



2012 Chrysler 300 customized by Mopar

Chrysler Custom Challenge: Brand Fans Post Re-Do's

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Said Chehab, president and CEO – Chrysler brand, said, “We want to meet our top enthusiasts so we can not only share their passion, but reward them for their creativity, dedication and loyalty to the Chrysler brand.”

Prizes up for grabs include a luxury vacation package for two, a trip to the 2014 North American International Auto Show (NAIAS) in Detroit, and a two-year lease of a Chrysler vehicle.

Entries will be available for public voting now through July 1 in the contest gallery. A combination of judges’ scores and public votes will determine the winners.

Three finalists and 10 runner-

up winners will be selected. Then, starting Sept. 10, professional videos of the finalists’ customized vehicles will be shared on Facebook and YouTube.

The three top finalists will be invited to attend the 2013 Specialty Equipment Market Association (SEMA) show in Las Vegas Nov. 8, where a panel made up of automotive industry and Chrysler brand representatives will select a winner based on the combined public voting/judges’ scores.

“This is just a really cool opportunity for us, and especially the brand to see what people are doing with their vehicles, how they’re customizing, taking it to the next limit and making it their own,” said Schulte. “That’s really

what they’re trying to reach out to, just connecting with people who are really big Chrysler brand enthusiasts.”

To take part in the event, go to www.facebook.com/Chrysler, and click on the Chrysler Custom Challenge button.

AH Chamber Exec Asker Earns Regency Scholarship

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will be attending the U.S. Chamber of Commerce Foundation’s Northeast Institute training program, which is to be held at Villanova University in the state of Pennsylvania.

Asker will attend five days per year during the summer for the next four years. All of this adds up to a total of 96 hours of instruction.

“She will receive 20 hours of instruction this year,” said Parish.

Asker said she was very grateful for the scholarship aid from the foundation.

“From our point of view, the scholarship allows the Auburn Hills Chamber to gain access to national resources and training that would otherwise be unaffordable,” she said. “I’m very grateful for the scholarship – it’s a wonderful vote of confidence from my peers.”

Asker noted that after she re-

ceived word she would be receiving the scholarship money from the U.S. Chamber of Commerce Foundation, she was contacted by the Michigan Association of Chamber Professionals.

They got in touch with her to give her the good news that the association will be providing the rest of the funding for tuition needed for Asker to be able to attend the summer programs through their scholarship.

“The tuition is \$1,200, and the U.S. Chamber of Commerce Foundation provided a portion of that, while the Michigan Association of Chamber Professionals covered the rest,” she said.

Asker went on to say that, thanks to the tuition awards, transportation and lodging will be all the Auburn Hills Chamber of Commerce and its members will be paying for to make it possible for Asker to attend the U.S. Chamber’s training program in Pennsylvania.

AH Economic Roundtable Shines Spotlight On City’s New Businesses and Expansions

by Irena Granaas

Evidence that the city of Auburn Hills is booming was pervasive at the May 2 Economic Roundtable, held at the Auburn Hills Public Safety building.

Auburn Hills Economic Development Coordinator Laurie Renaud and Steven J. Cohen, director of Community Development for the city, each gave presentations on new retail businesses that have opened, white elephants that have already or are about to find buyers, facilities under construction and plans for new facilities.

Renaud discussed available listings, vacancy rates and an important pending change in the tax laws that will impact communities across the state if it passes in 2014, as expected.

She explained the Gov. Snyder administration-backed legislation would eliminate the business personal property tax, which will take a significant chunk of tax revenue for infrastructure expenses away from most municipalities, including Auburn Hills.

“Auburn Hills will have to find another way to do infrastructure,” she said, adding that the city is in good shape to deal with the change since its budget is solidly in the black.

“We don’t do anything on credit. We’ll make do,” Renaud said.

A flurry of new businesses have opened and others have expanded, or plan to expand. Among those mentioned as new or coming to Auburn Hills were IAV Engineering; Reply – which does logistics; CoolYo – a frozen yogurt shop headed for the Auburn Square shopping center at North Squirrel and Walton; the Oasis Restaurant – a cafeteria-style eatery featuring food from American to Mediterranean; and Just Baked – the 16th store opened by owner Pam Turkil, featuring fresh baked goods prepared in Livonia and delivered daily to each store.

