

GM Tech Center Employee Car Show Is July 25, Rain or Shine

By Gerald Scott

One of the great activities of the local summer car cruise season is at hand.

That's because the GM Tech Center Employee Car Show is scheduled to run on Wednesday, July 25, from 10 a.m. to 2 p.m. in Warren.

Organizers say that more than 700 cars have already registered in advance. Latecomers who still want to register their cars this week heading

into the show should visit GMEmployeecarshow.com.

Registrants must promise not to start their engines during the show and they must also stay through the scheduled ending at 2 p.m.

The event is open to all current, retired or contract GM employees. Entry to the show itself is free, however.

"The company and the union, GM Tech Center and UAW Local 160, host the show together," said event organiz-

er Bill Duncan of Chevrolet Performance, which used to be GM Performance.

"This year's theme is that we're celebrating the SS Super Sport (marque), there wasn't an anniversary tied to SS, we're just featuring it because of its interesting history with Chevrolet.

"GM Health & Safety will have a booth on-site as will other vendors, plus hot dogs and soft drinks will be available."

The annual GM Tech Center

employee show is important enough that over the past few years, senior executives such as Mark Reuss and Tom Stephens showed off their personal car collections at the event. A few years ago, Reuss had the Holden car he'd acquired while working in Australia prior to his current gig, on display.

Organizer Duncan said that the \$2 entry fee charged to each registered car goes to benefit UAW/GM favorite

charities including the Warren Goodfellows, Juvenile Diabetes Foundation and the Grace Centers of Hope.

"We'll be raffling off a pedal car to raise more funds, too, (for this same cause)," GM's Duncan said.

Popular car cruise DJ Rockin' Ronnie will be spinning the car cruise tunes from the likes of the Beatles, Beach Boys, Bruce Springsteen, Bob Seger, Wilson Pickett and the rest of the cruiser musical retinue.

Chevrolet Performance will be selling wearables at the gathering.

Overall, the show typically generates plenty of retail activity up and down Van Dyke and Mound between 12 and 13 Mile Roads during show hours. Expect area restaurants, banks, credit unions, party stores and repair shops to all be very busy during mid-day, July 25.

The show will be held, rain or shine, on east campus.

Warren Book Club Is Hot on Obscure Ray Bradbury Novel

By Gerald Scott

You've got to like the name of the literary book club at the Warren Public Library that meets every third Tuesday of the month at 10 a.m.

It's called the Tuesdays @ 10 a.m. book club, natch.

There at the library, in one of the back-of-the building conference rooms at the Civic Center Library, a half-dozen or so regular members meet to discuss their latest tome.

Of late, the group is reading "Arc of Justice" by Kevin Boyle – the story of a racial incident in Detroit back in the 1920s that eventually involved famous national attorney Clarence Darrow and more.

The monthly book club took a moment prior to their July 17 meeting to discuss their history and philosophy of book reading and related discussion.

"The goal of the club was to read things we wouldn't ordinarily read, things that we wouldn't just pick up ourselves, to stretch a little bit," said Joanne Casale, who is a retired industrial lab technician for BASF automotive.

For that matter, the round-

table of regular participants is an eclectic mix of local residents and retirees.

Regular members include retirees Mel Robinson (U.S. civil service); Terry Robinson (Kmart collector); Geri Rocheleau (substitute teacher, Warren Woods Schools); Eleanor Williams (church secretary); and Phyllis Gramza (personal chef for the wealthy).

Meanwhile, it is Gramza who is given credit for starting the club some 5 years ago.

"When I started it, it was a little different in that I chose the books, usually it was from a collection of things I'd read in the past," Gramza said.

"And it covers everything: mystery, non-fiction, classics, fiction. It's usually quality books and the topics were varied."

Books they've read have ranged from "American Prometheus" (about atom bomb scientist J. Robert Oppenheimer) to Virgil's "Aeneid" to the works of popular author James Lee Burke.

One participant pointed out that they are reading science fiction author Ray Bradbury's lesser-known work of "Something Wicked This Way Comes," even though they

had read the more popular "Fahrenheit 451," which, curiously enough, is fiction about a society that burns books. By coincidence, Bradbury died just a few weeks ago, too.

