

Zanardelli Makes TARDEC Look Good in Upcoming Ad

As part of an ongoing advertising campaign touting Detroit as a conference and convention destination, the Detroit Metro Visitors and Convention Bureau (VCB) tapped the Army's Tank Automotive Research, Development and Engineering Center (TARDEC) at the U.S. Army Garrison - Detroit Arsenal for both a location and personality to feature in its latest print ad highlighting Detroit's burgeoning defense industry.

Sonya Zanardelli, TARDEC's Energy Storage team leader, is featured in the ad next to quote reading: "For 70 years, Detroit has been the center of the defense industry. I'm proud to be a part of that heritage as we lead the way by sharing our state-of-the-art testing and research facilities with the robotics, automotive and other advanced technology industries."

According to Bill Bohde, Detroit Metro VCB Sales and Marketing senior vice president, the Bureau's Detroit 3.0 campaign is focused on six regional growth industries: defense, entertainment, green tech, medical research, transportation logistics and urban farming.

"This campaign is opening eyes to other growth regions that are supplementary and complementary to the auto industry," he explained. "Our defense heritage is well-documented, and we continue to play a critical role in the defense industry for the region, state and Nation."

The ad will run in number of meeting and convention publications across the country this summer. More information on the campaign and downloadable ads are available at www.meetdetroit.com.

Zanardelli, 32, currently oversees 10 associates at

TARDEC's Energy Storage team – a department responsible for work on advanced batteries. According to TARDEC Interim Director Jennifer Hitchcock, she was picked for the ad for counter-intuitive reasons.

"The Army often doesn't get credit for some of the high-tech work and high-tech associates we employee," said Hitchcock. "Sonya and her team are doing game-changing work in the battery arena, and she is emblematic of the type of talent – much of it home-grown – we have working across this installation and around the region."

Meanwhile, Zanardelli received her bachelor's of science degree from Wayne State University in Detroit in 2002 and a master's of science degree in Electrical Engineering from University of Michigan – Dearborn, in 2005. Earlier, she had graduated from Detroit Pershing as well, so she really is the proverbial local woman who has made good, with her career reflecting well on her employer, TARDEC, the host city of Warren and the greater Motor City as well.

Her research fields of interest include bidirectional converters and control and advanced energy storage research for military ground vehicle applications. She is a member of the Electrochemical Society of Detroit.

The print ad was shot at the U.S. Army Garrison - Detroit Arsenal in the new Ground Systems Power and Energy Laboratory (GSPEL). The GSPEL officially opened in April 2012 and is a 30,000 square-foot, eight-labs-in-one complex. From all accounts, this was first ad shot on base.

"I am very proud to work here, and I'm glad to help to get the word out about what



Sonya Zanardelli is a TARDEC engineer who works at the Detroit Arsenal in Warren.

we at TARDEC and we in this entire region are doing," said Zanardelli from her office inside the GSPEL.

But when asked if advertising could be the start of a second career, Zanardelli was firm in her priorities. "Absolutely not. The photo shoot was fun, but the work we are doing on behalf of our Soldiers and our nation is vitally

important."

Headquartered at the U.S. Army Garrison - Detroit Arsenal in Warren, TARDEC is the Nation's laboratory for advanced military automotive technology and serves as the Ground Systems Integrator for all Department of Defense (DOD) manned and unmanned ground vehicle systems.

With roots dating back to the World War II era, TARDEC is a full life-cycle, systems engineering support provider-of-first-choice for all DOD ground combat and combat support weapons, equipment and vehicle systems. TARDEC develops and integrates the right technology solutions to improve Current Force effectiveness.

MCC Hosts Science, Engineering and Math Classes

Students Build Remote Vehicles at Rose Kidd School in S.H.

By Gerald Scott

Macomb Community College is working with a variety of partners in this area to bring STEM education to the young masses, but also in a fun summertime fashion.

STEM is science, technology, engineering and math and there is a national push underway to draw more K-12 students into these fields with the hope that they'll eventually become scientists or engineers due to the experience.

Starting last month, MCC is participating in a first-of-its-kind summer education program for elementary and middle school students.

"Our ongoing interaction with industry indicates that we need to expose area youth to STEM-related careers today in order for them to be prepared to compete for the jobs

of tomorrow," said Joe Petroskey, dean of engineering and advanced technology at Macomb College.