The Lake Trust Credit Union has moved to Auburn Square because it has grown and needed a bigger space.

Raymond James, a financial

company, is also undergoing an expansion.

Renaud and Cohen mentioned a couple of former “white elephants,” such as the former Kmart location at 3500 Joselyn Road, snapped up by Prefix Corporation, which is making a \$1 million investment, and the former Wal-Mart site at 300 N. Opdyke, to be occupied by Legend Valve, which is putting up \$2 million to make the move.

Cohen said it was a “marriage made in heaven,” as the new site gives them the storage space they needed.

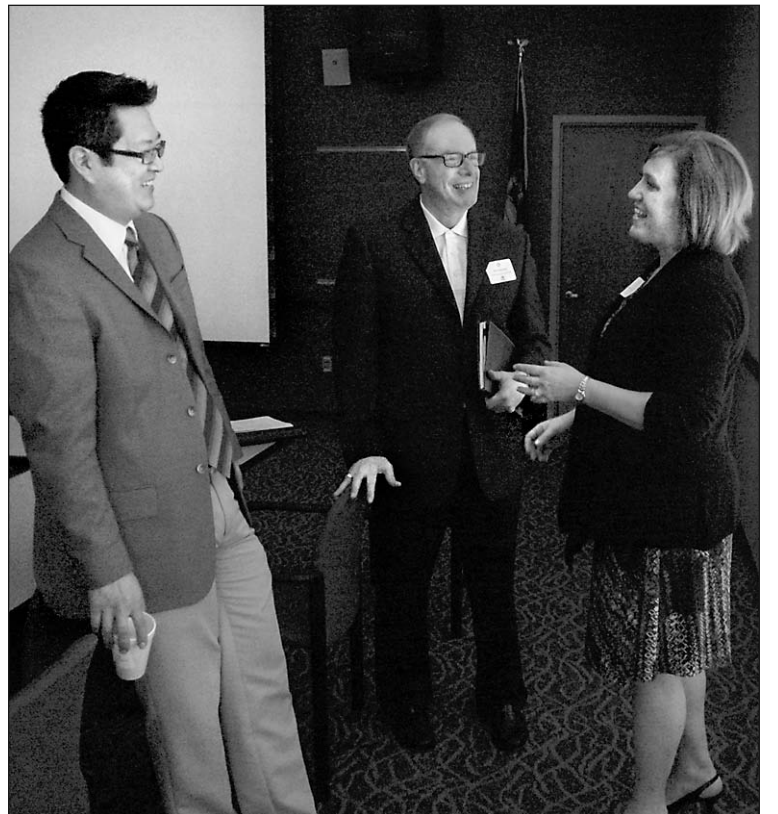
BorgWarner, a global supplier in powertrain technology, was slated to go before the city May 6 seeking approval for a planned 15,970-square-foot expansion at their 3800 Automation Alley site for a new engineering garage and additional vehicle laboratory testing space.

The city has approved plans for an assisted living facility, Angelica’s Place, to be located on the south side of Walton Boulevard between Snellbrook and

Joswick roads; and a replacement electronic sign for the Pontiac Silverdome. As part of the Silverdome deal, Canadian-based Triple Properties, owned by Andreas Apostolopoulos, will dedicate space on the new sign for free advertising for the city of Auburn Hills.

Two representatives for the nearby Great Lakes Crossing Outlets, General Manager Steven B. Berlow and Marketing and Sponsorship Director Seok Chung, talked about the transitioning of the site from a traditional retail mall to an outlet mall, and how Great Lakes Crossing has evolved into the largest indoor outlet center in Michigan, and one of the largest in the country.

“I loved them and I can’t wait for all of that development to continue in that neck of our town,” commented Auburn Hills Chamber of Commerce Executive Director Denise Asker about the mall. She explained Great Lakes Crossing Outlets and the Palace of Auburn Hills are significant to the well-being of the city.



From left, Seok Chung, Steven Berlow and Denise Asker.

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