LANSING — Apple is looking for employees for a new store apparently planned for Eastwood Towne Center, documents show.

A contractor for the Cupertino, Calif.-based technology giant filed an application with Lansing Township officials to start work on a nearly 8,000-square-foot retail store at 3025 Froney Rd., which is part of the shopping complex.

That address is between Bath & Body Works and Victoria’s Secret stores, where there is a vacant storefront. Eastwood officials, however, would not confirm a store location.

Apple has posted job openings in Lansing on its website, including store leader and manager positions.

An Apple spokesperson did not return messages seeking comment. Eastwood general manager Chad Ainsworth confirmed the application, saying tenant news would be shared when available.

Apple has five stores in Michigan in Ann Arbor, Clinton Township, Grand Rapids, Novi and Troy.

By James R. Healey

GM asked to explain delay on recall

By Jennifer Bowman

In Battle Creek, a fight to keep Kellogg jobs

By Zlati Meyer

Steamlining process will save some automotive suppliers millions

Bipik Dutta, left, student branch treasurer of the Society of Manufacturing Engineers, explains a 3D printer to Jason Napolitano of solidThinking.

Examples of items built are displayed on the table Thursday at the Automation Alley Product Lifecycle Management Center.

The data recorder in the car says the letter to NHTSA from Cooper is the attorney for AG Georgia woman died in a 2010 crash of her 2005 Cobalt.

The letter is dated Wednesday.

Cooper is the attorney for the estate of Brooke Milton, 20 of Hiram, Ga., who died in a 2010 crash.

The data recorder in the car showed that the car’s ignition switch was in the “accessory” position, not the “run” position.

If a car’s ignition switch isn’t run, the engine stalls, and power is shut off to safety systems, as well as power accessories.

GM has argued in the depositions and in at least one public statement that even without power assist to the steering and brakes, cars can be steered and stopped safely.

GM hasn’t responded yet to Cooper’s “timelines” request.

NHTSA isn’t required to do as Cooper asks. But it was in formation, and a sworn affidavit from a lawyer that triggered the agency to begin a probe within three days, examining a Toyota recall’s timing. The government

lifecycle management expert and OU professor. These are extraordinary amounts for the manufacturing sector’s smaller players.

“IT’s our only hope for bringing manufacturing back to the area,” he added.

Software is used to design parts and products, then tested or computer. After perfecting it, the technology can design the molds to make said part. A 3D printer may be utilized to make physical prototypes.

“IT’s instead of the old way: Sketch it on paper. Go to the machine shop. Bang it out. “This doesn’t work.” Try it in the field. “This doesn’t work.” Grieves said “IT does this digitally.”

He explained that this method was originally used by the major automotive and aerospace companies as many as four decades ago, but it really came into its own in 2000. By 2008-09, the technology became cost-effective enough for smaller companies, which couldn’t afford the old expensive mainframes, to embrace.

“Innovation happens when you bring the right people together with the right resources,” said Automation Alley executive director Randy Kistner.

OU Inc. opened in 2006 and joined forces with Automation Alley in 2011.

Contact Zlati Meyer: 313-222-4009 or zmeyer@freepress.com. Follow her on Twitter @ZlatiMeyer.

In Battle Creek, a fight to keep Kellogg jobs

By Jennifer Bowman

BATTLE CREEK — Local leaders who voiced opposition to Kellogg’s decision to open a Grand Rapids-area call center and move perhaps 600 jobs said the company relied on a consultant was inaccurate and there’s no reason why Battle Creek should not be home to the new center.

“There’s some difference of opinion as to the conclusion reached by the data that Kellogg Company got as far as starting this call center or not,” said Brian Gough, former Kellogg mayor and executive chairman.

Local economic development officials said they will likely compile data over the next week to compare with data used by Kellogg.

The company used a consultant “experienced in creating successful service centers” for global companies to compare Battle Creek with eight other potential locations, Kellogg said Tuesday.

Kellogg announced last week it would open the regional business center, affecting finance, information technology, supply chain and human resources positions.

The new facility is part of a four-year restructuring program, dubbed Project K, that’s out there,” said Joe Schwarz, former Kellogg mayor and congressman.

The center will enable smaller automotive suppliers millions

Automation Alley has opened a product lifecycle management center at Oakland University.

The center will enable small- and medium-size businesses to conceive, engineer, test, manufacture and deliver products digitally, making a process that took months now just minutes. This streamlining will save millions of dollars for these firms, which include numerous smaller automotive suppliers.

The first assessment and training courses begin next month, according to officials.

Automation Alley in 2011.

These products on display were created by a 3D printer by Dass Solutions during a previous event of the Automation Alley Product Lifecycle Management Center on the Oakland University campus.

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The first assessment and training courses begin next month, according to officials from Automation Alley and OU Inc., a SmartZone business incubator, where the Automation Alley Product Lifecycle Management Center will be situated.

The center also will provide consulting services. The cost for companies to participate is $300-$500, according Michael Greaves, a product manager forOU Inc. opened in 2006 and joined forces with Automation Alley in 2011.

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