



From left: Sam Singh, of New Economy Initiative for SE Michigan; Pamela Hurt of the Kauffman Foundation; James Jacobs, president of Macomb Community College and Richard Sheridan, CEO of Menlo Innovations at the MCC luncheon on entrepreneurship.

# 'Joyful Environment' Equals More Productivity, Creativity, Says Sheridan

By Christine Snyder  
Staff Reporter

Richard Sheridan became an entrepreneur because as a software engineer he didn't like what was happening to his industry.

"It wasn't fun anymore," said Sheridan at a fundraising luncheon for his alma mater, Macomb Community College, Nov. 4. "Everywhere I worked sucked the life right out of me."

The luncheon's theme was "Accelerating Southeast Michigan's Economy: Embracing Innovation and Entrepreneurship."

Sheridan, the co-founder and CEO of Menlo Innovations in Ann Arbor said he found the key to business success.

"I touched on something key and that is the business value of joy," said Sheridan. "You get more productivity, more creativity in a joyful environment... we've forgotten that."

Sheridan said it isn't uncommon when he visits the work quarters of software engineers to find dimly-lit rows of isolated cubicles. The only sound to be heard was the clicking of the computers.

Contrast that to Menlo Innovations' environment

located in a century-old brick loft over a coffee shop. The atmosphere is open and noisy. The staff doesn't use email to communicate. Every computer has two workers.

"Everything is focused back to joy," said Sheridan, who said all employees know what is expected of them and directions are clear. "You put two people on one computer, do you know what that's like? There is always someone helping you along. You are always supported."

It is a joyful environment and also a learning one.

"The one sustainable talent is to learn how to learn."

Sheridan advised would-be entrepreneurs that they must have passion and to be prepared for a roller-coaster ride.

"You need it (passion)," said Sheridan. "I wrote my first program in 1971 and I was in love. I had found the thing I wanted to do for the rest of my life. Go to what makes your heart sing."

Not sure what you should be doing? "When I coach entrepreneurs, I tell them to ask an 8-year-old what they should be doing. Get back to what you love to do."

Sheridan said Michigan is better suited for entrepre-

neurship than the rest of the country.

"We got hurt by hurricane globalism faster and harder than anybody," said Sheridan, who said as a result there are many programs and initiatives for new business start-ups. "When I tell people in other states what Michigan is doing, they take notes."

Another luncheon presenter, Pamela Hurt, a consultant with the Ewing Marion Kauffman Foundation, pointed to business incubators like Tech Town on Wayne State's campus.

"Some of the best ideas come from our universities, but that professor may not be the best person to bring that idea to market," said Hurt. "We have to marry him or her with more entrepreneurial-minded people."

Sam Singh, senior consultant for the New Economy Initiative for Southeast Michigan, also spoke at the luncheon. Singh said New Economy is focusing on creating entrepreneurial culture in K-12 classrooms.

"The last two generations we talked about the companies you would work for instead of the companies you will create," said Singh.

# AAA Warns Public on Drowsy Driving

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this issue for public scrutiny and action."

To remain alert and avoid drowsiness, AAA strongly suggests:

- Getting plenty of sleep (at least six hours) the night before a long trip;
- Scheduling a break every two hours or every 100 miles;

Traveling at times when you are normally awake, and staying overnight rather than driving straight through; and

Stop driving if you become sleepy; someone who is tired could fall asleep at any time.

Symptoms of sleepiness include, but are not limited to: Having trouble keeping your eyes open and focused;

The inability to keep your

head up; Daydreaming or having wandering, disconnected thoughts; and

Drifting from your lane or off the road, or tailgating.

These findings were part of the AAA Foundation's third annual Traffic Safety Culture Index, a nationally-representative survey conducted by Abt SRBI Inc.



Electronic Arts The Sims Studio, creator of the best-selling simulation game The Sims 3, is giving U.S. players the opportunity to download the Ford Fiesta and a variety of accessories for players to interact with.

# 2011 Ford Fiesta Becomes Part of Popular Video Game Presentation

The 2011 Ford Fiesta is now featured as part of one of the world's most successful simulation video games series.

Electronic Arts' The Sims Studio, creating of the best-selling simulation game, The Sims 3, is giving its U.S. players the opportunity to download the Ford Fiesta, and a variety of accessories for players to interact with as they develop life strategies.

The Sims 3 is a life simulation game that lets players create lifelike Sims characters with unique personalities, take them anywhere in the neighborhood, design and build their surroundings, give them goals and lifetime wishes, and ultimately determine whether to fulfill their destinies by giving them a lifetime of happiness and rewards or not!

