

Former GM Executive Is President of Non-Profit

by Gerald Scott
News Dept.

Former General Motors executive Jay Wilber is extending his career by taking on the role of President at Goodwill Industries' wholly owned subsidiary, Green Works, Inc.

Goodwill Industries of Detroit made the announcement of the appointment last week.

In a phone interview, Wilber, 65, most recently Executive Vice President and Chief Human Resource officer at Revstone Industries, an auto supplier, discussed why he wanted to take on the challenge of working with a non-profit Goodwill subsidiary, in the first place.

"There's a couple things that attracted me, when I was working at General Motors with what we call the (GM-UAW) Quality Network," he said. "One of the action strategies in that process we called We Care – and it was all about recycling.

"General Motors is probably one of the leaders in the world for recycling materials that are used in the process of building vehicle, manufacturing kinds of stuff, as well as the cradle-to-grave thing on the content they put in it."

That and an affinity for helping a challenged workforce such that many of Green Works' employees are actually ex-convicts seeking to repatriate themselves back into society.

That combination of recycling, together with helping ex-offenders become contributing members of society, that combination served to interest Wilber.

"I reached the point in my life at age 65 where I thought I could give back for a few years," Wilber added.

Wilber, a resident of Rochester, worked for GM in a number of roles throughout his professional career:

He was Executive Director of the UAW-GM Center for Human Resources and Quality Network, Director of the automotive Components Group (now Delphi) and Director of Labour Relations for GM Canada.

He has presented on the topic of Total Quality Management before the FBI, U.S. Dept. of the Navy, U.S. Dept. of Transportation and the W. Edwards Deming Institute.

In fact, Wilber knew and worked with the famous quality consultant Deming personally back in the 1988-92 time-frame. Deming, of course, had a strong influence on GM's Wilber as far as employing quality principles go.

Wilber earned a bachelor's degree from the University of Michigan and he is co-author of the book, "United We Stand: The Unprecedented Story of the GM-UAW Quality Partnership."

A 501(c)(3) non-profit organization, Green Works offers cost-squaving, labor intensive asset recovery and recycling services to socially conscious municipalities, utilities and manufacturers.

Located in a 94,000-square-foot industrial facility on Lynch Road on Detroit's east side, Green Works began operations in 2010. Since that time, the company has provided on-the-job career training to nearly 100 unemployed metro Detroiters.

In 2011 alone, Green Works processed more than 12 million lbs. of various metals and other related materials.

"We developed Green Works to help us create job opportunities for more metro Detroiters," said Goodwill In-



Jay Wilber

dustries of Greater Detroit President and CEO Lorna G. Utley – herself a former GM executive, too.

"Jay's experience will help Green Works continue to grow and to play an increasingly significant role in Goodwill Industries' ongoing mission to fight metro Detroit's unemployment crisis."

Green Works' largest customer is DTE Energy, for which it processes metal resources in transformers, power lines, street lights and other holdings to their purest form – and then repurposes them for other uses.

The Sonic Name May Not Be the Same, But the Car Actually Is

by Dave Felice
Special Writer

While the new Sonic represents increased globalization for Chevrolet, the company is keeping the Aveo name of Sonic's predecessor in some locations.

Chevrolet sells Sonic in the U.S., Canadian, Mexican, Chilean, Japanese, and Israeli markets. An almost identical car is named Aveo and is sold by GM in more than 50 countries worldwide, including most of Europe.

In Australia and New Zealand, Sonic is sold as a Holden Barina.

In South Africa and the Middle East, Chevrolet sells both the older-style Aveo and "the all-new" Sonic. Both models are available in hatch and sedan versions. According to ChevroletArabia.com, Sonic would even be available in war-ravaged Iraq.

Aveo is only sold as a sedan in Egypt and India. The car is styled differently than Sonic/Aveo in other parts of the world.

In Korea, the new Sonic is sold as Aveo.

SAE to Honor Edsel Ford II for Industry Leadership

WARRENDALE, Pa. – Industry leadership awards continue to accrue for Ford Motor Co.'s Edsel B. Ford II.

That's because the SAE Foundation will honor Edsel B. Ford II with its "Industry Leadership Award" at a celebration on May 16 at Ford Field in Detroit.

The celebration will also mark the SAE Foundation's 25th Anniversary.

"Leaders such as Mr. Ford are a key element of our efforts to attract, educate, and retain engineers," said Matt Miller, director of the SAE Foundation.

"Our programs are among the most effective in the areas of science, technology, engineering and math (STEM) education, and we are honored to include Mr. Ford among our leaders and supporters. Our 25th Anniversary Celebration promises to be a great evening for the industry."

Ford is a member of the Board of Directors of Ford Motor Co. and also is a consultant to Ford, active in company affairs and corporate dealer relations.

He also is a Board member of the International Speedway Corporation and the former chairman of the Detroit Branch of the Chicago Federal Reserve Bank.

As a very active person in several charitable, philanthropic, and community organizations, he is the former chairman of the National Advisory Board of The Salvation Army, chairman of the Detroit 300 Conservancy and a board member of the Smithsonian's National Air and Space Museum and the Skillman Foundation.

The 25th Anniversary Celebration – "The Future STEMs from You!" – will bring together companies, volunteers, teachers, and students who participate in and benefit from SAE's programs: A World In Motion and the Collegiate Design Series.

