

## Defense Org. Raises \$27K

TROY – The National Defense Industrial Association (NDIA) Michigan Chapter recently raised \$27,000 for USA Cares to assist the non-profit in providing further financial assistance to military families across the state of Michigan.

The third annual USA Cares Charity Ride and Classic Car Show took place at Kensington Metropark on July 14, a Saturday. With more than 350 people in attendance, the event included an afternoon motorcycle ride, a classic car show and family entertainment.

“Bringing the community together to support Michigan military families makes this motorcycle ride and classic car show a rewarding experience for all,” said Larry Rink, NDIA chairman of the USA Cares Charity Ride and Classic Car Show, and director of Integrated Logistics Support at AM General. “We’re committed to supporting our Michigan servicemen and servicewomen.”

Said Peter Giusti, president

of USA Cares, “There is growing financial crisis among many post-9/11 military.

“Many of them need a hand up with basic needs and essential bills. The success of the NDIA’s annual fundraiser is most important in helping USA Cares meet its mission of giving these brave individuals and their families a hand, and we thank NDIA for that.”

Meanwhile, the mission of USA Cares is to give financial assistance and advocacy support to post-9/11 military members and their families.

The organization assists all branches and all components of service, in appreciation for their service and sacrifice to the nation.

The National Defense Industrial Association Michigan Chapter was founded in 1918 and has more than 3,000 members from government, military and industrial organizations.

The chapter is involved in a variety of activities that support all branches of the armed forces.



Renowned fashion designer Isaac Mizrahi knows style.

## It's Just Another New York Thing: Mizrahi Checks Out Malibu Eco

DETROIT – Renowned fashion designer Isaac Mizrahi knows style when he sees it.

Chevrolet’s all-new Malibu Eco midsize sedan caught his eye recently while it was parked outside his studio in New York.

The Malibu Eco features a stylish exterior and premium interior with ice blue ambient lighting, soft-touch surfaces and textures, contrasting materials and two-tone colors.

Meanwhile, Chevrolet has linked itself with one of the country’s most popular fashion designers and icons.

Mizrahi has made appearances in numerous television shows and movies since the 1990s. In 1995, a movie was released about the development of his Fall 1994 collection called Unzipped. In Fall 2005, the Isaac show debuted on Style Network. He previously had a show on the Oxygen network.

Mizrahi often appears on many of E!’s programs and has become well known for being flamboyant. He also appeared as himself in the episode “Plus One is the Loneliest Number” of the fifth season of “Sex and the City,” and in an episode of “Spin City.” He guest-starred on the American dramedy series, “Ugly Betty,” in which he played a reporter for the cable channel Fashion TV in the episode, “Lose the Boss.”

He appeared as himself in “The Apprentice” season 1 (episode 6) as one of the celebrities supporting an auction for the Elizabeth Glaser Pediatric AIDS Foundation.

Mizrahi has stated that he sees himself as an entertainer who can sing and act. On his Oxygen show, he sang jazz in a nightclub. He has also acted in films, appearing in Woody Allen’s “Small Time Crooks,” “Hollywood Ending” and “Celebrity.”

Mizrahi was a contestant in the “Jeopardy! Million Dollar Celebrity Invitational.” While initially finishing second in a quarter-final game to Jane Curtin, as the highest scoring

non-qualifier, he replaced semi-finalist Andy Richter, who had to drop out due to scheduling conflicts. He eventually lost to Michael McKean.

In 2009, Mizrahi began co-hosting the first season of “The Fashion Show” on Bravo TV with singer Kelly Rowland. Bravo launched the series to replace its former hit, “Project Runway,” which now moved to the Lifetime network.

Mizrahi returned as co-host in November 2010 for the show’s second season, opposite close friend and colleague, supermodel Iman, who previously hosted the Canadian version of “Project Runway.”

A representative of the network indicated that Bravo believed Mizrahi’s exciting presenting style would work well with newcomer Iman and the credibility that she brings to the table as a genuine pioneer in the fashion world.

In 2012, Mizrahi participated in the debut season of “Project Runway: All Stars” as a head judge, alongside Marchesa designer Georgina Chapman, which aired on the Lifetime TV Network.

In February 2012, Mizrahi served as red carpet correspondent for “Live! With Kelly” during the 84th Annual Academy Awards.

Finally, note that the car is also Chevrolet’s most fuel-efficient Malibu ever, with an EPA-estimated fuel economy of 25 city, 37 highway.

