

Kettering In The News – April 15, 2008

Kettering part of Internet sensation: A story featuring student Will Foster and the half-size Panzer tank he built with his Theta Xi fraternity brothers has turned into an Internet sensation. The media frenzy began April 2 in the Flint Journal ([this link](#)) when it featured a YouTube video – which has now been viewed 359,000+ times (and growing daily.)

“Geek” media heralded the story:

Blog.wired.com: [Student Builds Miniature Tank for Paintball](#)

G4 (said it was one of the Top 5 viewed videos on the Internet on Friday, April 4)

Gizmodo (Australia): [Vehicles Guy Builds Nazi Tiger Tank, Invades Michigan](#)

Slashdot ([The DIY Tank](#))

TG Daily ([Michigan frat house builds paintball-firing Panzer tank](#)) and

Hundreds of blogs, including John Dvorak (<http://www.dvorak.org/blog/?p=17160>)

Traditional media got involved:

Fox News ([College Student Builds His Very Own Tank](#));

Associated Press

City News (Toronto, Canada): [My Other Car Is A Tank](#)

HometownAnnapolis (Maryland): [Old Mill High School grad is top gun : Half-size Panzer tank is fully operational](#)

Newhouse News Service

Germany’s Spiegel Online: (<http://www.spiegel.de/unispiegel/wunderbar/0,1518,546421,00.html>)

WNEM TV 5 (Saginaw) video: <http://www.wnem.com/video/15776799/index.html>

WSMH (Fox 50, Saginaw/Flint), WJBF (Augusta, Ga.), WJXT-TV 4 (Jacksonville, Fla.), WXXA TV 23 (Albany/Troy, N.Y.)

WWJ Radio/Great Lakes IT Report (Detroit)

And *media inquiries* from the Chronicle of Higher Education and Discovery Channel – Canada were added to the growing list.

Producers from The David Letterman Show are now in conversation on the possibility of bringing the tank and Theta Xi brothers to New York to appear on his national TV show. ... and watch for more to come on this story!

In other news ... (here’s some more videos to watch)

Kapla Tower implodes: <http://www.youtube.com/user/kumedia>

Dr. Greg Davis explores gas-saving tips: [Gas myths-What really works?](#)

Stickman making the blog circuit: [An Impressive Spokesman](#)

Co-op job fair booms: [Kettering University holds co-op job fair](#) and http://weyi.com/news/news_story.aspx?id=116941

CAMPUS NEWS

Co-op job fair booms (see videos above)

Automation Alley e-releases

BusinessWire: [Kettering University’s National Co-op Employment Fair Hangs “Full ...](#)

Great Lakes IT Report: <http://www.wwj.com/Kettering-Job-Fair-Full/1918557>

Pressemitteilung (Austria)

WWJ Radio interviewed Venetia Petteway live on the noon news

Jackson Citizen Patriot, April 14

Rookie robot team doing well: http://www.mlive.com/news/index.ssf/2008/04/first_year_is_solid_for_studen.html

The Press (New Zealand), April 11

Movie review on Semi-Pro: Flint, Mich.: home to **Kettering University**, a symphonic wind ensemble and 1970s singing-sensation Jackie Moon (played by Will Ferrell). Moon's hit song Love Me Sexy not only ensured crowded dance floors everywhere, it also helped him buy his beloved Flint Tropics basketball team ...

Saginaw News, April 10

State science fair: [SASA students shine in state science fair](#)

All electronics.de (Germany), April 9 (plus 2 other German news sources)

Dr. Mark Thompson: Model-based prototyping with INTECRIO: [Applikation: Automatischer Fensterheber](#)

WWJ Radio (Detroit), April 9

Long-time Kettering friend, Mike Martus of Pontiac Central High School, is: [FIRST Robotics Teacher of the Year](#)

April 7

New international Business degree to be offered starting this summer

AdHoc News (Germany): [New International Business Degree Offered at Kettering University](#)

Automation Alley: [New international Business degree \(BBA\) now available at Kettering University](#)

BusinessWire (San Francisco): [New International Business Degree \(BBA\) Offered at Kettering ...](#)

Biotechnology Institute

Columbus Cars.com (Ohio)

Columbus Dispatch (Ohio)

Crain's Detroit Business

EarthTimes.org

EuroInvestor (United Kingdom)

Financial Content

FML eXchange

FinanzNachrichten (Germany)

Great Cars TV.com

Mlive.com (statewide Michigan)

Morningstar

NewsOK.com (Oklahoma)

Pressemitteilung (Austria): [New International Business Degree \(BBA\) Offered at Kettering ...](#)

PR-Inside: <http://www.pr-inside.com/new-international-business-degree-bba-r523031.htm>

San Antonio Express-News (Texas)

Security Sales & Integration

StreetInsider.com: [New International Business Degree \(BBA\) Offered at Kettering ...](#)

WEYI TV 25

Yahoo! Finance

Michigan Times, April 8: [eClub to help students short on cash, long on ideas](#)

Flint Journal, April 6

Diane Bice: [Students struggle to find loans to pay for college](#)

State Science Fair, April 4

My Network TV (Denver)

WEYI TV 25

More than 60 students showed off science projects at the 14th Michigan Science and Engineering fair at Kettering University today. Judges spent the morning taking with the high school students about their projects, which included life sciences, engineering, biochemicals and environmental science experiments.