The Fiesta is available as a free download the hatchback or sedan bodystyle, and players can choose the color. And it's not just the car that's available for download - Ford also provides players with items that go along with the Fiesta's fun nature.

Besides a Fiesta, the Fiesta Urban Streetscape package includes various items for players to use in their game, including Fiesta Urban Style graffiti, Never Get Lost Again street sign, Maid o' Meter parking space with meter, Hot Stuff Crossing! sign, Street Struttin' street light sign.

"Fiesta is the perfect fit for The Sims 3 player," said Brian

McClary, Ford social and emerging media specialist. "It's a fun car that lets players engage in the game more, and the additional items that come along with the package give them even more freedom to express their individuality."

The Sims players are no stranger to the Ford brand - a variety of Ford vehicles have been downloaded by players more than 8 million times in The Sims 2 and The Sims 3 games for PC/MAC. The Ford Edge, Mustang, Escape Hybrid, Focus and Fusion were available for download in The Sims 2 for PC/MAC. Additionally, an EA internal study showed 28 percent of players drive Ford vehicles in real life.

"Ford has a great established relationship with players of The Sims, having been the first automobile manufacturer to realize the game was an excellent communication channel to reach their target buyers. First launched in The Sims 2, it has extended into The Sims 3, and again invites players to bring the brand into the game, making it a great strategy," stated Steve Seabolt, vice president of Global Brand Partnerships at EA.

We have an opportunity to continuously give back to our customers and not only let them have fun with Fiesta, but experience what the brand is all about through The Sims 3 which is an incredibly immersive and involved game," said McClary.

# Emissions Control Supplier to Provide Catalytics for Ford V8

Rochester Hills-based emissions control technologies supplier Emitec, Inc., said it has recently signed an agreement with Ford Performance Vehicles (FPV) of Australia to supply low backpressure catalytic converters for their line of high-performance vehicles powered by Ford's new 5.0L Coyote V8 engine.

The new catalyst technology uses a perforated, ultra-thin-foil metallic substrate designed to withstand the highest exhaust flow rates, while providing minimum exhaust backpressure.

The small, evenly spaced perforations of the substrate matrix allow the exhaust flow

to expand and redistribute, leading to better flow uniformity and overall catalyst efficiency.

A special brazing technology ("HD Design") was developed, tested and verified to support robust catalyst operation under the most severe conditions for the full life of the vehicle.

The new catalyst will be used in Ford Performance Vehicle's new Boss V8 range of vehicles starting in October of 2010, and is also used on the new Euro 4 FPV F6 since June of 2010.

Emitec is the U.S. subsidiary of German supplier Emitec GmbH.

# MIS Fans Can Take Lap Around Track for Charity

If charity begins at home, then there's no place like Michigan.

For the second consecutive year, Michigan International Speedway and its nonprofit arm, MIS Cares, are collecting goods to benefit two local charities by hosting a lap around the racetrack at 9 a.m. to 3 p.m. on Saturday, Dec. 4 - weather permitting.

Guests may take one lap in their personal automobiles around the historic two-mile oval in exchange for a new, unwrapped toy or bag of food that will be donated to the U.S. Marines Toys for Tots and

CCIS Food Pantry in Brooklyn, Mich., respectively.

As an additional component this year, guests will also be able to visit with Santa Claus in one of the MIS' Pit Road Suites.

Mach 1 Racing School will be taking photos of Santa posing with each guest at the event. Pictures may be purchased for \$5, with \$1 from each picture sold going back to MIS Cares.

MIS decided to continue the Track Drive for Charity due to its overwhelming success in 2009.

"We had such a wonderful turnout at last year's drive,

which collected thousands of toys and food items. It made a significant impact on a number of families for the holiday season," said Alisha Cottrell,

# TRW Drive Train Supports Ford

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when compared with TRW's current Column Drive EPS system, which has already been launched on more than 30 vehicle models.

The system delivers a speed-sensitive, positive and responsive steering feel, as well as advanced functions such as pull

director for Government and Community Relations at MIS.

All donated toys must be unwrapped and new. Food items should be non-perishable.

drift compensation.

Lubischer concluded: "As government legislation continues to focus on establishing more stringent CO2 emissions targets, it is clear that the demand for these technologies is set to increase and at TRW we will continue to innovate in a bid to meet - and exceed - the needs of our customers."

# U-M Students Compete in TARDEC Robotics Event

By Gerald Scott  
Staff Reporter

A half-dozen University of Michigan students are enjoying the proverbial thrill of their lives as they participate in the U.S. Army/TARDEC lab's robotics competition in Australia this month.

