



2008 Management Briefings Seminars Agenda

Monday, August 11, 8:00 a.m.-12:30 p.m.

World Class Manufacturing

The Manufacturing Enterprise: Advanced Manufacturing and Supply Chain Strategies

► Continental Breakfast: 7:00-8:00 a.m.-Governors Hall AB

The competitive requirements for today's global manufacturing systems dictate a systems approach to attaining world class manufacturing performance. The old method focused on cost, quality and delivery; you could approach each goal one at a time; step by step. Although the same metrics are still relevant today, achieving them is not as easy as it used to be. A comprehensive approach looking at the global manufacturing enterprise is necessary. The fundamental building blocks, such as simultaneous engineering, lean manufacturing and six-sigma quality are still required. But today's global manufacturing systems must be agile, competitive at low volumes, scalable to higher volumes, lean in manufacturing and product design, and at or near the cutting edge in production technology. The complexity necessitates a systems approach for product design, product and process engineering, production planning, manufacturing technology, and global supply chain management. This seminar highlights some of the demands placed on today's manufacturers and the manufacturers' responses. Leaders in the manufacturing industry will present competitive supply chain options, global manufacturing strategies and advanced manufacturing technologies, as well as lean manufacturing examples and case studies.

Chair:

Jay S. Baron, Ph.D., President & CEO, Center for Automotive Research, and Director, Manufacturing Engineering and Technology

Speakers:

Frank Ewasyshyn, Executive Vice President, Manufacturing, Chrysler LLC

Steve St. Angelo, President, Toyota Motor Manufacturing, Kentucky, Inc. and Senior Vice President, Toyota Motor Engineering & Manufacturing, North America, Inc.

Bennie Fowler, Group Vice President, Global Quality, Ford Motor Company

Kiyoshi "Nate" Furuta, Chairman and CEO, Toyota Boshoku America, Inc.

Yuuichi Mabuchi, Vice President, Value Network Optimization, Inc., Nissan North America Inc.

Jim Wolever, Associate Chief Engineer and Senior Manager for Technical Planning, Honda of America Mfg., Inc.

Stephen Yurkovich, Professor and Director, Honda-OSU Partnership Program, Ohio State University

Courtney Hill, General Manager, Manufacturing and Quality Technology, General Electric Aviation

► Lunch: Noon-2:00 p.m.-Governors Hall AB



2008 Management Briefings Seminars Agenda

Monday Afternoon, August 11, 1:30-4:30 p.m. **Navigating the Global Manufacturing Maze-Are We There Yet?**

To manufacturers, the “flat” world is synonymous with globalization. Although globalization is sometimes heralded as a good thing for the consumer, many North American manufacturers are not so sure. One thing is certain; with free trade, rationalizing businesses and re-evaluating economies of scale is key.

Companies have had mixed experiences venturing into foreign lands:

- How to re-balance cost, quality and delivery in a global environment?
- What about business risks and supply chain uncertainties? Are organizations prepared to manage an off-shore supply chain?
- What core competencies should stay in-house and which should be off-shored?
- Will the total system cost eventually reveal many hidden costs? Does off-shoring really save money?

These are some of the questions that will be raised by manufacturing leaders with solid track records in global manufacturing businesses. Speakers representing the tooling, machining, part fabrication and assembly businesses will discuss their experiences on, “what should stay and what should go,” and how to approach planning for a global manufacturing strategy.

Chair:

Jay S. Baron, Ph.D., President & CEO, Center for Automotive Research, and Director, Manufacturing Engineering and Technology

Speakers:

Tim Leuliette, President and CEO, Dura Corporation

Laurie Harbour-Felax, President, Harbour-Felax Group

Thomas Saeli, Chief Executive Officer, Noble International, Ltd.

Kimberly Rodriguez, Principal, Co-Leader, Automotive Services Group, Grant Thornton

Milton Roye, Vice President, Sales & Marketing, TATA Autocomp Systems Limited

► **Networking Social Hour: 5-7 p.m. under the yellow tent.**



2008 Management Briefings Seminars Agenda

**Monday Afternoon, August 11, 1:30-4:30 p.m.
Innovate, Collaborate and Thrive**

Organizations are recognizing that in order to survive in today's global hypercompetitive environment, they must develop innovation as a strategic core competency. This competency must translate ideas and research into products and processes that make an organization more efficient and competitive. Many different strategies are emerging, some of which are being pursued concurrently. Some are working to leverage global innovation capabilities within their organization through centers of global excellence. Others are strengthening their external networks for innovation through suppliers, universities, and government laboratories. Another approach is to form partnerships with competitors in areas of mutual interest and benefit.

At last year's innovation session we heard from a variety of speakers representing organizations, large and small, OEM and supplier, manufacturer and consultant, who discussed how they moved their advanced research into innovative products that helped their competitive position in the marketplace. This year we will explore the theme further with a variety of organizations.

