

Arab Delegates Come from Afar for HFCC Program

DEARBORN – Henry Ford Community College (HFCC) and the Arab American Women's Business Council (AAWBC) held an Education to Employment program in late May, which included 16 delegates from Morocco, Egypt, Palestine and Algeria.

The purpose of the program was to provide information to the 16 delegates about how the college helps Michigan's unemployed reinvent themselves for employment, and about HFCC's role in higher education.

"Because of the innovative programs we've instituted here at the college by working with business, industry, government and community-based organizations, the AAWBC asked us to provide the college's perspective on education to employment," said Tricia N. Llewellyn, director of HFCC's Workforce Development and M-TEC.

Meanwhile, Dr. Gail Mee, president of HFCC, explained to the delegation that HFCC – like most community colleges in the nation – is designed to transfer credits to a four-year college or university; provide vocational/technological education; provide remedial and continuing education, and offer community service opportunities.

"Some programs prepare students to go directly to work upon graduation, such as our nursing program," said Mee.

This is consistent with the AAWBC's mission of building

business and professional growth through networking, leadership, mentorship, educational opportunities and cultural programming.

Formed in 2007, the AAWBC is a nonprofit organization that addresses the needs of Arab American women professionals and business owners, as well as young Arab American women seeking professional careers in Michigan and across the nation.

Llewellyn stressed to the delegation that to resolve issues of employment, the college works hand-in-hand with the community, industry, government and educational partners that include K-12 school districts and four-year colleges and universities.

She noted that information and different perspectives are essential in the decision-making processes that positively impact the employability of students.

"Bring as many partners to the table as you can, but allow each partner to utilize their strengths in addressing the needs or the problems. Employers are critical partners to identify the desired skills of workers and labor demands – short-term and long-term," said Llewellyn.

"Sometimes employers need help in truly getting to the core of the skill sets required to perform work. Don't be afraid to ask questions to ensure that you are both on the same page. And always

follow up."

M'hammed Abbad Andaloussi, one of the delegates in attendance, serves as president of Al Jisr, a nonprofit organization that mobilizes businesses to adopt schools to upgrade the quality of their education programs through financial and technical contributions in Morocco.

He was very impressed at how HFCC prepares its students for employment. He agreed wholeheartedly with Llewellyn's point that collaboration is essential to achieve success in education and employment.

"If you want to go fast, go alone," said Andaloussi, adding, "if you want to go far, go with others."



From left, Nidal Ayesh, Ahmed Abdenasser, Eman Azim, Darin Hussein, Redouane Amezoirou, Khadoudj Benkhadra, M'hammed Abbad Andaloussi, Hussam Arman, and Ahmed Abdel-Rahim were nine of the 16-member delegation from Morocco, Egypt, Palestine and Algeria who attended last week's Education to Employment Program that was sponsored by Henry Ford Community College and the Arab American Women's Business Council.

Playstation Users Find New Ford Game Is a Fiesta

DEARBORN – Ford has given millions of PlayStation Home users the chance to experience the new Fiesta and Edge from the comfort of their own home with the launch of the new virtual Ford Showroom.

The virtual Ford Showroom launches today as a part, or space, of PlayStation Home. Ford is the first automaker to launch a space within the North American version of PlayStation Home.

PlayStation Home is a free-to-play, dynamic social game platform developed for the PlayStation 3 system and can be accessed by users via the PlayStation Network.

"The Ford Showroom gives players an opportunity to check out our vehicles in an environment where most people wouldn't expect to see Ford," said Brian McClary, Ford social and emerging media specialist.

"It's another example of how we're providing customers with ways to engage with Ford on their own terms in their own way."

Users who visit the Ford Showroom will be able to view the interior and exterior of the Fiesta and Edge, experience Ford SYNC, Ford's in-car connectivity system, and play a game with digital rewards that include a T-shirt with the Ford logo.

"The Ford Showroom in PlayStation Home is the perfect place for people to explore, interact with and share these highly recognizable and popular vehicles," said Amy Carney, president of advertiser sales for Sony Pictures Television.

"Their SYNC technology also has strong synergies for creating highly interactive and engaging game experiences."

A player directs the person he or she controls – called an avatar – to enter the Ford Showroom, then receives a virtual T-shirt with the Ford logo for the avatar and for just walking in the door.

The avatar walks around the showroom and views the Fiesta and Edge.

A virtual Ford representative greets all avatars and introduces them to the vehicles and games. Avatars are encouraged to get inside a vehicle to experience a version of its interior with true-to-life detail such as the location of key controls.

"Special attention has been given to the details of the vehicles so that users get as close to a showroom experience as possible," said McClary. "We want users to really feel like they are inside one of the vehicles."

Users have the opportunity to pair a virtual mobile

phone, already in the car, with SYNC. Once paired, the SYNC system will start and a game menu will appear. They will be able to play three quests: Music Quest, Turn-by-Turn Quest and Phone Quest.

In Music Quest, avatars plug in an MP3 player and receive audio instructions that lead to a mini-game in which players take part in a music-based activity.

