

Hundreds Turn Out for Thanksgiving Parade Preview Party

STORY AND PHOTOS
BY GERALD SCOTT

One of the cooler aspects of the America's Thanksgiving Parade is that young people get to participate by designing new parade floats.

Such was the case on Oct. 19, when Art Van Furniture's new parade float was unveiled at the Parade Co.'s first open house to remind locals that the annual Thanksgiving Parade down Woodward Ave. is only a month away now.

The new Art Van Furniture "Be What You Dream to Be" float, the first of four new floats this parade season, was officially unveiled by the Parade Co. at the 2011 Parade Preview Party.

Hundreds turned out to check out the new Art Van float and by coincidence, the Warren-based furniture retailer's new ride was designed by a local woman who recently graduated from Warren Mott High School and is now a student at Macomb College.

Art Van Elslander presented Mott graduate and MCC student Holly Yusko with a \$2,500 scholarship while the Mott principal received a separate \$2,500 donation for her high school's Art or English Department.

The new float's theme was inspired through an essay contest for Michigan high school students and will be one of the largest floats to appear in the 85th America's Thanksgiving Parade on Thursday, Nov. 24.

"Out of all the floats and balloons Art Van Furniture has commissioned over the years, I am most excited about this year's new float because we were able to involve and engage local students through our contest," said Art Van Elslander, founder and chairman of Art Van Furniture.

"This year, we were able to not only support The Parade Company and a beloved tradition, but also provide financial support to a well-deserving student and school."

Earlier this year, Art Van Furniture and The Parade Co. launched the contest for Michigan high school students, encouraging them to submit their ideas for Art Van Furniture's new float concept for the pending 2011 parade.

The students were asked to research Art Van Furniture's company values and mission and then develop a float concept based on them, creatively exemplifying how this message relates to the Parade and the spirit of the ongoing Art Van Furniture and Parade Co.

partnership.

"Art Van's commitment to America's Thanksgiving Parade has been unmatched over the last 22 years," said Tony Michaels, president & CEO, the Parade Co.

"From his major financial commitment in 1990 to help keep the Parade afloat to commissioning more than a dozen new floats, balloons and props over the years, including this year's new float, Art Van Furniture has always been an essential part of the Parade."

Meanwhile, the Preview Party was actually the first time that student design winner Holly Yusko and her family got to see the actual float, something she described as "beautiful."

The float is approximately 100 feet long with the most consecutive sections (four) of any such float in the Parade. There's a little girl dreaming in her bed as the signature design on the float and the size of the little girl's bed is the equivalent of 40 actual king-size beds.

And the "dream clouds" above the girl have enough cotton batting in them to cover the top of Ford Field.

As parade floats go, it's big. Finally, America's Thanksgiving Parade will step off at Woodward Avenue and Mack in Detroit at 9:05 a.m. on Nov. 24, as noted. It will be a two-hour parade that will end at Woodward and Congress in downtown Detroit. One of the city's great holiday tradition lives on in this fashion.

Also, it might be noted, the Parade Co. later hosted its annual Pancake Party, a 6-9 a.m. breakfast function, last Friday, Nov. 4.



The former Chrysler Lynch Road assembly plant in Detroit has become the current home of The Parade Co. and all of its floats.



The Parade Co.'s version of the Chevrolet Volt gives new meaning to the word exaggeration. It was on display Wednesday.

There, Paul W. Smith and his WJR 760 AM talk radio team broadcast live from the event and many local celebrities and politicians attended that function as well. So, everyone is counting down the days and hours until the Thanksgiving Day Parade.



From left, car dealer Tarik Daoud, retailer Art Van Elslander, student winner Holly Yusko and The Parade Co.'s Tony Michaels with the new Art Van Furniture Thanksgiving Parade float, background.

Crash Detection Improved by TRW's Remote Acceleration Sensors

LIVONIA – TRW Automotive Holdings Corp. is developing remote acceleration sensors (RAS) offering improved crash sensing performance by detecting impacts from more than one direction simultaneously.

