

Lorenzo Cultural Center's 'Gears' Exhibit Examines Impact of Industrial Revolution

by Jennifer Knightstep

Though the industrial revolution began in America long before the launch of Michigan's automotive history, both reside quite comfortably side-by-side at Macomb Community College's Lorenzo Cultural Center in Clinton Township, featured in an exhibit called, "Changing Gears: The Birth of American Industry."

Most of the inventors featured in the exhibit are familiar figures, such as Henry Ford and Eli Whitney, Thomas Edison and Nikola Tesla. Others are notable but somehow obscure, though the concepts and technologies they developed are much more well-known, like Elias Howe and his sewing machine.

At first, the connection between Howe's 1846 invention and today's automotive industry is hazy. But a descendant of that first sewing machine stitches the interiors of modern vehicles.

Other clever connections are the subject of hour-long lectures and multi-media presentations, another part of the Changing Gears exhibit.

Those presentations range from "Detroit Before the Horseless Carriage" to "Photographing Industry" and include historical figures such as Francis Cabot Lowell, Martha Hay, George Westinghouse, William Q. Atwood, Nikola Tesla and Thomas Edison.

Alongside the general exhibit floor are two special rooms, one featuring artifacts from an Industrial Revolution-era train depot, the other a lumber camp.

There's also a large movie room, showing relevant videos from PBS, The History Channel, and more.

The limited-time exhibit has

something for everyone. Those interested in automotive history will delight in the Changing Gears excursions to the Ford Rouge Factory Tour and The Henry Ford Museum.

Railroad buffs will enjoy the "Uniting America" presentation on Oct. 19 and the "Early Streetcars of Detroit" lecture on Nov. 4.

Into mining or lumber history? There are more than a dozen presentations, movies, and displays for you, too.

There's even a little something for the youngest car enthusiasts on Oct. 28 - a presentation by the Ann Arbor Hands-On Museum with 10 different activities demon-

strating some of the technology used in motors and engines.

Daily for younger show-goers, there's a hands-on activity area, where children are encouraged to card wool by hand and do a word search puzzle to boost their Industrial Revolution vocabulary.

There's also a self-guided scavenger hunt, appealing to students of all ages.

Changing Gears runs now through Nov. 18. The exhibit is available Wednesdays through Saturdays 10 a.m. to 4 p.m. and Sundays 1-4 p.m.

Admission is free to all ages. For more information, visit www.lorenzoculturalcenter.com.

Facebook VP Visits Detroit

DETROIT - With 1 billion users worldwide and all paired with the ability to target and speak directly with customers, Facebook seems well-positioned for future growth.

Carolyn Everson is working hard to make Facebook more interactive and more user friendly. She is Facebook's vice president of Global Marketing Solutions and she will be speaking to Inforum on Oct. 18 from 11:30 a.m. to 1:30 p.m. at Cobo Center in Detroit.

Everson oversees the top 1,500 global brands on Facebook and she will be discussing the website's challenges and opportunities during her talk in Detroit. Her earlier career includes stops at some of the nation's most recognizable corporate brands including Disney, MTV Networks and Microsoft.

In a time of dizzying change in technology and social platforms, Everson is shaping the way the

social network is transforming business. And, as a devoted mother of twins, she is also shaping the broader business discourse on work-life integration.

Also, Scott Monty, head of Global Social Media at Ford Motor Co., will join in a conversation with Everson. He is Ford's strategic advisor on all social media used across the company, from blogger relations to marketing support, customer service to internal communications and more at Ford.

"As Inforum celebrates five decades and sets the stage for the next 50 years, one can only imagine how a social network will evolve," said Terry Barclay, president and CEO of Inforum and the Inforum Center for Leadership. (Inforum is the former Women's Economic Club, founded back in 1962).

Inforum has offices in Detroit, Grand Rapids, Kalamazoo, Lansing and Saginaw.

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