If completed successfully, players receive a SYNC-branded virtual MP3 player with docking station that they can take to their own PlayStation Home apartment.

Turn-by-Turn Quest requires players to follow a map that leads to a puzzle that must be completed in order

to win a holographic digital globe furniture item.

Phone Quest requires players to use a virtual phone to receive clues about how to find the last challenge, which is a logic puzzle.

If completed, the user wins a virtual SYNC-branded hooded sweatshirt with a glowing logo.

Following completion of the three quests, players will be instructed to return to the Ford Showroom where they will receive the grand prize of a virtual digital picture frame with the SYNC brand on it.

"The purpose of Ford participating in PlayStation Home is not only to educate users, but to help entertain as well," said McClary.



Sony Playstation game allows users to interact with the Ford Fiesta.

Kanye West Performs at Ford-Sponsored Jazz Event

DEARBORN, Mich., June 22, 2011 – Ford is set to return for the third consecutive year as the exclusive automotive partner of the 2011 Essence Music Festival being held this July 4 weekend in New Orleans.

Kanye West and Mary J. Blige are slated to headline the festival, with main stage performances by Jill Scott, Chaka Khan and El DeBarge. Touted as the largest African American music and culture event in the U.S., the Essence Music Festival attracts an estimated 250,000 participants, in addition to being a benchmark of New Orleans tourism.

As a proud and active partner of the festival, Ford has created special opportunities for the city of New Orleans and festival attendees, including the chance for one festival attendee to win the keys to an all-new 2012 Ford Focus, a vehicle that gets up to 40 mpg; an exclusive broadcast with The Steve Harvey Morning Show; and celebrity autographs at the Ford Motor Company booth inside the convention center each day.

Just as visitors to the 2010 Essence Music Festival had the chance to get behind the wheel of such vehicles as the 2011 Ford Edge, this year's attendees will be able to test

drive such vehicles as the 2011 Ford Explorer, North American Truck of the Year, and the all-new 2012 Ford Focus.

In addition to the opportunity to win the keys to the Ford Focus, Ford is also giving festival goers the chance to win cool prizes inside of the Ford booth and take part in an exclusive broadcast with SiriusXM live from the Ford main stage.

As part of the continued partnership with SiriusXM, Essence Music Festival atten-

dees can listen in on celebrity interviews and secure autographs from some of their favorite artists during the festival.

As Ford's Multicultural Marketing Manager Shawn Lollie explains, the Essence Music Festival is a strong partnership that offers tremendous opportunity when it comes to awareness of Ford products within the African American market, particularly African American women.

"We've found that the Essence festival is an excel-

lent opportunity to interact with thousands of individuals from across the country and to share the news on the latest and greatest in Ford's vehicle portfolio, such as the 2011 Ford Explorer and our all-new 2012 Ford Focus," said Lollie.

"Our interactive and experiential displays will enable African Americans from across the country to get close to our products and brand to experience the amazing gas mileage, style, safety and technology."

U-M President Joins Mfg. Partnership

ANN ARBOR – Responding to President Obama's call to action, University of Michigan President Mary Sue Coleman joins leaders from five other universities as part of the Advanced Manufacturing Partnership, a national effort bringing together industry, universities and the federal government.

The goal of the new AMP is to invest in the emerging technologies that will create high quality manufacturing jobs and enhance the United States' global competitiveness.

As part of the Advanced Manufacturing Partnership,

the plan, which leverages existing programs and proposals, is to invest more than \$500 million to jumpstart this effort.

Investments will be made in the following key areas: building domestic manufacturing capabilities in critical national security industries; establishing U.S. leadership in next-generation robotics; and increasing the energy efficiency of manufacturing processes, among other goals.

"This initiative matters more to Michigan than any other state," Coleman said.

"We are at Ground Zero for losses in manufacturing jobs.

But we also are better positioned to be the epicenter of manufacturing innovation. We know how to retool."

Coleman noted that small companies are the backbone of large manufacturers, adding that leading universities and companies will complement these federal efforts helping to invent, deploy and scale these cutting-edge technologies.

U-M's College of Engineering is already actively working with industry on advanced manufacturing research. The system will be working with GM's Brownstown factory on high-end battery research.

Dearborn Resident Is Named Top 'Bio Student'

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given the growing importance of this field on human life.

For Stepaniak, the department is thoroughly impressed with Morris's commitment and talents, and sought a proper way to recognize her outstanding work.

"Cynthia is one of those students who comes along once in a great while. This recognition is very well-deserved – she's an exceptional student among a group of great students and all of the Biotechnology faculty agreed that we needed to honor her achievements. She is talented, has wonderful analytical skills, she learns quickly and we are confident she will do extremely well in whatever career path she takes," Stepaniak said.

Some of Morris' more noteworthy achievements since enrolling at HFCC in 2009 include a 4.0 GPA and the 2011 Outstanding Biology Student Scholarship that she won from the Village Herb Associates of The Henry Ford.

