

# Students team-up on high-tech cars

Student engineering teams from 65 colleges and universities will pit single-seat, open-wheeled, mini formula-style race cars against their peers at Chrysler Corporation's Auburn Hills facility.

By applying classroom knowledge to these hands-on, competitive experiences, students are exposed to the technical and organizational tools they will need as professionals.

The premise of the competition is a hypothetical situation in which the teams build a prototype car for evaluation by a fictitious manufacturing firm interested in it as a production item.

The 'market' for the car is the non-professional autocross racer. The vehicle must be high-performance, low in cost, easy to maintain, and reliable.

The Department of Energy, through Argonne National Laboratory's Center for Transportation Research, will participate in the

12th annual Formula SAE competition, May 21-23.

CFR will administer evaluation of the vehicles according to M85 criteria. M85 is 85 percent methanol and 15 percent hydrocarbons. The teams must demonstrate knowledge of M85 fuel properties; use of M85's advantages in the vehicle design; a high level of engine performance and development; and design innovation.

Additionally, a design inspection will assess fuel tank/fuel system packaging, materials selection or protection, craftsmanship, and overall quality of conversion. Trophies and a total of \$7,000 in prize money will be awarded.

The cars will be judged according to standards of design quality and cost-effectiveness and in acceleration, skid pad, maneuverability, fuel economy, and endurance events.

Similarly, the teams will be judged in an oral presentation of the rationale behind their designs.

## SUBURBAN BUSINESS LEADERS

To submit materials to this column, please send a brief biographical summary along with a black-and-white photo, if possible, to: Business Editor, Observer & Centric Newspapers, 36251 Schoolcraft, Livonia 48150.



Tracy • Geisler Anderson Pannor

**Patrick J. Tracy** has joined the Bloomfield Hills office of the law firm of Miller Canfield Paddock and Stone as a senior attorney in the business services department. Tracy will be involved in state and federal environmental matters.

**Brian A. Geisler** of Birmingham has been named vice president of business development at Davidson Interior Trim/TEXTRON. He will be responsible for the function and structure of all marketing and program management activities of the Interior Trim Division of Texttron.

**Sheryl Anderson** of Rochester has been named sales director for the Bloomfield Hills-based Jalkins Investment Development Corporation. As sales director, Anderson is responsible for the acquisition of sales product development and community development for Hemingway Woods residential community in Lake Orion.

**William A. Pannor, Jr.** has been named counsel at Birmingham-based Butzel Long. Pannor, who has nearly 30 years of experience estate and trust administration, joins the firm following his retirement from Comerica Bank, where he was first vice president.

**Mark Bertolini** has been named president and CEO of SelectCare in Troy.

**Bertolini**, who joined SelectCare in 1985, has most recently been the executive vice president and chief operating officer of the company. He has also served as vice president of operations and marketing for the company.

**Shari Goldwater** has been named Senior Account Executive on the Volkswagen U.S. Inc. account at DDB Needham Detroit in Troy.

**Goldwater**, previously a part of the Audi Dealer account group, will now supervise the implementation of regional advertising programs for the agency's Volkswagen Retailer account.

**Michael P. Coffield** and **Raymond J. McPharlin, CFP**, financial planners with IDS Financial Services in Troy, have both been named to the IDS 1993 Gold Team.

Coffield has been a personal financial planner with IDS for 10 years. This is his first time receiving Gold Team distinction.

**McPharlin, CFP**, a first time Silver Team achiever, has been a planner at IDS for 10 years.

**Gold Team** members are authorized to provide an expanded scope of personal, comprehensive financial planning to clients.

**Ross Roy Communications** promoted **Renee Bartos** of Bloomfield Hills and **Thomas Hamilton** of Troy to account executives. In her new position, Bartos will be responsible for integrated marketing programs for the Chrysler Service and Parts account. Most recently, she was an assistant account executive on this account.

In his new position, Hamilton will be responsible for the development of Chrysler Customer One corporate and retail training programs. He most recently served as an assistant account executive on these accounts. Prior to joining Ross Roy, Hamilton was a public relations volunteer with the American Red Cross.

**William C. Matthews**, son of Charles, Matthews & Julie Matthews of Birmingham, recently was named a Second Vice President at The Northern Trust Company, Chicago.

He serves in the Private Banking Department in Personal Financial Services.

**Margaret Lamont** of Birmingham has been appointed to serve as a consumer representative on the Michigan Department of Public Health's Emergency Medical Services (EMS) Coordination Committee.

Lamont is the chairman of the City of Birmingham's Emergency Medical Services Committee, which was established in the mid-1970s to organize the city's emergency medical services system.

The committee now serves as a citizen advisory board on EMS issues. As one of two consumer representatives on the Department of Public Health's 27-member emergency medical services committee, Lamont will counsel the state's Emergency Medical Services Division on the development of statewide EMS programs, policies and rules. The committee's responsibilities include advising the department on vehicle standards for ambulances, patient care equipment lists and other quality assurance issues and coordinating the exchange of information on EMS programs throughout the state.

**Henry Ford Health System (HFHS)** recently named **Jay E. Berkelhammer, M.D.** of Birmingham, chairman of the Henry Ford Medical Group (HFMG) Department of Pediatrics.

**Randy Husaynu** of First Michigan in Birmingham has been elected to membership in the Nuveen Advisory Council. Incorporated, the nationwide investment banking firm specializing in municipal bonds, tax-exempt unit investment trusts, mutual funds, and exchange-traded funds.

The Nuveen Advisory Council is a select group of investment professionals across the country who are cited for continuing excellence in financial counseling in the field of tax-exempt securities.



## small talk

They're expensive, unmanageable, and grow daily. If that's your picture of health plans, maybe we should talk.

We learned to talk early. A decade of managing health care costs has taught us to speak with authority.

We understand that sometimes the tiniest emergency can cause the biggest headaches. So we prescribe less paperwork and more preventive care.

We'll talk big — offering you a card with health care's most recognized symbols, the Blue Cross and Blue Shield.

We should talk soon. Call your agent or Blue Care Network for more information about the care that's there.

1-800-662-6667

### Blue Care Network

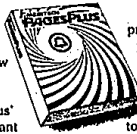
An Affiliate of Blue Cross and Blue Shield of Michigan

# A casual brunch in Birmingham?

# Fine dining in Farmington?

# Just look in the book.

Because that's where you'll find the new Custom Connect Restaurant Guide. It's in the new Custom Connect section in the front of your latest North Woodward Ameritech PagesPlus Yellow Pages. With the Restaurant Guide, you can find the perfect restaurant just by picking up a phone. Because you'll hear about specialties,



prices, hours, location, and more. Plus, you can be directly connected to the restaurant of your choice, just by pressing one number. So, whether you're looking for a restaurant, or information on topics like your health, buying a car, or travel, look in the Custom Connect section. It's fast, easy, and the information is free.

**Custom Connect**

**AMERITECH PAGESPLUS**  
How you get things done.

**RESTAURANT GUIDE** There's no charge for the information and it's only a local call!

Want to try a new restaurant? Call now to hear about specialties, prices, atmosphere, hours, location and more! You can even be connected to the restaurant of your choice.

**Call 433-4800**

**Location**

- 10 American
- 11 Breakfast/Brunch on Sunday
- 12 Casual
- 13 Chinese/Far Eastern
- 55 Birmingham/Troy Area
- 56 Royal Oak/Madison Heights Area

**Emerges** Call now for availability

**Medical**

9106 Hospital