Traditional accelerometers used in crash sensing measure acceleration data in one dimension – either longitudinal acceleration (X axis) for front impact detection, or lateral acceleration (Y-axis) for side impact detection.

Multi-axis sensors add additional single-axis sensors in the same housing. Otherwise, they use multi-axis sensors to measure acceleration in more than one dimension simultaneously.

This system can significant-

ly improve crash sensing performance in newly required FMVSS214 regulatory oblique side pole impact, and upcoming/proposed NCAP and IIHS rating tests such as the front small overlap impacts and front pole impact.

Dual-axis sensors mounted in the B-Pillar can potentially offer this enhanced sensing capability without the necessity of additional pressure or acceleration satellite sensor in the door cavities for FMVSS214, and for the upcoming proposed front small overlap impacts.

"In some frontal accident scenarios – such as pole impacts near the center of the vehicle – impact may not be rapidly detected by traditional chassis-rail-mounted RAS

single-axis sensors due to the relative lack of rigidity in this area of the vehicle," said Martin Thoone, TRW vice president, Global Electronics Engineering.

"Front dual-axis RAS with Y-axis sensing can detect the lateral deformation of the vehicle sheet metal around the pole and more quickly sense that an impact has taken place."

In addition, front dual-axis RAS may also offer enhanced sensing capability to deploy side curtain bags in front oblique and offset deformable barrier impacts; resulting in improved occupant protection.

Another potential application for B-Pillar dual-axis RAS sensors is for frontal crash

detection in Europe, where front crash sensors are not compulsory to meet the regulation.

Depending on the design of the vehicle front crash structure, in some cases longitudinal acceleration sensors in the airbag control unit are sufficient to meet the regulation requirements.

However, some vehicles require a higher level of sensing performance and may need dedicated front crash sensors and associated wiring to meet

the regulation requirements, adding significant cost and weight.

Dual-axis side-impact sensors mounted on the B-Pillar can provide an intermediate level of crash sensing performance that may be sufficient for some vehicles to meet European safety regulations without requiring additional front-mounted sensors.

TRW's dual and multi-axis sensing technologies will be available for use in vehicles by the 2012 model year.

'We Need to Fix State's Foundation' – Gov. Snyder

by Gerald Scott
News Dept.

Gov. Rick Snyder's "Relentless Positive Action" tour visited the campus of Lawrence Technological University in Southfield last week.

The governor came calling with a whole new agenda for repairing Michigan's old and failing infrastructure, including changes to how gas taxes are collected, high-speed bus service, broadband Internet growth and development, and more.

Snyder highlighted Michigan's critical needs in his Special Message to the Legislature, which included his public briefing in Southfield, something that included visiting politicians from all over the state.

"Michigan's infrastructure is living on borrowed time," Snyder said.

"We must reinvest in it if we are to successfully reinvent our economy. I haven't met a Michigan driver yet who is satisfied with the condition of our roads and yet we're facing a \$1.4 billion shortfall just to maintain our current system.

"If we want to grow our economy and keep our children here, then we need to fix the very foundation of our state. Michigan put the world on wheels. We can continue being a transportation leader through bold, innovative approaches to upgrading our infrastructure.

"It's time to seriously engage in this discussion that is so vital to our state's future."

Indeed, much of the state's infrastructure – including the road, bridge and freeway system – were built in the post-

war, exuberant era of 1946-55 when cities, counties and road authorities were flush with cash.

Many of our most traveled roads and bridges are now 60 years or older and the wear and tear can be seen throughout the state.

Thus, the governor's message focuses on four primary, statewide needs as follows:

- A modern transportation system that moves people and goods efficiently, reliably and safely;
- A multi-modal system serving the movements of a new generation of Michiganders that is more active, urban-based and tech-savvy;
- Water and sewer systems that support and protect Michigan's environment;
- Integrating the broadband telecommunications network, connecting every business and household to the Internet.

"Modern roads, clean water and broadband access are among the building blocks of Michigan's prosperity," Snyder said.

