



Diana Ortega of GM

## Engineer Diana Ortega Champions GM's Hispanic HIT Initiative Group

This week figures to be quite a satisfying one in the life of GM Tech Center MP Lead Engineer Diana Ortega.

She's a board member of the Hispanic Initiative Team (HIT), and employee resource group within General Motors and they are hosting an Hispanic Heritage Celebration dinner Oct. 10 at the Venetian Club in Madison Heights that she is organizing.

With more than 100 people slated to attend, the dinner is already a success. That, and they managed to recruit new GM Chief Diversity Officer Ken Barrett as the keynote speaker. He and 20 GM plant managers will be in attendance to learn more about the Hispanic market and culture.

Ortega works at the Vehicle Engineering Center at the GM Tech Center in Warren and she took a few minutes out of her busy schedule to discuss the upcoming dinner, her career path and other matters of interest.

"I've worked at GM for 14 years, I'm a manufacturing engineer, a lead engineer," Ortega said.

"(I've worked on) the Chevrolet Sonic, the Cadillac SRX, previous truck programs, full-size truck. Chevy Cruze, so many.

"I started my career in Pontiac, at Pontiac East Assembly, the truck plant. I started there, then went on to Truck, main campus, which was there in Pontiac, then I moved here in 2005. I even did an international assignment - I lived in Mexico for two years - Silao Assembly, which was right in the middle of the country.

"I've been involved with the Affinity group for about 5 years, but I'm now a board member as of January 2012. One of my first tasks was to lead the team on the planning for an All Peoples Meeting - we had one in May, and then now we're having Hispanic Heritage in October."

Ortega is pleased that more than 100 people will attend this function and that so many GM executives and business leaders have promised to be on hand, offering support for her cause.

"The Hispanic Heritage Celebration is more social, the one in May is more state of business," she said. "The May one was about connecting with our cus-

tomers, so we had (GM Vice President) Alicia Boler-Davis come in and talk about the customer experience and the Hispanic market, and how we tie that in. It was very interesting.

"The event in May was about 75, so it was a full house. This event, we gear to over 100 folks. We have Latino community partners, followed by GM employees.

"We have a lot of goals. Our main goals are to promote Hispanic development and professional development. The other is to reinforce our community involvement - to help bridge that. The third would be Workplace of Choice initiatives as well, making sure we're the top candidate's pick when we're out there recruiting.

"I sit on a recruiting team, that's another role I started in June. I'm part of the Society of Hispanic Professional Engineers recruiting team here at GM."

Ortega herself is a graduate of the University of Detroit Mercy (engineering) and also she received her MBA from the University of Michigan - Flint. "I went to work full-time and then did an aggressive 24-month MBA (program)," she recalled.

As far as external recruiting goes, Ortega said that the University of Puerto Rico and several University of Texas campuses have been generating Hispanic engineering talent for General Motors of late.

She's a member of the Society of Hispanic Professional Engineers as well as the National Society of Hispanic MBAs.

All of the education and work has paid off for her. Now, she's extending her hand to her fellow Latinos to help them move up the food chain in the auto industry as well. Overall, Ortega described engineering as very challenging, but also very satisfying.

## Chrysler Speaker

Chrysler Head of Interior Design, Klaus Busse, is the keynote speaker at the Automotive Division of the American Society for Quality's dinner on Tues., Oct. 9, from 5:30 to 8:30 p.m. at Meadow Brook Hall in Rochester.

## Volunteer Leader

by Gerald Scott

It was a busy Tuesday morning last week for Kristen Kreibich of Chrysler Regulatory Affairs.

She led a group of volunteers from Chrysler headquarters, spending their time at the Pontiac Gleaners food warehouse sorting and packaging various boxed and canned foods.

"This is very different from my day job, but this is really satisfying, really rewarding, this is something we need to do," she said. "Obviously, with what Chrysler's been through, this is something that could very well happen to all of us.

"We could've lost our homes, lost our livelihoods. To me, it's important to give back to the community - especially everybody that's helped us (Chrysler) through these rough times.

"Since the first time I came here, I think I've internalized that it could happen to me. You know? You can lose your livelihood at any time, due to sickness, due to anything."

For Kreibich and her fellow Chrysler colleagues, serving as volunteers at Gleaners is more than just showing up and pitching boxes - it's something they've all taken rather personally, all because the work that is done in packing food is shipped and used by needy community members within a day or two of assembling.

