

Life, career advice from racing champion

► **YORK VISIT:** Students at YTI received tips for success from Steve Johnson.

By NIKELLE SNADER
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Motorcycle racing champion Steve Johnson knows something about competition: At age 53, with six career wins in the National Hot Rod Association, he's no stranger to the concept.

On Wednesday Johnson talked to students at YTI Career Institute's Motorcycle Technology Center about how they can lead successful careers in the motorcycle industry — or any other field.

"When you leave school, it's going to be all about competition," Johnson said, adding that job interviews, promotions and other steps in any career require certain skills to be successful.

Student experience: Johnson, who started his career

as a motorcycle technician, talked with students from YTI and Dauphin County Technical School about gaining as much experience in school as possible from skilled instructors before applying for those first jobs.

Johnson talked about his own career experiences of gaining racing sponsors when he first started racing professionally, and he explained that personal branding is just as important as any sticker or logo that might be on his racing gear.

Students practiced 30-second employment pitches, with Johnson acting as the potential employer. After a few practice pitches, Johnson gave the students some tips.

Convincing someone you're the best one for the job is tough, Johnson said. But keeping eye contact, walking confidently and knowing something about the company are all ways the students can give themselves a leg up



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Motorcycle racing champion Steve Johnson works with YTI students Wednesday. Watch a video clip at youtube.com/yorkdispatchvideo.

against other candidates, he said.

"That's where you prepare," Johnson said.

Future skills: To the students from the Dauphin County Technical School,

Johnson advised preparing either for a career out of high school or learning about how programs like YTI can help develop their skills.

"Understand what that facility has for you to make you

better," he said.

After the program, when students were touring Johnson's racing rig, the speedway veteran said he participates in programs like the one at YTI because he enjoys talking about his passion for racing, and also preparing students for what's ahead.

"I want my life to be about more than just racing a motorcycle," Johnson said.

The program is a way to reiterate the importance of preparing for a career, something the motorcycle center tries to emphasize, said Frank Sanfilippo, associate director and organizer of the program.

"We succeed by students' success," Sanfilippo said.

Johnson will compete for his seventh career win at the hot rod association's national competition Thursday through Sunday at the Maple Grove Raceway in Reading.

— Reach Nikelle Snader at nsnader@yorkdispatch.com.

Business dispatches

GENERAL MILLS

Cutting jobs

General Mills plans to cut approximately 700 to 800 jobs, the second time it's trimmed its workforce in a month, as the food company adjusts for a shift by U.S. consumers away from boxed or frozen meals.

The Minneapolis company that owns Betty Crocker and Green Giant brands said in a regulatory filing the job cuts will take place mostly in the U.S. It expects about \$135 million to \$160 million in restructuring charges and foresees annual cost savings of approximately \$125 million to \$150 million.

WHAT'S IN A NAME?

Facebook sorry about deletions

Facebook is apologizing to drag queens and the transgender community for deleting accounts that used drag names like Lil Miss Hot Mess rather than legal names.

The world's biggest online social network caught heat recently when it deleted several hundred accounts belonging to self-described drag queens, other performers and members of the lesbian, gay, bisexual and transgender community.

Facebook has long required its users to go by their "real names" on the site for security purposes, to stand out from other social networks and so it can better target advertising to people. Now, the company says the spirit of its policy doesn't mean a person's legal name but "the authentic name they use in real life."

NEW OWNERSHIP

Revel casino

A Canadian asset management company won a bankruptcy court auction for a failed Atlantic City casino hotel Wednesday and announced plans to re-open it as a casino. Toronto-based Brookfield US Holdings LLC will pay \$110 million to buy the 2-year-old Revel casino that cost \$2.4 billion to build.

A bankruptcy court hearing to approve the sale is set for Tuesday.

FEELING THE NEED FOR SPEED



GENERAL MOTORS

The 2015 Chevrolet Corvette Z06 is the fastest car General Motors has ever made. The company says it can hit 60 mph in 2.95 seconds and can finish a quarter-mile in just under 11 seconds. It can reach 127 mph in a quarter mile. GM spokesman Monte Doran says GM believes it to be the first front-engine, rear-wheel-drive production car to break the three-second barrier. The Z06 that achieved the times is equipped with an eight-speed automatic transmission with paddle shifters. It has a supercharged V8 engine that puts out 650 horsepower. The Z06 goes on sale early next year and will cost just shy of \$80,000.