The Tuesdays @ 10 a.m. book club doesn't burn them, of course, but they do read them thoroughly.

Added founder Gramza: "I came here from Los Angeles. When we lived in the Los Angeles area, I volunteered for



Clockwise from left, Phyllis Gramza, Eleanor Williams, Geri Rocheleau, Terry Robinson, Joanne Casale and Mel Robinson.

the *L.A. Times* Festival of Books all of the time.

"Bradbury was the biggest draw, people lined up forever. They lined up to hear him, there was no getting away from Bradbury, he was the great attraction."

In this digital, iPhone, join the cloud and Kindle Fire kind of world, it's somehow refreshing to know that there are people who still read paper books and they gather

monthly at the local public library to discuss the joys and disappointments of the literature they're perusing.

Campbell Ewald Is Adding to Its West Coast Staff

LOS ANGELES – Campbell Ewald announced the addition of two key employees to its expanding team to serve its existing client roster as well as help grow its West Coast presence.

Jim DiPiazza will join as the new Executive Creative Director and Ruth Amir has joined as Director, Solutions Planning.

DiPiazza and Amir will be responsible for the work on the Agency's West Coast accounts including Kaiser Permanente, Chicken of the Sea, Los Angeles Tourism & Convention Board, Ghirardelli and McKesson.

Previously, DiPiazza was Executive Creative Director at Swirl Integrated Marketing in San Francisco overseeing clients that included eBay, Microsoft Store, Torani, Cost Plus World Market, and Western Athletic Clubs.

Prior to that, he was with Deutsch Los Angeles where he

worked on the well-known Volkswagen "Punch Dub" campaign; David&Goliath, where he created Kia's first fully integrated campaign and led other key award-winning work for Universal Studios Hollywood and Bacardi, including the "Bacardi & Cola" campaign.

Mark Simon, Campbell Ewald's chief creative officer, said, "Given the recent growth of our Los Angeles office, we wanted to bring in the right creative leadership to build upon the groundbreaking work we've already established for our clients, while looking to grow our West Coast presence. Jim has the experience and passion to do just that."

Prior to joining Campbell Ewald, Amir was Chief Marketing Officer at Siltanen & Partners Advertising, helping to grow the agency and develop strategies for new clients like Coldwell Banker.

Her experience also in-

cludes Group Head Planning Director at TBWA\Chiat\Day, where she worked on the Nissan Motor Corporation account and Mars Petcare Pedigree Brand; Managing Partner/Director of New Business and Planning at David&Go-

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U.S. Department of Energy Gives \$2.6M for Tech Center Research

WASHINGTON, D.C. – The Energy Dept. announced a series of new investments that will support American leadership in global competitiveness and manufacturing and the GM Tech Center in Warren will benefit as a result.

Overall, DOE awarded more than \$54 million in grants for 13 projects across the country to advance transformational technologies and materials that can help American manufacturers dramatically increase the energy efficiency of their operations and reduce costs.

General Motors, LLC was awarded \$2,672,124 by the DOE to work in collaboration in collaboration with Meridian Lightweight Technologies and Ohio State University to develop energy efficient, integrated die casting process for large, thin-walled magnesium applications.

According to the DOE project prospectus, "This project will develop an integrated super-vacuum die casting process using a new magnesium alloy to achieve a 50-

percent energy savings compared to the multi-piece, multi-step, stamping and joining process currently used to manufacture car doors.

"By substituting magnesium for steel inner panels, car doors could weigh 60-percent less, resulting in significant fuel economy improvements and carbon emission savings."

DOE says that this and the other 12 projects budgeted will develop cutting-edge manufacturing tools, techniques, and processes that will be able to save companies money by reducing the energy needed to power their facilities.

Each of the 13 projects will advance technologies early enough in their development cycles to permit the full scope of their technical benefits to be shared across a broad cross-section of the domestic economy. DOE says manufacturing is so central to the American economy that industrial processes consume about one-third of all energy produced in the U.S.

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