student, private university pioneered evening classes and today has a growing number of weekend and online programs.

Lawrence Tech's 102-acre campus is in Southfield, and programs are also offered in Detroit, Lansing, Petoskey, Traverse City and Toronto.

State's Tourism Increased \$2B in 2010

by Christine Snyder
Staff Reporter
Tech Center News

Cold, dangerous and inhospitable. These were the perceptions of Michigan that Travel Michigan had to combat to promote tourism to the state.

On the one hand, said David Lorenz, manager of public and industry relations for Travel Michigan, many people think the whole state is Detroit – the bad Detroit of 1960s newsreels.

On the other hand, as he quoted survey research, "Michigan is like Alaska but a lot closer."

"If you really look at that (quote)," said Lorenz, speaking to the Sterling Heights Regional Chamber of Commerce May 25, "it's a perception of wilderness, outdoor activities. We have that."

From there, the Pure Michigan campaign built its foundation on Michigan's natural beauty, with the extra bonus of unique urban experiences such as museums and ball games thrown in.

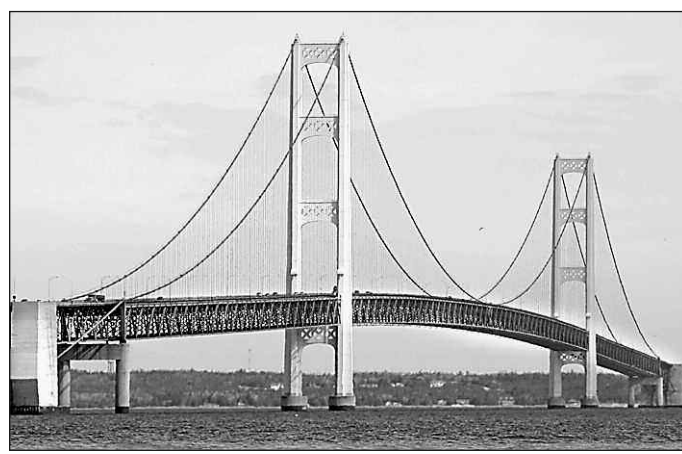
"What we have that Alaska doesn't is they don't have any true urban environments," said Lorenz. "Where else can you fly fish in an urban setting?" he asked, referring to Grand Rapids.

"You go to Disney World, I've got news folks, those aren't real places," said Lorenz. "We have Detroit and Motown Hitsville U.S.A. We have Mackinac Island. Mackinac Island is not Disney World. It's a real place where real people live."

Still, Lorenz said he understands it begs the question why – when Michigan has been hardest hit by the economic recession – are we investing in tourism of all things?

The answer is simple, said Lorenz. "This industry has the greatest growth of any sector in Michigan."

Lorenz released the results of D.K. Shifflet & Associates' national tourism survey. It indicated that tourism spending in Michigan increased \$2 billion last year, the biggest



Tourism was enhanced across Michigan when the Mackinac Bridge first opened to commercial traffic back in 1957, thus uniting the upper and lower peninsulas for the first time.

growth spurt ever.

Even more importantly, Lorenz said 51 percent of those visiting Michigan for pleasure were from out of state, a change from traditional in-state tourism. "We have been dependent on Michigan residents going up north for vacation."

That's exciting news for Lorenz, because it means the Pure Michigan national campaign is working.

Travel Michigan spent \$42 million on out-of-state ads from 2006 to 2010.

To the consternation of Illinois tourism professionals, it wasn't uncommon to see "Your trip begins at Michigan.org" emblazoned on a Chicago bus.

The frequently spoofed and critically acclaimed campaign depicting a unique and serene Michigan motivated 7.2 million people to make trips to Michigan. Chicago tourists made up the most frequent visitors, followed by St. Louis.

Lorenz said for every dollar spent on the campaign, it came back more than threefold in tourism dollars.

Pure Michigan has three national partners, the Henry Ford museum, Mackinac Island and Traverse City. It has 27 regional partners.

Governor Granholm was a supporter of the campaign and Lorenz said new Governor Snyder will continue that support.

"He is a businessman and sees the numbers," said

Lorenz who said the campaign has a budget of \$25 million this year. "The genius of this governor is he has a multi-year budget so we can plan in advance."

Lorenz said Pure Michigan will be increasing its cable presence and the governor expressed interest in incorporating the Pure Michigan brand in a number of ways.