At Gleaners Pontiac, the Chrysler workers even had an assembly line of sorts with empty boxes being filled along a 50-foot conveyor line, then wrapped and eventually shipped.

"The most important thing is, I have three kids and you've got to put food on their plates," she



Kristen Kreibich of Chrysler.

said. "We do various things from sorting food that they put in bags in kids' lockers (so they can eat)," she said. "Sometimes they don't know that they're special or hungry.

"Their stomach growls, they don't realize that there are community services out there to help them. It's important to give back, make it easy for them to find the resources, to help them keep their dignity.

"Every time we're here, we tell someone about our experiences and eventually word gets around," Kreibich said.

"We were here last year, I was here a couple times, doing the same sort of activity.

"When the opportunity arose to lead something, it's something close, in our backyard, we're a couple miles away (at Chrysler headquarters).

"You're not helping people 40 miles away, you're helping people who could be your neighbors and you don't even know it."

Kreibich and her group work for Chrysler in Regulatory Affairs, which is under Engineering. "We make cars legal for the world," she said.

# COLLISION CENTER

**SERVICING ALL MAKES AND MODELS • PICK UP & DELIVERY**

- Servicing all makes and models (including light & medium duty trucks) foreign or domestic
- Incredibly fast repair time
- All vehicles serviced by Certified Master technicians in auto body repair, mechanics, and refinishing
- Brand new state of the art spray booths and equipment
- New dustless repair system
- Vehicle safety and performance is top priority. We make sure that the structural restoration of the vehicle meets or beats manufacturer's recommended specifications
- Alternative transportation available
- Courtesy detail
- Lifetime warranty on all body work performed (Ask for details)

**Providing full service glass repair and replacement for all makes and models.**

**61,000 sq. ft.**

## We're Green!

Our collision center recycles and uses environmentally friendly paints and practices when working on your vehicle.

**Corporate Car Approved • Corporate Glass Repair**

### FREE Oil Change

\*One Discount Per Visit With minimum \$500.00 collision repair. Valid through October 31, 2012.

### FREE Loaner Car

\*One Discount Per Visit With minimum \$500.00 collision repair. 3 day rental, based on availability. Valid through October 31, 2012.

We offer you... [www.palacecollision.com](http://www.palacecollision.com)

- The Convenience of getting a **FREE** estimate without leaving your home or office.
- The ability to receive a fast, professional quote on light damage to your vehicle.
- Information on the cost to repair your vehicle to help you determine if a claim should be filed.

You simply need to...

1. Take photos of the damaged area of your vehicle with your digital camera or cell phone.
2. Visit our website [www.palacecj.com](http://www.palacecj.com) - then click link to *collision center*
3. Fill-out the brief form and attach your photos

We'll give you a quote promptly!

**Located just south of Palace Chrysler Dodge Jeep Ram at:**

**4800 South Lapeer Road • Lake Orion, MI**

**248-276-6653 • Fax 248-340-0105**

HOURS: Mon.-Thurs. 7:30am-6:00pm • Fri. 7:30am-5:00pm

NOW OPEN! New Management

## 10 SPECIALS FOR LUNCH

# \$6.99

HAPPY HOUR MON-FRI • 2 TO 6

## The Venue

3880 LAPEER RD. ACROSS FROM THE PALACE IN AUBURN HILLS Formerly The Post Bar

248-370-8909

www.VenueGrille.com

Mon. - Sat. 11 a.m. - 11 p.m.

KNOWN FOR OUR BRICK OVEN PIZZA AND OUR FRESH INGREDIENTS GREAT APPETIZERS, FRESH SALADS, SANDWICHES AND SIGNATURE DISHES

TRY ONE DAY AND YOU'RE SURE TO STAY!

Children's Development Center CENTERPOINT

## 10% DISCOUNT AVAILABLE!

- FULL ACADEMIC PROGRAMS - HIGH SCOPE ACCREDITED
- PRE-KINDERGARTEN
- INFANT/TODDLER • PRE-SCHOOL
- HOT LUNCHES INCLUDED

6:30am-6:30pm Mon. thru Fri.

248-451-1577

www.kidsnowcenter.com

3000 CENTERPOINT PARKWAY Located off of Opydyke and Square Lake Rd. behind the Centerpoint Marriot \*Limited Time Offer