Saginaw News, April 2

Hospital team gives premature babies a chance for a normal life ... Donna Bierlein of Reese, a coworker at Frankenmuth Mutual, also had a son born very early 22 years ago. Her son, Travis, was born at 25 weeks at Covenant, weighing just 1 pound, 12 ounces. He now attends **Kettering University** in Flint ... See: [Helping little feet take big steps](#)

BusinessWire (San Francisco), April 1

Calibre Macro World

Digital 50

Individual.com

PR-Insider

SiloBreaker

Yahoo Finance

Wringing mileage out of ethanol: Kettering University in Flint, Mich., was the winner of the Gage Products Award for Best Fuel Economy in the ninth annual SAE Clean Snowmobile Challenge, held recently at Michigan Technological University (MTU) in Houghton. The Kettering team's snowmobile recorded an average of 14.27 miles per gallon (mpg) during the fuel-economy portion of the competition. Kettering's snowmobile was equipped with a 499cc four-stroke Yamaha Phazer GT engine with a customized exhaust system which featured modified catalytic converters and mufflers to minimize engine noise and exhaust emissions. The vehicle ran on E85, a blend of 85 percent ethanol and 15 percent gasoline. See: [Kettering University Captures Gage Fuel Economy Award](#)

Flint Journal, April 1

Dr. Badri Rao: [Hindu principles hold potential for peace](#)

Flint Journal, March 31

Edward Bullard: [Flint needs a neighborhood action plan to overcome Flint City Hall](#)

WWJ, March 31

FIRST Robotics draws 3,000 to EMU: [FIRST Robotics Crowns Great Lakes Champs](#)

South Bend (Ind.) Tribune, March 29

Home-schooled students trying to go to nationals: [Robotics team looks for help on trip to Atlanta](#)

U.S. NewsWire, March 28

Digital 50

EathTimes

Finwin.com

Interest!Alert

NewsBlaze

PR Newswire

TickerTech.com

SAE Clean Snowmobile results announced: The following are the key results from the 2008 SAE International Clean Snowmobile Challenge: First Place Winner Overall Clarkson University; Second Place Winner Overall University of Idaho; Third Place Winner Overall University of Wisconsin – Platteville; Fourth Place Winner Overall Michigan Tech University ; Fifth Place Winner Overall University of Wisconsin – Madison; Best Performance Winner Michigan Tech University; Best Ride Winner University of Wisconsin – Madison; **Best Fuel Economy winner Kettering University ...**

Toronto (Canada) Star, March 28

Rookie team wins Waterloo regional: Lourdes of the robot: Students moving on to finals of international competition: Guelph's Our Lady of Lourdes High School student John Atkinson used to think technical students had to be geniuses to design an award-winning robot. But after the school's student robotics team won the semifinals in a high-tech competition recently with Atkinson wielding an Xbox 360 controller to operate the robot, the Grade 11 student narrowed the winning strategy to one word. "Teamwork," Atkinson said. The rookie team competed against 24 other teams during the FIRST Robotics competition in early March at Kettering University in Flint, Mich., winning the competition and the quality category ...

Name change of Third Avenue to University Avenue

WJRT TV 12, March 24

Third Avenue in Flint is inching closer to getting a new name. Supporters have collected petition signatures that they'll soon turn in to the city's planning commission. The renaming of Third Avenue to University Avenue is being spearheaded by two universities located at opposite ends of the Third Avenue Corridor. The president of Kettering University and the interim chancellor of the University of Michigan-Flint were joined by students during a brief press conference Monday to announce that name-change petitions will soon be turned over the Planning Commission. See video at: [Third Avenue closer to getting new name](#)

WJRT TV 12, March 25

A group opposed to the renaming of Third Avenue in Flint has launched its own petition drive to stop the effort being spearheaded by two local universities. Leaders from **Kettering University** and U of M Flint want to rename Third Avenue to University Avenue to highlight the city's shift toward becoming a college town. Third Avenue is near downtown Flint and runs east and west. **Kettering University** and U of M Flint sit at opposite ends of the street. Atwood Stadium and Hurley Medical Center border to the north and south. See video story at: [Those opposed to Third Avenue name](#)

Flint Journal, March 25: [MCC approves tuition increase](#)