The vision, said Lorenz, is to have Michigan recognized as a top vacation spot. "Momentum is continuing."

Officials said that Michigan offers a surprisingly broad vista of tourist attractions for visitors to enjoy – and that not everything worthwhile for out-of-state visitors, especially, is located in metro Detroit.

On the one hand, metro Detroit does have a lot to offer in the way of The Henry Ford, Motown Museum, Walter P. Chrysler Museum and more for visitors to enjoy.

But we sometimes forget that Grand Rapids, for example, has become a jewel with a whole series of recently new museums and other attractions on the city's riverfront.

And Lansing has the State Capitol, minor league baseball, the Oldsmobile Museum and all the resources of Michigan State University.

And all of northern Michigan has the state's best outdoor attractions such as kayaking and canoeing on pristine rivers, much less fishing, snowmobiling, camping and more.

Atlanta Streetcars to be Built by Siemens in U.S.

ATLANTA – Siemens Industry, Inc. has been awarded a \$17.2 million contract from Metropolitan Atlanta Rapid Transit Authority (MARTA), on behalf of the City of Atlanta and the Atlanta Downtown Improvement District, to provide Atlanta with four new streetcars.

The first car is expected to be delivered in September 2012 with revenue service beginning in early 2013. These will be the first streetcars in Atlanta since 1949 and will mark Siemens' entry into the streetcar market in the United States.

"The Atlanta Streetcar project will keep the City of Atlanta competitive with other cities by improving our transit connectivity, boosting our tourism industry, helping local businesses, and building a more sustainable future," Mayor Kasim Reed said.

"Our agreement with Siemens will ensure that we have modern, world-class vehicles along the route to serve Atlanta residents and visitors for years to come."

The streetcars will be built at Siemens' railcar and locomotive plant in Sacramento, Calif., an operation powered

primarily by two megawatts of solar energy. Additionally, major components including the propulsion system will be built at a Siemens manufacturing facility in the metro-Atlanta suburb of Alpharetta.

"An investment in the core of the city, in Downtown Atlanta, is good for all of the metropolitan area," said Craig Jones, executive vice president and chief investment officer with Cousins Properties, Inc.

"In just four years, we've seen a complete transformation in One-Ninety-One Peachtree Tower, as well as along the rest of the Peachtree corridor with new restaurants, retail, office, tenants and now the Atlanta Streetcar. We're proud to be a part of this resurgence."

Streetcars are part of the first phase of Atlanta's project to create a comprehensive, regional streetcar and light rail transit system.

The streetcars will initially run in a loop, bridging the gap between east and west downtown that was formed by the development of the I-75/85 connector.

The new system will provide connectivity for the core

of downtown Atlanta, improving accessibility to key business destinations and event venues. The system will also serve as the catalyst for transit-oriented development within the loop.

"Siemens is a firm with a proven track record and an exceptional product," said Dr. Beverly A. Scott, general manager and CEO, MARTA.

"At MARTA, it is exciting to work with our partners to introduce this new generation of modern, low-floor rail transit to the greater Atlanta region."

"This streetcar starter line serves the historic Martin Luther King Center and connects to MARTA and the heart of the Capital city at Peachtree Center."

The four new streetcars are based on the Siemens S70 light rail vehicle platform, which was designed in the United States and is in operation in cities such as Houston, Charlotte, San Diego, Portland and Salt Lake City.

The streetcars were purchased through an existing contract with the Utah Transit Authority and will be customized to meet Atlanta's operating environment. The

streetcars are fully upgradeable for future light rail operation as the regional system grows.

"The Siemens S70 streetcar was designed for and will be built right here in the United States," said Daryl Dulaney, president and CEO of Siemens Industry, Inc.

"We look forward to working with the city of Atlanta to provide a safe, efficient and versatile means to connect within the city that will help residents and visitors get where they need to go now and in the future."



German industrial giant Siemens will be providing the new streetcars for Atlanta's light rail system. The streetcars will be built at Siemens operations in California and Georgia.

'Jaws of Life' Wrestles with Stronger Materials Being Built Into New Cars

RACINE, Wis. (AP) – If you were trapped in your car after an accident, firefighters used to make a few cuts in your car's frame, lift the roof off and get you out.