Robots from teams from around the world, including U-M's, gathered in Adelaide, Australia, Nov. 7-12 for a unique competition called MAGIC - for Multi-Autonomous/Ground Robotic International Challenge, or MAGIC 2010.

It seems that teams from the U.S., Turkey and Australia have been selected by the U.S. and Australian departments of defense to compete at the Royal Showground in Adelaide.

It is part of the military's effort to develop the next-generation of fully autonomous ground robots.

The five competing teams include the following entries:

- Cappadocia - Ankara, Turkey;
- Magician - Perth, Australia;
- RASR - Gaithersburg, Maryland;
- Team Michigan - Ann Arbor, Mich.;
- University of Pennsylvania, Philadelphia, Pa.

MAGIC 2010 is a joint initiative of Australia's Defense Science and Technology Organization and the U.S. Army Research Development and Engineering Command's Tank Automotive Research, Development and Engineering Center, or TARDEC, which is based in Warren.

In some ways, MAGIC 2010 is said to resemble the previous Defense Advanced Research Projects Agency (DARPA) competitions, but the rules for this competition are challenging in new ways. For example, each team must have at least three robots and no more than two operators.

The three phases of the timed competition also pose unique challenges. Phase I keeps teams indoors dealing with static "objects of interest," like simulated roadside bombs.

Phase II requires teams to deal with static and mobile

obstacles in an area twice the size. And Phase III, the most difficult, presses teams to operate indoors and outdoors with several mobile and static impediments - all while avoiding a simulated sniper that can "kill" the robots.

All of which is enthralling to the six U-M students participating.

"Our robots may be simple-looking, but their intelligence sets them apart. They can sense the world and understand what they're seeing," said Edwin Olson, an assistant professor in the Department of Electrical Engineering and Computer Science, who advises the team.

"The robots make almost all of their own decisions, which means that a single person can control 14 of them. They can find bombs, people, cars and other objects of interest. The robots build a map with all this information and transmit it back to the human commander in real time.

"Our system eliminates the need for humans to be put in harm's way."

Most research on robotics focuses on a single vehicle, Olson said. But today's military robots aren't autonomous at all, he added.

Typically, there's a human

nearby who, like a puppeteer, micro-manages every action.

The U-M robots can divide complex tasks into smaller pieces, and split the work among multiple robots. By working in teams, the robots can tackle more difficult missions, and can complete them faster.

"In the end, these unmanned machines could mean fewer human casualties, both for soldiers and civilians caught in dangerous areas," Olson said.

The U-M students on the MAGIC team started design-

ing and building their machines more than a year ago.

Concluded Olson, "We have mechanically beautiful machines thanks to help from about 30 undergraduates.

"We built custom circuit boards and electrical systems and our own sensor system. We're using a camera and 3-D laser range finder, an inertial measurement unit, and our own wireless routing software."

The U.S. and Australian defense departments have had close ties since their joint efforts during World War II.

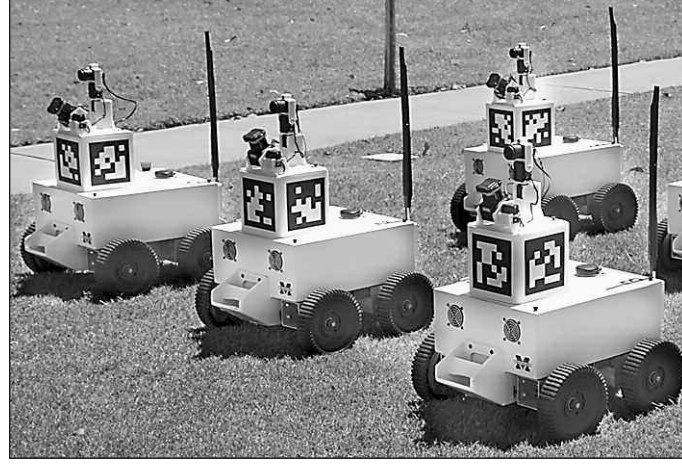


PHOTO: U.S. ARMY / TARDEC  
Robots competing in the MAGIC2010 competition are seen in parade formation at the Royal Showground in Adelaide, Australia. The University of Michigan team is one of five global competitors.



PHOTO: U.S. ARMY / TARDEC  
Capt. Chris Latham of the Australian Army, far left, reviews competition rules with Team Michigan's team leader Edwin Olson during the MAGIC2010 competition in Adelaide, Australia.