



January 2013

M UNIVERSITY OF MICHIGAN
NORTH CAMPUS RESEARCH COMPLEX



Warm wishes for the new year from all of us at NCRC.

As one of the newer parts of U-M, the NCRC campus is getting increasingly integrated with the rest of the university. We are happy to start the year with the completion of construction on a green (solar energy) project on our site, as part of a U-M/DTE initiative. Another new beginning is the opening of the NCRC cafeteria "Flavors," run by Opus One. This month we feature the U-M Center for Health Communications Research (CHCR) the one of the groups that is a part of the Institute for Healthcare Policy and Innovation (IHPI), located at NCRC.

We look forward to a great year ahead and wish you the same!

[David Canter](#), Executive Director, NCRC

NCRC Part of Campus-wide Sustainability Efforts

Solar array construction on NCRC site now complete, landscaping in spring

During the fall of 2012, the University of Michigan partnered with [DTE Energy](#) to build a solar array on University of Michigan property. Situated at the North Campus Research Complex, this project is part of DTE Energy's utility-owned solar program.



The beginning stages of construction in November 2012

This construction at the corner of Plymouth Road



and Huron Parkway at NCRC was undertaken by DTE Energy, with their engineer/builder, Nova Consultants. The project, through DTE Energy's [SolarCurrents](#) program, consists of 1,794 solar modules in a ground-

mounted array on approximately 2.45 acres, rated up to 440 kilowatts (kW). DTE will be investing about \$2.2 million in this project. These panels have a potential annual generating capacity of 512,000 kilowatt hours (kWh) of energy. All capacity and energy produced by the solar panels will be owned by DTE Energy and will be fed directly into the DTE Energy electric grid. Under the agreement, DTE Energy engineered, procured and constructed the solar arrays and performed all necessary site preparation. As part of the development package, DTE Energy will provide an on-site educational solar energy kiosk at NCRC.

"This partnership program with DTE Energy is another example of the ongoing commitment from the University to make the Ann Arbor campus a living learning laboratory for students and campus visitors," said [Hank Baier](#), associate vice president for Facilities & Operations. More information is available [here](#).

This initiative is part of the university's efforts to support sustainability initiatives across campus. University President Mary Sue Coleman told University students in September 2012 that they are going to be living, seeing and breathing a lot more green in the next 14 years.

Speaking in the Hatcher Graduate Library's Gallery Room this past fall, Coleman introduced an ambitious new set of sustainability goals that the University will start working toward in 2012 and are projected to be completed by 2025, including changes to the University's transportation, emissions and academic offerings. The full press release can be found [here](#).

The construction work on the solar panels at NCRC was completed in January 2013. Landscaping along Plymouth Road will be undertaken in the spring to complete the project.

Average monthly power consumption for a Michigan home is 683kWh, for a daily use of 22.77 kWh per day. In September the NCRC site is projected to produce 48,281 kWh. This would mean during the month of September the NCRC site would produce enough power for 71 averaged size Michigan homes.



The full array in January 2013

"Flavors" Comes to NCRC

Long awaited cafeteria opens as NCRC embarks on a unique partnership

This month marks an important milestone in the development of the NCRC campus. There is now a large enough critical mass of people working here that the new dining facility called "Flavors" has just become operational. NCRC has entered a unique partnership with a leading Detroit food service vendor, Opus One, to serve a growing need for quality food options on the site.

According to [Mary Troch](#), the NCRC

Center for Health Communications Research (CHCR) at NCRC

Ed Saunders, MS, deputy director of CHCR shares some thoughts



The University of Michigan [Center for Health Communications Research](#) (CHCR) is a dedicated team, integrating behavioral science, technology, and art to create and research health interventions that inspire informed health decisions, broaden access to health

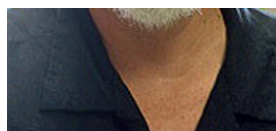
According to **Mary Fresh**, the NCRC Facilities Director, the partnership with Opus One is a model that works for both partners. Providing healthy and superior food options to the community members is a priority for NCRC which inherited a very large and state-of-the-art kitchen from Pfizer. Opus One, with its great reputation and scale of operations, can put this resource to good use by providing meals to the NCRC and the university community, while running catering services from this kitchen. This brings about cost efficiencies that the university eventually benefits from.

Jim Kokas, the president and CEO of Opus One, explains what is exciting about this partnership: "Opus One has been around for 25 years. We have had the same philosophy since the beginning, "always the freshest ingredients, the most creative and tantalizing blends of flavors." Opus One has many good partners but none like the perfect partner, the University of Michigan and the NCRC. Not every facility wants or needs a scratch kitchen but if you want to eat healthy it needs to be. Opus One's "Flavors" is a scratch kitchen and is already MHeathy compliant because of the way it cooks.



Our relationship with the University began more than fifteen years ago and each year it has become stronger. Today we are a strategic supplier and have an Ann Arbor address because we have a partner who appreciates what we do. The kitchen at the NCRC is a dream to work in and it will allow us to be creative not only in the cafeteria setting but also allow us to create superior food for building deliveries, NCRC banquets, and off premise catering. "

"Flavors" is open to the NCRC community, the rest of U-M as well as the greater Ann Arbor community. NCRC Administration would like to extend a warm welcome to Opus One.



information, and advance the field of health communications. As part of the newly formed Institute for Healthcare Policy and

Innovation (IHPI), CHCR was one of the early groups of move to NCRC. In a recent conversation, Ed Saunders, MS, Deputy Director of CHCR shared his thoughts on being at NCRC.

On what CHCR does

Our multidisciplinary center is entirely grant funded and works with investigators from across the university, the country and occasionally internationally to provide expertise on health communications and the development of individually tailored interventions using advanced media and communications technologies. We are relatively agnostic about the particular health topic, population, research setting or technologies of interest. We have developed 150 interventions over our center's history and have cultivated a highly skilled team of behavior scientists, creative designers, technologists, and project managers. We exist to collaborate with investigators on health communications, interventions and research.

On working with other groups at IHPI

We are excited about being at NCRC because a number of research groups we work with are already located here. It has allowed us to strengthen the connections with existing collaborators, as well as develop new ones. IHPI is a new entity, but already new synergies are developing. We are one of the early occupants but we have worked with many of the members of IHPI for several years. For example, we have been working with Steven Katz, Sarah Hawley, Susan Goold, Michele Heisler, as well as Fred Blow and Rod Hayward, so it is a natural fit. In fact, we may be the group that is most connected to all the other groups! I see the connections only growing now, with many more groups coming in.

On how the NCRC space is structured

The physical environment at NCRC is much better structured for the way we work, which is highly collaborative. Our offices have been configured in a way that maximizes interaction among our staff members. That, combined with the sheer amount of open collaborative spaces that are available here, is very conducive to how we work. By moving to NCRC from the North Ingalls building we are now away from some of our other collaborators but the ease of parking here mitigates that to a large extent. Collaborators from central campus – Public Health, Nursing, School of Information and the Medical School find it easy and enjoyable to come out here to work with us.

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