"Our strategy for encouraging young people down this path is simple: spark interest when students are young by providing fun, exciting and interactive learning opportunities that demystify science, math and technology and illustrate the potential careers in advanced manufacturing and technical fields."

Through its Center for Advanced Automotive Technology (CAAT) and its College 4 Kids program, Macomb is presenting the bulk of academic-based offerings for "Velocity, Jr.," a new STEM-focused summer camp featuring fun, hands-on learning projects at what is believed to be Michigan's first STEM education center in Sterling Heights.

As part of "Velocity, Jr.," Macomb is providing five, one-week courses for K-8 students in the areas of industrial engineering, mechanical engineering, computer science, robotics and math.

As part of its goal to cultivate the emerging advanced automotive technology industry by preparing students for future careers in this field, Macomb's CAAT is sponsoring this unique summer education program by providing the full funding for Macomb's courses offered including supplies, lunches and t-shirts for the students.

Just last week, at Rose Kidd Elementary School in Sterling Heights, youngsters were learning to assemble a water-submersible device, complete with remote camera attached, then sinking the vehicle underwater to steer and broad-

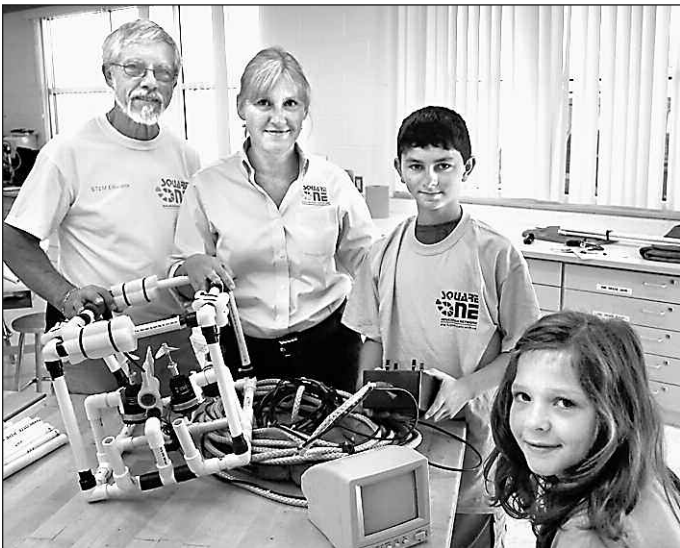
cast video images from the built-in camera lens.

"This particular project that has become a really big projects, came out of an idea," said instructor Barb Land, working hands-on with those youngsters at Rose Kidd.

Land is director of Square One Education Network, whose mission it is to push

"A teacher said, 'I've got these five kids who want to build this thing called an ROV (remote-operated vehicle), I think there's a lot of physics concepts here, and we're looking for about \$500 (to kick it off)."

The students at Rose Kidd were enthusiastic in their ROV / submersible build projects such that it seemed more like fun than traditional "work," what with all of the splashing around they were doing while launching.



From left are instructors Gary Reynolds and Barb Land and 6th grade students Jacob Hamameh and Anya Gerstenberg.

NASCAR Loses Army's Patronage; Stewart-Haas Seeks New Sponsor

By JENNA FRYER
AP Auto Racing Writer

CHARLOTTE, N.C. (AP) – The U.S. Army will not return to Stewart-Haas Racing next season, effectively ending its sponsorship in NASCAR altogether after a decade.

SHR said last week it is pursuing a new sponsor.

"The U.S. Army has been a great partner of Stewart-Haas Racing since the team's inception," said Brett Frood, executive vice president of SHR.

"It has been a mutually beneficial relationship, with the U.S. Army introducing training regimens that improved our pit crews while instilling the mental, physical and emotional strength of the U.S. Army Soldier in all of us."

The Army has been in NASCAR for 10 seasons, and at one point was a primary sponsor. It moved to SHR to sponsor Ryan Newman in 2009 when the team was formed.

"The sport, our drivers and

the passionate NASCAR fans embraced the Army's participation and created a tremendous opportunity for Americans to learn more about the profession of the Army Strong Soldier," Army marketer John Myers said in a statement.

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