This summer, she will enhance her academic experience and training with an internship in Dr. Melody Neely's laboratory at Wayne State University's Dept. of Immunology

and Microbiology, where Morris will study microbial pathogenesis and streptococcal virulence using zebra fish as model organisms. In simple terms, Morris will examine how bacteria cause disease.

Morris was very surprised to receive this award and said that she was "excited, honored and a bit embarrassed by the attention. I came back to school after staying home and raising my children. I started my college career in the engineering field some years ago and I'm very happy with how my HFCC education has turned out."

She also said that when her husband and children learned of this award, they were thrilled. Her son earned his bachelor's degree in Aerospace Engineering from the University of Michigan and her daughter is a senior majoring in Biology at Central Michigan University.

Morris will graduate with her associate's degree in Applied Science/Biotechnology in August. Her future plans may include securing a position as a research technician in a biomedical research field, as well as completing her bachelor's degree.

Ford Pushes Its SYNC App Across Car Fleet

DEARBORN – The award-winning Ford SYNC AppLink software program is migrating to a new group of 2012 Ford vehicles, giving more vehicle owners the opportunity to enjoy intuitive voice control of and access to their smartphone apps on the go.

The 2012 Ford Fusion, Fusion Hybrid, Fiesta, F-150, F-150 SVT Raptor, Super Duty, Expedition, E-Series and Shelby GT500 join the previously announced 2012 Ford Mustang as AppLink-equipped vehicles.

Plus, more mobile innovations are on the way, with additional Ford jobs planned for the company's Connected Services Solutions Organization – and 2,500 independent developers already signaling they are interested in creating more apps for Ford through the company's dedicated SYNC developer website.

"We understand more and more drivers are using their devices and their apps while in the car," said Doug VanDagens, director of Ford Connected Services Solutions.

"Ford is a part of the solution, offering voice-activated options such as Ford SYNC with AppLink on a broader range of our products, which gives more customers a smarter way to access their apps while driving that keeps their hands on the wheel and eyes on the road."

The recently released J.D. Power and Associates 2011 U.S. Automotive Emerging Technologies Study reports 86 percent of smartphone owners indicate they use their device while in their vehicles. A Nationwide Mutual Insurance 2010 study indicates more than one in four Americans who download smartphone apps admit to using those apps while driving.

Adding AppLink as a factory-installed, standard feature of SYNC on a wider range of vehicles, including F-Series, America's best-selling vehicle for 29 years, puts Ford further out front in the race to integrate smartphone apps into the car, a feature vehicle owners are increasingly demanding.

Ford has great expectations for AppLink as it migrates to more products and more customers, especially Fusion and F-150 owners, already avid buyers of the SYNC system. Currently, more than 84 percent of 2011 Fusions sold are equipped with SYNC, with F-150 coming in at more than 76 percent for the optional in-car connectivity system.

VanDagens adds that the Ford Connected Services Solutions Organization, responsible for developing the company's in-car connectivity services, is also on its own accelerated growth plan to stay in step with – if not a step ahead of – how the car connects with the latest and greatest in the mobile electronics industry.

During the next four years, the global Connected Services team will grow fourfold, with a threefold jump planned for U.S. operations alone.

"Ford is committed to building systems for the vehicle environment that leverage innovation and infrastructure and are robust to the changing consumer electronics technology landscape," said VanDagens.

"To do that safely, seamlessly and securely, we have to have dedicated people on our team who eat, sleep and breathe the consumer electronics rarified air – technical experts who not only understand current technology but have a sense for where it is headed."

In late 2010, Ford began offering AppLink as a download on www.syncmyride.com, available exclusively to 2011 Ford Fiesta owners for popular mobile apps, such as Pandora® internet radio, one of the top five most used apps across all four major smartphone platforms in the U.S. according to Nielsen.

It's interesting how each of the Big Three carmakers are applying high technology to their vehicle platforms. Ford favors SYNC, of course, while GM has OnStar and Chrysler has uConnect, although the latter is nowhere near as popular as SYNC and OnStar.

Reportedly, Ford has sold more than 2 million cars with the basic SYNC application while GM rounded up 100,000 OnStar users in China in just the first six months following its market introduction.

Ford Changes FONT Size on Car Interiors

DEARBORN, Mich. (AP) – Ford Motor Co. plans to use larger and bolder fonts for the text on many of its interior vehicle controls in order to make the characters easier to read – especially for aging baby boomers.

Starting next year, Ford will use fonts up to 40 percent larger, beginning with its Edge and Explorer sport utility vehicles and then moving on to other models, the automaker said Wednesday.

The new fonts were the result of a study Ford did involving some of its young engineers and local retirees. The automaker said it found that even small changes can make the words in its interior graphics easier for everyone to read, regardless of their age.

The idea is to keep it simple and make the words and numbers a little bit bolder without overdoing it, Shannon O'Day, the Ford research engineer who did the study, said in a statement.

Ford said readable fonts are key to appealing to customers, as the number of older drivers increases.