Student News

Saginaw News, April 4

Saginaw high school students to attend state science fair at Kettering April 5:

http://blog.mlive.com/saginawnews/2008/04/saginaw_public_schools_sasa_s.html

Alumni News

New Yorker magazine

Stan O'Neal '74: On the morning of March 7th, E. Stanley O'Neal, the former C.E.O. of Merrill Lynch, the nation's biggest brokerage house, appeared before the House of Representatives Oversight and Government Reform Committee for what Thomas Davis, the ranking Republican on the committee, described with dismay as a "public flogging." The official subject of the hearing was "C.E.O. pay and the mortgage crisis" ... O'Neal, the first African-American to run a major Wall Street firm, had received the biggest payoff: \$162 million dollars, when he was forced to retire, last October. ... As a high-school senior, O'Neal attended a job fair at the Doraville, Ga., plant, where admissions officers from General Motors Institute, an engineering college in Flint, Michigan, established by G.M., were making a presentation. O'Neal applied to the institute, now called **Kettering University**, and was accepted on a work-study scholarship ...

Jalopnik.com

Ben Wojdyla '04: [Introducing The 2008 Model Year Jalopnik Lineup](#)

GM.com, April 4

Calibre

Detroit Auto Scene

John Middlebrook '64: John Middlebrook, GM vice president, global sales, service and marketing operations, will retire effective July 1. "John Middlebrook has made tremendous contributions to GM in a variety of roles over the past 49 years," said Rick Wagoner. "He is well known and highly respected and admired throughout the industry as a true sales and marketing professional. I've enjoyed working closely with John in the past several years as he has led GM's efforts to integrate and leverage our sales and marketing capabilities globally." Middlebrook's career spanned assignments with Pontiac, Saturn and Chevrolet divisions, as well as the Worldwide Product Planning Group and the Marketing and Product Planning Staff. He served as GM vice president, general manager, vehicle brand marketing and corporate advertising. Middlebrook is a graduate of the General Motors Institute (now **Kettering University**) with a bachelor's degree in engineering, and earned a master's degree in marketing from Michigan State University.

SEMCOG.com, April 3

Dave Boerger '72: Dave Boerger has joined the Southeast Michigan Council of Governments (SEMCOG) in the newly created role of consultant, Local Government Effectiveness and Collaboration. He will work directly with SEMCOG members to maximize services and minimize costs. Boerger has a wealth of experience, including 27 years as an executive with Ford Motor Company; seven years of public service in Orchard Lake (as mayor, councilmember, on the Zoning Board of Appeals, Planning Commission, Fire Board, and as a public transit representative); and five years at

Kettering University in Flint. Boerger has lived in Orchard Lake since 1991. He has an MBA from the University of Michigan, an engineering degree from General Motors Institute, and executive development training from Duke, MIT, and Stanford.

Automotive News, March 31

Lori Queen '79: *Want to inspire Lori Queen? Just say no:* Lori Queen was in the ninth grade when she decided to become an engineer. There was a Eureka! moment: the day a male classmate informed her that girls should not take shop class or study electronics. That was the wrong message for a kid who loved to tinker and had a knack for math and science. Queen grew up in Dearborn and often visited Greenfield Village, the shrine to that great tinkerer Henry Ford. After graduating from high school in 1974, Queen became a college cooperative student at General Motors Institute (now **Kettering University**) in Flint, Mich., splitting time between the classroom and working with GM research labs. Queen graduated in 1979 and began to climb GM's corporate ladder. She eventually played a key role in the development of the Saturn Sky and Pontiac Solstice roadsters ...

Niagara Gazette (Niagara Fall, N.Y.), March 31

Tonawanda News

Steven Suitor: The matchups are set for the Village Board of Trustees, as four candidates try to squeeze into the two empty seats in the May 20 election. Republican incumbents Fred Stephens and David Gifford are seeking re-election, while Democrats Steven Suitor and Raleigh Reynolds try to unseat them and gain an introduction into local politics. The board terms are four years. The candidates were chosen in two separate caucuses — one for each party — held Monday at the same time and down the hall from each other in the Youngstown Village Center on Lockport Street. A small crowd occupied each of the two separate rooms. Suitor, 26, works as a senior input analyst for a Tonawanda-based customs broker and has lived in the village his whole life. He's also a volunteer fireman, graduate of Lewiston-Porter High School and took college classes at **Kettering University** in Michigan.

"Kettering In The News" is a sampling of news stories recently published on Kettering University, its employees, alumni, students and friends. If you would like to be removed from this email list, please send a note to Patricia Mroczek at: pmroczek@kettering.edu. Please share this email. "Kettering in the News" is published periodically by the Office of PR & Communications at Kettering University in Flint, Mich. Visit: www.kettering.edu for more Kettering University news.