In addition to the Industry Leadership Award, the Foundation will also present its annual Stefan Pischinger Young Industry Leadership Award in recognition of young men and women with significant accomplishments in their careers and potential for leadership growth in the industry.

Two recipients will be named at the dinner, and nominations are currently being sought. Nominees must be under 35 years of age. The deadline for nominations is March 31, 2012. For more information or to complete a



The SAE Foundation will be honoring Ford Motor Co. board member Edsel B. Ford II in a ceremony at Ford Field in Detroit on May 16. The event also marks the SAE Foundation's 25th anniversary.

nomination form, visit www.sae.org/news/awards/list/youngmfg/.

The 25th Anniversary Celebration will also recognize its major donors and supporters as well as the teacher and volunteer of the year.

The evening will include VIP and sponsor receptions

and attendees will be able to meet with students who participate in SAE International's award-winning STEM education programs.

To become a sponsor or supporter, or for more information on the SAE Foundation 25th Anniversary Celebration, visit its Web site.

Camaro had no name. GM and the media had various names, including Panther, Chaparral, and Wildcat (later used by Buick).

Camaro was considered to be a good name because nobody knew what it meant. Chevrolet tried to say the name, apparently made up, was an old French word for "friend" or "companion," as in "camaraderie." Ford found an alternate meaning, "a shrimp-like creature" in an old Spanish dictionary.

In 1968 Chevy II was renamed Nova, from the Latin word for star. But that name didn't work in Spanish-speaking countries; the name was split into "no va," meaning, "It doesn't go."

Buick had trouble naming

its new LaCrosse in 2004. Late in development, somebody determined that "la crosse" is a French-Canadian slang word. Buick quickly changed the name to Allure for the Canadian market.

Both cars came off the same assembly line, but the vehicles for sale in Canada got a different name badge. Canadian media criticized Buick for putting the LaCrosse name on the car in Canada in 2009.

The Italian Aveo has a starting price equivalent to \$12,900, with no deposit ("anticipo"), no taxes, and five years' free coverage for theft and fire ("furto e incendio"). The Japanese Sonic is shown in blue, but the color blue is not offered in the U.S.

XTREME RAZOR SHARP PERFORMANCE.

RANGER RZR XP™ 900

Razor Sharp Performance Features:

- Features Industry Leading 88 HP DOHC Polaris ProStar™ 900 Engine
- **NEW!** Front suspension geometry for easier steering
- **NEW!** Clicker knob on shocks for tool-less adjustment
- **NEW!** Bighorn Tires on Limited Edition models

FIND YOURS TODAY AT:

4090 Auburn Road • Utica, MI 48317
586.731.KWKW (5959)

Visit us at www.kwcycle.com

— OPEN HOUSE —
Fri. & Sat. March 30 & 31 • 9am-6pm

GM Pension Replacement Strategy™

Free One-Hour GM Educational Seminar

Seminar and Q&A Session Topics:

- Managing your 401(k), IRAs, & pension
- Five key risks for retirement investors
- Maximizing your new GM retirement
- Crude reality - Iran and \$5 gas prices
- Optimizing your GM EVP, HSA, & GVUL
- The looming treasury bond collapse
- Market forecast, risks, & opportunities

Tuesday, April 10th
Warren Tech Center
9:30 AM, 12:00 PM, or 2:30 PM

One-on-One Meetings Available

MAINSTAY CAPITAL MANAGEMENT LLC
Registered Investment Advisor

To reserve seating call toll-free (866) 444-6246 or register online at www.mainstaycapital.com/41009S.asp

COME TO J.R.'s for good old fashioned courteous service.

***Deluxe Oil Change**
\$6.00 OFF

Regular Price \$31.95 + tax

In-store offer, ends 3-31-12

Mon.-Fri. 8am-6pm
Sat. 8am-4:30pm
34315 Mound Rd.
Between 14 & 15 Mile on W Side
586-939-3300

*Most cars, includes drain & fill motor oil up to 5 quarts, replace oil filter & our 16 points check & fill service, bottled & synthetic oil extra.

H&R Block

Mobile Office on the Go

brings our trusted and professional services to your office

Filing taxes can be stressful. Thanks to our **Mobile Office on the Go** program, H&R Block can make filing taxes easier and more convenient. We'll bring our office to your office! Our **Mobile Office on the Go** is a great opportunity for you to provide a value-added service to your employees, and benefit them by helping them:

- avoid overpayments, tax penalties or interest
- maximize their legal credits and deductions.
- There is no cost to your organization. We will work with you to define a program that works for you and your associates.

H&R BLOCK®
NEVER SETTLE FOR LESS™

When would you like to get started? Please call:

Leroy Pletten, Mobile Office on the Go Coordinator
586-943-4491 | leroy.pletten@hrblock.com

Little People
Day Care Center

INFANT THRU PRE-SCHOOL
NO CHARGE FOR SICK OR VACATION DAYS!*

We Offer:

- World class facilities
- Qualified staff attentive to your child's needs
- Enrichment activities
- Nutritious snacks
- Christian curriculum reinforcing values
- Enclosed playground and inside gym
- Convenient location

Hours: 6:30 am - 6:00 pm
33801 Van Dyke Avenue
Sterling Hgts, MI 48312
(Fourteen Mile and Van Dyke Avenue)
Inside Grace Christian Church
Phone: (586) 258-4390
*with advanced notice

www.LPdaycare.com