

# Northwood Hosts First Gathering for Heavy-Duty Aftermarket

MIDLAND - Twenty-four heavy-duty aftermarket professionals gathered at Northwood University last week for the start of the inaugural Heavy Duty Leadership conference.

Heavy Duty Leadership is a week-long leadership development program specifically designed for professionals working in the North American heavy-duty aftermarket.

Participants in this year's class represent a wide range of heavy-duty aftermarket job functions and geographies. Organizations including manufacturing, warehouse distribution, logistics, association, OES and program group, were all part of the agenda.

Notable participants included Michael Copeland, The Timken Co.; Matt Durham, Meritor; Mike Harris, Navistar Parts;

Marcelo Pereira, ThyssenKrupp Crankshaft Co.; and Scott Saxton, Gabriel Ride Control, LLC.

"We're so pleased that the industry has supported this valuable program by sending their best and brightest employees. Participants will gain a lot, not only from our faculty, but also from the perspective their fellow classmates bring to class discussions," said University of the Aftermarket Director Brian Cruikshank, MAAP.

The program opened with a keynote presentation from Meritor's Aftermarket & Trailer Group President Joe Mejaly, who spoke to the class about his view of career management and leadership in the overall heavy-duty market.

The week was rounded out with related industry and focus-group sessions from facul-

ty from Northwood University's DeVos Graduate School of Management.

Graduates of the program earn 3.5 continuing education units that can be applied toward their Automotive Aftermarket Professional (AAP) or Master Automotive Aftermarket Professional (MAAP) designations.

The University of the Aftermarket is an educational alliance of the Automotive Aftermarket Industry Association, the Automotive Warehouse Distributors Assn. and the Automotive Aftermarket Suppliers Assn. and is an operating unit of Northwood University.

Overall, the University of the Aftermarket provides business, management and leadership education to professionals in the motor vehi-



Meritor's aftermarket and trailer group president Joe Mejaly, at podium.

## Chevrolet Cars and Trucks Take All-Stars On Parade

KANSAS CITY - Chevrolet helped give fans attending the Major League Baseball All-Star Game quite a thrill last week.

That's because a series of Chevrolet Silverados and Camaros served to host All-Stars past and present in the Red Carpet Parade prior to the game last Tuesday night at Kauffman Stadium in Kansas City.

Oldtimers like KC's George Brett rode in a parade of Chevys alongside the likes of today's stars like New York's Derek Jeter and Detroit's Prince Fielder, the latter of whom had his family with him in the bed of the slow-riding Silverado pickup truck he was stationed in.

"We will have product displays, ride-and-drives and other activities around Kansas City to enhance the fan and customer experience," said Phil Caruso, Chevrolet national promotions manager, prior to the game.

Chevrolet has been the Offi-



Detroit Tigers' All-Star and Home Run Derby winner Prince Fielder, and his family.

cial Vehicle of Major League Baseball since 2005 - the year the All-Star Game, coincidentally enough - was held in Detroit's Comerica Park. (A game won by the American League).

This year's All-Star Game, won by the National League, 8-0, came to Kauffman Stadium

in Kansas City for the first time in a generation.

Fans from all over the country gathered to see Detroit ace Justin Verlander start the game but eventually yield 5 runs in the first inning alone.

What with Verlander starting the game and Prince Fielder winning the Home Run Derby

contest, the Detroit Tigers were fairly well represented at baseball's Summer Classic.

Chevrolet also had a strong presence outside of the Kansas City Convention Center, where the MLB All-Star Fan Fest was being held, where it entertained thousands of baseball fans.

## Roush's CleanTech to Deliver 86 Modified Propane Buses

LIVONIA - First Student, the largest provider of student transportation in North America, is taking delivery of 86 Blue Bird, Propane-Powered Vision school buses throughout the summer.

Planned for use in Portland Public Schools in Portland, Ore., this is the largest single order to date of propane autogas fueled buses for Blue Bird and Roush CleanTech.

"In their first year of operation, these propane autogas school buses are expected to save \$500,000 to \$700,000 in fuel and maintenance costs over their diesel counterparts," said Mark Elias, area general manager for First Student.

"Blue Bird is known as a highly durable, quality product. Coupled with Roush CleanTech's technologically advanced propane autogas fuel system, First Student and the Portland community have a cost-efficient, environmentally friendly product for its students."

The school district agrees. "It's a win-win for us," said Matt Shelby, district spokesman for Portland Public Schools.

"Using propane-powered buses keeps our fuel costs down and reduces our overall emissions. It really is a no-brainer."

Since 1977, First Student has experienced firsthand the fuel and maintenance cost savings due to operating school buses powered by propane autogas.

The Next Generation, Propane-Powered Vision, equipped with Roush CleanTech's dedicated liquid propane autogas fuel system, reduces carbon monoxide, nitrogen oxide and total hydrocarbon emissions, and virtually eliminates particulate matter, when compared to conventionally fueled school buses.

Powered by the 362 h.p. Ford 6.8L V-10 engine, the school buses meet stringent EPA and California Air Resources Board certification standards.

Propane autogas, which costs up to 50 percent less per gallon than diesel fuel, also offers reduced maintenance costs due to its clean-burning properties.

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