Truck sales drive industry

► **SEPTEMBER:** Pickups turned browsers into buyers for a 9 percent increase.

By DEE-ANN DURBIN
and TOM KRISHER
The Associated Press

DETROIT — Big discounts on pickup trucks kept U.S. auto sales strong in September.

General Motors Co. and Chrysler Group led the industry with 19 percent sales increases over last September. Toyota sales rose 2 percent; Ford and Volkswagen were down.

U.S. sales rose 9 percent to 1.2 million cars and trucks, according to Autodata Corp. The sales pace slowed after a blistering August, which was the best month for the industry

in eight years. But September's annualized pace of 16.4 million vehicles — down from 17.5 million in August — is closer to what analysts are predicting for the full year.

Deals: While August was fueled by Labor Day promotions and incentives on midsize cars, September saw good deals on pickup trucks.

Chevrolet was advertising up to \$8,500 off the price of a crew cab Silverado with a trade-in, while Chrysler's Ram was offering zero percent interest.

The second half of the year is usually stronger for pickup sales, and stable gas prices, employment gains and higher consumer confidence have more people shopping for trucks, automakers said.

But GM and Chrysler were also hoping to take advantage of Ford, which has temporarily closed a truck factory to retool for its new aluminum-clad F-150. Ford cut back on discounts in order to keep more trucks in stock during the shutdown.

As a result, GM said its light-duty Silverado outsold Ford's F-150 for the first month since 2011, and for only the second time in the last five years.

Pickup truck owners are the most loyal in the industry, but they also have come to expect big discounts, said Larry Dominique, president of the ALG auto forecasting firm. Full-size truck buyers may spend their entire annual income on a truck, Dominique said, so they're sensitive to price.

THE ASSOCIATED PRESS

WASHINGTON — The pace of U.S. manufacturing growth slowed in September, as expectations for hiring and new orders slipped from their August levels.

The Institute for Supply Management, a trade group of purchasing managers, said Wednesday that its manufacturing index fell to 56.6 from 59 in August. Anything above

50 signals that manufacturing is growing.

The decline reverses slightly solid gains in the previous two months, putting the index at a level consistent with annual economic growth of "just above 3 percent," said Paul Dales, senior U.S. economist at Capital Economics. Growth that strong would outpace the 2.3 percent average of the now five-year recovery

from the Great Recession.

Other economists said that the drop may reflect a broader slowdown among U.S. trading partners.

In other economic reports Wednesday:

► **Construction:** U.S. construction spending dropped a seasonally adjusted 0.8 percent in August after a 1.2 percent increase in July, the Commerce Department re-

ported. Housing construction declined 0.1 percent, reflecting a big drop in spending on remodeling. Non-residential construction fell 1.4 percent while spending on government projects dropped 0.9 percent.

► **Hiring:** U.S. businesses added 213,000 jobs in September, stepping up hiring for the sixth straight month, according to a private survey from payroll processor ADP.

Stock market

Stocks are listing by name, ticker identification, close yesterday and change from the previous day's trading.

Apple (AAPL)	99.18	-1.57	(-1.56%)	Ford (F)	14.59	-0.20	(-1.35%)	Lance (LNCE)	26.02	-0.48	(-1.81%)
The Bon-Ton (BONT)	8.28	-0.08	(-0.96%)	Glatfelter (GLT)	21.95	+0.11	(0.50%)	Lifetime (LCUT)	15.10	-0.21	(-1.37%)
Caterpillar (CAT)	97.61	-1.42	(-1.43%)	GM (GM)	32.49	+0.55	(1.72%)	Microsoft (MSFT)	45.90	-0.46	(-0.99%)
Comcast (CMCSA)	52.93	-0.85	(-1.58%)	Google (GOOG)	579.63	-8.78	(-1.49%)	Tyco (TYC)	44.43	-0.14	(-0.31%)
Dentsply (XRAY)	45.31	-0.29	(-0.64%)	Harley (HOG)	57.64	-0.56	(-0.96%)	Verizon (VZ)	49.43	-0.56	(-1.12%)
First Energy (FE)	33.37	-0.20	(-0.60%)	Johnson Cont (JCI)	44.07	+0.07	(0.16%)	Wal-Mart (WMT)	76.12	-0.35	(-0.46%)
								York Water (YORW)	19.83	-0.17	(-0.85%)