The devil may still be in the details however – in a down economy, how to pay for all of the above is the rhetorical question that the governor and the state's 9.8 million citizens together face.

Snyder said that Michigan is ideally positioned to emerge as a new, global trade center due to its location within the international shipping and logistics stream between Detroit, Chicago and Toronto.

Taking advantage of that opportunity demands a modern infrastructure, he emphasized.

As for financing, Snyder's most radical proposal is to eliminate the state's current 19-cents-per-gallon gas tax and 15 cents-per-gallon diesel tax in favor of a percentage wholesale tax on motor fuels, which is a more viable long-term funding approach, he said.

Also, he's in favor of distributing new transportation funding based on road use and traffic volumes, with a 7-

to-10-year transition period for full effect. This would include any new revenues beyond what is collected and spent today.

The governor pointed out that Michigan loses nearly \$3 million each day in the value of its transportation assets, or \$1 billion annually.

Each dollar spent today to preserve a road or bridge saves Michigan at least \$6 in future rebuilding costs.



PHOTO: GERALD SCOTT

Gov. Rick Snyder outlines an entirely new method for funding state highways in a major infrastructure program speech at Lawrence Tech University in Southfield last week. Here, he holds a piece of steel rebar used to reinforce concrete. Rebar weakens over time. He proposes using carbon fiber rods of the type developed in LTU labs – a material that has a 100-year lifespan.

Hors d'Oeuvres, Classic Cocktails Set for Village

DEARBORN – Take a stroll through the past with a Manhattan, a Side Car or Tom Collins during the Fall Local Roots Dining Event, Throwback to the Classic Cocktail, in Greenfield Village, Nov. 10 at 6:30 p.m.

Tickets are \$65 per person, which includes tickets to sample each of the classic cocktails and unlimited hors d'oeuvres. Capacity for this event is limited, and reservations are required. To purchase tickets, call 313-982-6001.

For this unique, strolling cocktail party, The Henry Ford has partnered with New Holland Brewery and Artisan Spirits out of Holland, Mich., and local mixologists from bars and restaurants around Metro Detroit, to mix classic craft cocktails to order using New Holland's own distilled spirits.

Each signature drink will be complemented with specially-created hors d'oeuvres fashioned in-house by The Henry Ford's award-winning culinary team.

The event will also feature Emerald City Designs as a décor sponsor who will create the classic cocktail reception atmosphere.

The local mixologists are from Delux Lounge, Detroit; 24 Grill, Detroit; Twisted Rooster, Belleville, and The Henry Ford.

Also, the event will feature the drink from the winner of the Drink Michigan Cocktail contest, Tom Swift.

Guests can endlessly sample a number of these culinary delights, all of which feature a spirit distilled by New Holland Brewery as an ingredient.

Hors d'oeuvres, both savory and sweet, will be offered, such as shrimp ceviche with micro greens and

Duchess Vodka cocktail sauce, pancetta-wrapped foie gras rumaki with a Knickerbocker Gin reduction, and caramelized Michigan apples with maple sugar and candied walnuts in a New Holland Amber Rum Sauce over Calder's vanilla ice cream.

While noshing on the delectable cuisine, guests will have the opportunity to watch professional mixologists demonstrate how to prepare the drinks that highlight each dish, and then be able to sample each cocktail.

A cash bar will be available for those wanting a full cocktail.

The Henry Ford is a premier history destination and a National Historic Landmark that celebrates American history and innovation.

Its mission is to provide unique educational experiences based on authentic objects, stories and lives from America's traditions of ingenuity, resourcefulness and innovation.

Its purpose is to inspire people to learn from these traditions to help shape a better future.

Five distinct attractions at The Henry Ford appeal to more than 1.5 million visitors annually: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford IMAX Theatre.

The Henry Ford is also home to Henry Ford Academy, a public charter high school that educates 485 students a year on the institution's campus. The high school was founded in partnership with The Henry Ford, Ford Motor Company and Wayne County Public Schools.

For more information, visit the website thehenryford.org.