

Socia Will Be GM's New Man in Shanghai; Wade Retires

SHANGHAI – Kevin Wade, president, GM China, and chief country operations officer, China, India and ASEAN, has announced that he will retire Oct. 31. Bob Socia, GM vice president, Global Purchasing and Supply Chain, will succeed Wade, effective Oct. 1.

“Kevin has been instrumental in strengthening our foundation in the largest vehicle market in the world,” said Tim Lee, GM vice president, Global Manufacturing, and president, International Operations. “Delivering exceptional value related to General Motors’ presence in China, he has made the company a recognized business leader and valued partner throughout Asia. We appreciate Kevin’s nearly four decades of

service to the company and wish him continued success.”

Wade, 57, began his GM career at Holden in 1975, where he held the positions of director of Finance and director of Sales and Marketing. In 1998, he moved to Singapore as the executive responsible for GM’s Asia Pacific operations. In 2001, he moved to the U.K. as chairman and managing director of Vauxhall Motors and vice president of GM Europe.

In 2005, Wade became president and managing director of the GM China Group, responsible for the overall coordination of GM’s extensive operations in Greater China. GM’s annual sales grew from 560,000 units in 2005 to 2.5 million units in 2011, and

the company has remained the leader among global OEMs for seven consecutive years.

In 2009, Wade received the Shanghai government’s Magnolia Award, the highest honor for members of the foreign community in Shanghai.

Socia has worked in every GM region around the world. With his broad global background, he is well prepared for a seamless transition to oversee many of GM’s key Asian markets.

“Bob has extensive experience leading global operations and global purchasing, and working directly with our joint venture partners,” said Lee. “His vast knowledge of our business around the world, combined with his abil-

ity to build and foster strong relationships and always put the customer first, makes him a perfect fit for this critical role.”

Socia, 58, joined GM’s Cadillac Division in Detroit in 1975 and worked in both the finance and materials management areas. He has held a number of senior international positions in GM Asia Pacific, GM Europe, and GM Latin America, Africa and the Middle East. Socia was appointed president and managing director of GM South Africa in 2004.

In 2007, he was named executive vice president of Shanghai GM, GM’s 15-year-old joint venture in China. Socia was appointed GM vice president, Global Purchasing and Supply Chain, in



Bob Socia

2009. He has been responsible for GM’s global purchasing, supplier quality, logistics, order fulfillment and supply operations.

Socia’s successor will be named in the near future.

GM Heritage Center Autos Intrigue Visiting SAE Engineers

by Gerald Scott

By now, the GM Heritage Center in Sterling Heights is a known quantity to the General Motors and inside-automotive audiences.

But to a lot of the local public, the entity has something of a mystery about it, in part because it’s not a public facility like the Henry Ford Museum or Walter P. Chrysler Museum are.

SAE Detroit Section hosted a tour of the GM Heritage Center last week so that its members and their guests could check out all the automotive eye candy on display there just off of Mound Road, south of 16 Mile Road.

We ran across several SAE members who offered interesting insights about all of the displays. One was Arpad Miklos, a battery engineer with A123 in Livonia. He was checking out a large wooden propeller that once was used inside the 12 Mile Road Wind Tunnel at the GM Tech Center in Warren.

Said Miklos, “My father had the same name (as me), he was actually an engineer at GM in the 1970s.

“They had an SAE tour of the facility (GM Wind Tunnel) probably in 1980 and you can see the building from 12 Mile Road. It was really cool to see all the

wooden propellers on the inside.

“You never think wooden, you think aluminum or magnesium or titanium or something, but wood? Apparently it was the best material to use at the time.

“I saw this and it just brought back old memories. I’m 49 now, so I was probably 17 or 18 years old when I first saw this with my dad.

“I worked at the GM Tech Center briefly, I worked for the Advanced Development Group of Inland Fisher Guide back when it was still part of GM – I was actually there when they changed it to Delphi.

“I work for A123 Systems, we make lithium-ion batteries for the Chevrolet Spark. It’s cutting-edge technology.

Back in 2008, General Motors opened the GM Heritage Center in Sterling Heights to coincide with the automaker’s 100th anniversary events.

This facility now plays a key role in showcasing the company’s rich history of success and its strong engineering capability.

It seems that the GM Heritage Center is a cross between the ultimate automotive enthusiast’s garage and a living repository of automotive history.

The Center has 81,000 square feet of flexible space, housing

more than 180 vehicles spanning 10 decades. In addition to vehicles, the Heritage Center will be the custodian of important historical automotive records and related items.

One other visitor of note was Bob Myers, a patent engineer with Delphi in Troy. This was his first visit to the Heritage Center.

He stood in front of the Cadillac Sixteen and took it all in much

like the proverbial kid in front of the candy store.

