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DETROIT AUTO SCENE

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# GM is Lead Sponsor of SAE 'Convergence' This Year

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"We are really looking forward to Convergence 2012 because it is going to have a new look and be much more interactive than previous events," said John Calabrese, vice president of Global Vehicle Engineering for General Motors, who will serve as general chair of Convergence 2012.

"It's critical that we have programs that attract younger engineers to SAE, and also keep our long time members engaged, excited and enthused."

The two-day program has a half-dozen or more initiatives and events that should keep everybody engaged.

First, the Future Leader Program is designed to attract younger engineers to SAE and geared for those who are within the first five years of their cho-

sen transportation engineering careers.

The ultimate goal of the Future Leader Program is to assist young engineers in the management of their careers, which includes mentoring opportunities with executives together with peer-to-peer networking.

Next is the Innovative Start-up Marketplace. This new addition to the show floor is designed for small companies trying to get established in the mobility electronics industry. The Marketplace offers entrepreneurs high visibility and access to leaders of the mobility industry.

Then there is Mega Trends and Their Effect on Automotive Electronics. This session will explore mega trends in the marketplace, technology, urbanization and leadership that will affect automotive architecture in 2020 and beyond.

Norimasi Kishi of Nissan will deliver the opening remarks at the Mega Trends session and that will be followed by Thilo Koslowski of the Gartner Group,

who will deliver a talk on "The Dawn of a New Automotive Era - Key Trends and Innovations that will Impact the Automotive Industry."

# 'Art of Wine' at Tech Center

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of students who can experience the world-class creative education that CCS offers," says College for Creative Studies President Richard L. Rogers.

"We are especially excited to hold the event this year at the home of creativity for GM, the GM Design Center, because it resonates so well with CCS's mission and will provide an unforgettable evening for our guests."

The Detroit International Wine Auction includes three levels of participation:

- The Vintner's Private Reception for benefactor-level sponsors and ticket holders is 6 to 7:30 p.m. in the exclusive Cadillac Design Studio.

It features the best wine, hors d'oeuvres and auction items, and the opportunity for guests to hear Louzada describe his favorite wines in a more intimate setting.

The Vintner's Private Reception is sponsored by Strategic Staffing Solutions.

- The Silent Auction Reception, open to all ticket holders, is 6:30-8 p.m. in the Design Center's second-floor gallery.

- The Gala Dinner and Auction, featuring wines, exclusive dinners, travel packages and original works of art, is 8-10:30 p.m. in the Design Dome.

The Grand Lot is a four-day epicurean trip to Spain exploring Madrid and the Toro region, including a limited-edition vertical (2007, 2008, 2009) of Numanthia 5-liter bottles. The five-course dinner is served with wines hand-selected by Louzada.

An afterglow party follows dinner, and is sponsored by the Metro Detroit Cadillac Dealers.

Tickets for "The Art of Wine" are \$5,000 (Benefactor, includes admission for two to Vintner's Private Reception and Gala Dinner/Auction), \$1,500 (Patron, single admission to Vintner's Private Reception and Gala Dinner/Auction) and \$500 (Supporter, single admission to Gala Dinner/Auction). Table sponsorships also are available.

# 'Henkel Day' Centered Around Chevy Volt

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He talked about the Volt's various attributes with Henkel employees as well.

So there you go, behold the Chevy Volt and Henkel employees - supplier moths to the OEM flame, in a manner of speaking.

Meanwhile, the Volt has had an interesting history from its concept to launch.

The Volt first appeared as a concept vehicle at the 2007 Detroit auto show. The concept Volt looked more like a spaceship than the production version, but of course dealers needed a version of the car they could sell.

Hence its very stylized shape today.

Thanks to exceptionally strong public and critical acceptance of the car at the Detroit show, it became a live car production pro-



GM Area Paint Mgr. Rick Smearman, left, and Henkel's Pat Apsey.

gram just two months later, in March of 2007, according to GM.

It was launched in December, 2010 as a 2011 model, so the car

really has been on the market almost two years now. It's probably reassuring to GM that the car still has a buzz - just ask Henkel.

# Search Optics Names Ryan Kelly as a GM Sales Director

FERNDALE - Ryan Kelly has joined Search Optics as a GM Tier II sales director. In his new role, Kelly is responsible for managing and developing new business as well as leading the Tier II account team.

Troy Smith, Search Optics president, made the announcement earlier last month.

"Ryan adds a wealth of auto-

motive sales, management and industry knowledge to our sales team," said Smith.

"We are excited to welcome him to this role as our business continues to grow nationally."

Kelly has nearly 30 years of experience and has served in a variety of marketing, leadership and consulting roles in the automotive industry.

Kelly earlier worked 20 years in advertising and corporate marketing operations at General Motors. He also completed a GM Fellowship at the Stanford University Graduate School of Business in California.

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