The Malibu Eco is on sale now at Chevrolet dealerships.

GM officials have said that the Malibu Eco is an important new cog in the Chevrolet lineup. A mainstream car with Eco assist will help GM and Chevrolet to meet the upcoming aggressive 2025 EPA mileage standards. The refinements being built into this special version of the Malibu also helps Chevy to compete against other automakers with entries in the mild hybrid and full hybrid passenger car / family car domestic market.

## Mahle Solidifies in Farmington Hls.

FARMINGTON HILLS – With the acquisition of the facility adjacent to their existing operations, Mahle will further consolidate its corporate activities in Farmington Hills.

Mahle Industries, Inc. has completed the acquisition of the former Nailco facility located at 23200 Haggerty Road.

This facility provides the company with an additional 50,000 square feet of office

space along with warehouse space that could be used for future growth.

Combined with existing operations at 23030 Haggerty Road, the company will consolidate its North American central functions on one campus. This includes the Test Systems and Engineering Service business of Mahle Powertrain, LLC. Once completed, there will be some 350 employees at the FH campus.



Chevrolet Volts are part of the mix at a planned community in Texas that emphasizes sustainability, recycling and smart homes.

## 100 Volts Go to Homes for Sustainability Testing

SAN ANTONIO, Texas – OnStar and General Motors are partnering in a sustainable residential community demonstration to gain access to real-world driving and charging patterns of the largest community of concentrated Chevrolet Volt owners who also live in managed energy “smart homes.”

Chevrolet made 100 Volts available for purchase on a priority basis last September to residents participating in Pecan Street Inc.’s demonstration project in Austin, Texas.

With the nation’s highest residential concentration of electric vehicles in place, OnStar and GM are signing on as an official partner of Pecan Street Inc., to help shape future electric vehicle services.

Pecan Street is part of Austin’s 700-acre sustainable Mueller community, where residents agreed to be part of a test bed for sustainable living. Other partner companies like Sony, Whirlpool, Oncor and Intel provided Mueller residents with a forward-looking smart grid and clean energy products and services.

Researchers from the University of Texas, the National Renewable Energy Laboratory

and Environmental Defense Fund will study these products and systems to learn how they interact with the grid. Over five years, researchers will test up to 1,000 residences in and around the Mueller community.

“We hope Pecan Street’s research will speed up the innovation cycle around smart grid and consumer electronic technology,” said Pecan Street Inc. Executive Director Brewster McCracken.

“Electric vehicles represent a significant addition to home’s energy profile and understanding that impact and how consumers use and charge their vehicles is critically important.”

GM and OnStar’s official partnership allows researchers from Pecan Street and GM to study how these families’ Volts interact with the smart grid on a daily basis and how they interact with other sustainable technologies.

“This partnership provides us with a unique opportunity to observe charging details with many real customers in a concentrated setting,” said Nick Pudar, OnStar vice president, Strategy and Business Development.

“We are moving our lab demonstrations into the real world. We’re gathering information from families’ vehicles throughout this community to find out the direct impact the Volt has on the grid and how to get drivers the lowest-possible charging rates.

“This project will also help us develop future capabilities of the Volt and other plug-in electric vehicles.”

OnStar, which recently opened its Smart Grid APIs for utilities and energy companies, has already developed a number of grid-relieving solutions, including charging with renewable energy, energy demand response, time-of-use-rates, and home energy management.

The partnership with Pecan Street will allow OnStar to test these smart grid services in everyday scenarios.

“One of the first demonstrations we will test will be to marry home energy consumption data and the Volt’s vehicle consumption to optimize whole-home energy cost and efficiency,” said Pudar.

“We’re also excited to leverage our Smart Grid APIs with other partners in this project.”

More than a third of the homes in Mueller have rooftop solar collectors, and Pecan Street will evaluate how solar and electric vehicle charging interact.

This will allow customers a new, cost-effective way to generate energy, potentially powering their Volts at low or no cost while relieving some of the burden from the electric grid.

Note that so-called planned communities exploded nationally following World War II, starting with the first suburban tract communities on Long Island and all of that eventually led to the most famous planned community of all – Celebration, Fla., a near suburb of Orlando and adjacent to Walt Disney World.

The phenomenon of “gated communities” reportedly grew out of the above, although every gated community is not necessarily planned to the extent that Celebration and this one in Austin, Texas happen to be.

So, for OnStar and GM to participate and to have the Chevrolet Volts in the driveway looks to be a feather in the cap of the Detroit-based automaker.

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