Although not open to the public, the GM Heritage Center’s mystique seems to just live on and on.



Paul Smith of Warren, left, visits the GM Heritage Center in Sterling Heights.

‘I’m Going to Med School, But I’m Going as a Cadaver’

GM Tech Center retiree Wally Semrau sure has an interesting passion and nothing that involves a car body.

Rather, it’s his own body.

Specifically, Semrau, now 76, has become a champion for promoting the donation of human bodies, after death, to medical schools.

“I retired in 1992, I was pretty young, I went to work for a supplier and finally retired from Dow Chemical. At age 75, I decided to really retire,” Semrau said.

“The CEO of the company I worked for explained to me the stages of professional life: the first 25 years, you get your formal education, the next 25 you get your education on the job, and the last 25 years, you really produce.

“So I decided ‘I’m going to med school’ – but I’m going as a cadaver.”

He’s not joking. He’s signed up with Wayne State’s medical school such that upon death, his entire body will be donated to science, so to say.

Body part donations, such as eyes, kidneys and hearts, are familiar to the public because many people sign up for that on

their driver’s license – in case they’re killed in a car accident.

But full body donations are less well-known for a variety of reasons, including religious reasons, privacy, nervousness about how the body will be treated as a cadaver and so forth.

GM retiree Semrau has researched all of this such that he’s become both an expert and champion. (Visit his web site at gifttolifedonors.org for greater details.)

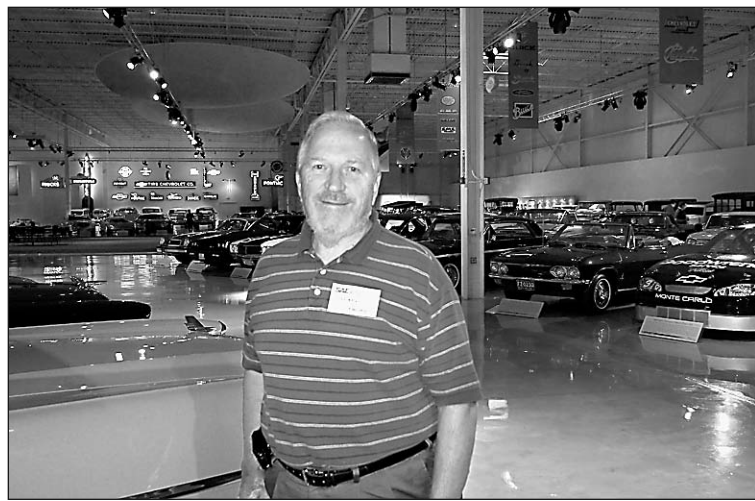
“There’s a real need. My brother in law is a surgeon, and he explained to me that ‘nobody’s going to want your organs, they’re too old for transplant, but they’d want your whole body.’

“I thought about that and said, ‘Wow, donate my body to a med school, that’s the cheapest way to go.

“But as I thought about it, I thought, this is something nobody talks about. You hear about organs, but you don’t hear about the need for cadavers for anatomical study in medical schools.

“There’s a real need in Michigan.”

Indeed, there is a new medical school at Oakland University, the



GM Tech Center Environmental Activities Staff retiree Wally Semrau.

William Beaumont School of Medicine. Next year, Western Michigan opens its med school and will be followed by Central Michigan in 2014.

Sum total being that there is now much more intense competition for cadavers as the state’s med school population increases.

“We’re going to have three new med schools in addition to the (legacy) three in Wayne State, U of M and Michigan State,” Sem-

rau pointed out.

“Nobody talks about the need for cadavers.”

Hence, Semrau and his website and advocacy group.

“I started an advocacy group – Gift of Life Donors. I’m trying to get the message out.

“You can still have a traditional funeral, you just have to work with the funeral director (and the med school).

“But this is one way you can become useful after death.”

Applebee’s Raises Money in Area For Make-A-Wish

When Disney’s Jiminy Cricket “wished upon a star,” he didn’t realize he could be starting a dream-come-true for children with life-threatening medical conditions.

The charity, “Make a Wish,” began in 1980 and children everywhere have been enriched by it.

As part of a statewide effort for Applebee’s restaurants to raise funds in August for the “Make a Wish” Foundation, stores in Warren and Sterling Heights did their due diligence.

In the Sterling Heights restaurant, Manager Christine Monroe said the store raised \$1,760 during the August campaign.

She added that contributors helped the fundraising efforts, praising Kevin Kimple of Powers Distributing, Marissa Teschner of Sam Adams, deejay Jeff Bailey and Giancarlo Puzzuoli of Rave Associates.

Helping the charitable cause in Warren was the Applebee’s at 12 Mile and Van Dyke, where 600 customers bought the blue Make a Wish stars for a dollar each.