But as newer vehicles, especially hybrids, populate roadways, it's no longer so easy for firefighters to extricate people. New car designs mean high voltage electric cables and undeployed air bags can be hiding in car frames and harm firefighters when they go to make those formerly relatively simple cuts.

So area firefighters are getting extra training so they know where and when to cut on different vehicles. The training should keep them and car accident victims safer.

"The biggest concern for us is: How do we safely cut a victim out of a car and how can my guys do it safely without becoming a victim themselves?" said Jeff Saunders, division chief of training for the Racine Fire Department.

With those concerns in mind, Saunders recently organized training sessions for Racine, Caledonia and South Shore firefighters at the Racine Fire Department headquarters, 810 Eighth St. At least 180 firefighters have received the training, the first of its kind locally, Saunders said. The training focused prima-

rily on air bags and hybrid cars, which both can pose problems for firefighters arriving on accident scenes and needing to quickly extricate trapped motorists by cutting into the vehicle.

"In a normal car you have a 12-volt battery. If you cut through that nothing would happen. If we cut through the 600-volt cable (in a hybrid) we could seriously injure a firefighter with electrical shock," Saunders said. "You could kill a firefighter with volts like that."

So firefighters were trained to identify where hybrid cars' cables typically are hidden under car frames. They were also trained to successfully shut off a hybrid car's power, waiting the appropriate amount of time it takes for the car to fully "de-energize" so it's safe to work on.

"It's not a matter of flipping a switch and all of a sudden it's dead," Saunders explained. "You have a period it takes to de-energize. Say a Ford takes 10 minutes and Chevy might be 15 and you have an Audi that's 30 minutes. You would have to know for each car."

That's why fire trucks will now carry emergency response manuals for hybrid cars, Saunders said.

Firefighters were also trained on air bags, which are

increasingly found all over a car, from in the steering wheel to inside panels and even between seats. If an air bag is not deployed in a crash and a firefighter cuts through the air bag's inflation cylinder, it can explode, blowing a hole in the car and sending metal and even people flying, Saunders said.

Firefighters were trained on types of air bags and how to spot them to avoid explosion or injury.

The training was done by Butch Lysholm, owner of Occupational Automotive Industry Related Education, a Minnesota-based company that does automotive safety training around the country for accident first responders like firefighters.

Lysholm said firefighter injuries from air bags or hybrid cables are rare but can be deadly. No such injuries have happened yet in the Racine area and Saunders said he hopes the training keeps it that way.

Chevrolet, for one, has had its safety experts touring the country, talking to first-responders about how to treat the new Volt when they deal with it in a car accident.

The Volt has high-strength steels in it that often are tougher than the devices the responders use to pry it apart.

AAA Expects 8.7M Stranded on Roads

ORLANDO, Fla. – The summer travel season kicks off with the ongoing Memorial Day holiday weekend, of course, and AAA estimates that it will actually come to the rescue of 8.7 million stranded motorists between Memorial Day and Labor Day.

"More than 30 million Americans are expected to take road trips during the Memorial Day holiday weekend and, unfortunately, many of them will end up stranded by the roadway," said John Nielsen, AAA Director of Auto Repair, Buying Services and Consumer Information.

"However, there are three easy maintenance tasks any driver can perform to reduce their chances of becoming stranded, improve the safety of their road trip and even save a little money."

The three maintenance tasks AAA recommends to all motorists to perform before hitting the road on a summer trip include inspecting checking all five tires (including the spare in the trunk), checking and cleaning the car battery cables and replacing the windshield wipers.

Note that AAA further estimates that it will assist nearly 1.7 million motorists with dead batteries during the summer driving season – replacing nearly 700,000 batteries at the roadside.

Summer heat breaks down car batteries internally and accelerates the rate of corrosion on the vehicle's battery terminals. Both conditions can lead to insufficient electrical power being available, and leave a motorist stranded without warning.

Depending on local climate and vehicle usage patterns, most car batteries have a three-to-five year service life. If a battery is nearing the end of its lifecycle, have it tested at an AAA-approved auto repair shop or by the AAA Mobile Battery Service to determine if replacing the battery prior to your road trip might be a good idea.

If it's time to replace a car's battery, AAA members can get a quote on a replacement battery while on the go on their cell phone with the corresponding roadside app.

Also, AAA says, check the windshield washer fluid reservoir monthly or more often if the washers are used frequently. Top it off with a fluid that promises to aid in the removal of insects and other debris that might accumulate.