Co-Chairs:

David E. Cole, Ph.D., Chairman, Center for Automotive Research

Richard Gerth, Ph.D., Sr. Research Scientist, Manufacturing, Engineering and Technology, Center for Automotive Research

Speakers:

Phil Martens, Current President, Light Vehicle Systems, ArvinMeritor; and President and CEO Designate Arvin Innovation

Cathy Lasser, Vice President, Industry Solutions and Emerging Business, IBM Research

Jim Lecinski, Managing Director, Central Region, Google

Tim Woods, Principal, POCO Labs

Leo Hanifin, Ph.D., Dean, College of Engineering and Science, University of Detroit Mercy

► **Networking Social Hour: 5-7 p.m. under the yellow tent.**



2008 Management Briefings Seminars Agenda

Tuesday Morning, August 12, 8:00 a.m.-Noon
World Class Manufacturing
Manufacturing for Fuel Economy

► **Continental Breakfast: 7:00-8:00 a.m.-Governors Hall AB**

A host of new technologies are being introduced to the vehicle in response to fuel economy and emissions challenges. Mass reduction in the car body calls for alternative materials, bringing with it new part forming and joining technologies. Alternative powertrain strategies embrace a broad range of new technologies, including clean diesel engines, direct injection, turbo chargers, valve manipulation, cylinder deactivation, electric drivetrains, and alternative fuels (e.g., hydrogen and bio-fuels). Smaller engines (e.g., 4-cylinder versus 6-and 8-cylinder engines) are a possibility as their efficiency and output increases. With many manufacturing facilities designed for twenty-year lives or even longer, how does a manufacturer or supplier prepare for an uncertain future? What products will win out and what manufacturing strategy will best prepare companies for success? This seminar will provide insight into the near-term evolution of these fuel economy technologies and their implications on manufacturers of both body and powertrain components and systems.

Chair:

Jay S. Baron, Ph.D., President & CEO, Center for Automotive Research, and Director, Manufacturing Engineering and Technology

Speakers:

MaryAnn Wright, Chief Executive Officer, Johnson Controls-Saft and Vice President and General Manager, Hybrid Systems Group, Johnson Controls Inc.

Friedemann Strasser, COO, GETRAG Transmissions Corporation

Steve Groat, Managing Director, Alloy Technologies International Pty. Ltd. and Managing Director, T-Mag Pty. Ltd.

Joel Wiegert, Director, Manufacturing, BorgWarner Turbo & Emission Systems

Michael Bull, Director of Technology, Automotive, Novelis Corporation

Ronald Krupitzer, Vice President, Automotive Applications, American Iron and Steel Institute

George Racine, Plastics Division of the American Chemistry Council

► **Lunch: Noon-2:00 p.m.-Governors Hall AB**



2008 Management Briefings Seminars Agenda

Tuesday Morning, August 12, 8:00 a.m. – Noon
Profitable Personalization: OEM-Aftermarket Collaboration

► **Continental Breakfast: 7:00-8:00 a.m.-Governors Hall AB**

Profitable personalization and collaborating for customization present an opportunity for growth and survival in today's ever-changing automotive climate. Leading vehicle manufacturers, suppliers and specialty equipment aftermarket companies are capitalizing on emerging trends and fragmenting market segments by developing new capabilities focused on four key methodologies: designing for customization, engineering for accessorization, marketing for personalization, and collaborating for growth. As mass production and mass markets give way to increased vehicle personalization and customization, OEMs are looking for products, processes and partners to help them design, engineer and market the most accessory-friendly vehicles for multiple lifestyles and niche markets, and still make a profit. The future of the OEM-Aftermarket collaboration is all about delivering full integrated customization while significantly reducing capital investments for tooling and time to profit. However, it takes a new manufacturing and marketing mindset to make this process work. CAR, in a collaborative effort with SEMA is offering this session on this changing mindset. Early collaboration between OEMs and aftermarket suppliers can make the difference between built-in profits and reverse-engineered costs. OEMs make cool products, aftermarket companies make products cool.

Representatives from OEMs, suppliers and aftermarket companies will describe how their organizations are leveraging competitive capabilities and working with complementary partners to deliver profitable personalization. The panel discussion will provide details of what is becoming known as the, "SEMA Model" to help automotive companies capitalize on emerging lifestyle trends and aftermarket revenue streams. Auto companies, as well as leading dealers embracing this new model are expanding and moving forward with new-found opportunities for increasing vehicle and product sales through specialty parts, installers and restylers. OEM-aftermarket collaboration is supplying forward-thinking companies with new dimensions of growth and profitability to help transcend the turbulence of the evolving automotive industry.

Co-Chairs:

Brett Smith, Assistant Director, Manufacturing, Engineering, and Technology, Center for Automotive Research

John Waraniak, Vice President of Vehicle Technology, Specialty Equipment Market Association

Speakers:

Myles Kovacs, President and Co-Founder, DUB Magazine

Elaine Matsuda, Vice President of Corporate Accessories, Toyota Motor Sales, USA, Inc.

Scott Ulnick, Chairman and Managing Partner, Ducker Worldwide

► **Lunch: Noon-2:00 p.m.-Governors Hall AB**



2008 Management Briefings Seminars Agenda

Tuesday Afternoon, August 12, 1:30-3:30 p.m. Connected Vehicles in a Changing World

In the past year, much has changed in the world of vehicle-infrastructure integration, and these changes point toward greater connectivity for more applications. Arguably, the connected vehicle has surpassed vehicle-infrastructure integration as the focus of both public- and private-sector activities. Full-fledged efforts are underway now to provide this connectivity through multiple communication channels—more than just DSRC—and for multiple purposes; safety is still important, but so are mobility and commercial applications. Furthermore, even leading automakers have recognized the transition to pervasive, fully-embedded communication solutions on all new vehicles is still in the future and therefore aftermarket suppliers and consumer electronic companies have an important role to play in maximizing the safety, mobility, and commercial promises of connected vehicles. This session delves into the implications of this year of transition and looks forward to the further evolution of connected-vehicle technology. Sessions speakers will be drawn from leaders in the connected-vehicle field including automotive OEMs, public-sector transportation agencies, telecommunications companies, aftermarket equipment suppliers, consumer electronics companies, and others.

Chair:

Steve Underwood, Ph.D., Director, Transportation and Information Systems Planning, Center for Automotive Research

Speakers:

Kirk Steudle, P.E., Director, Michigan Department of Transportation

Paul Brubaker, Administrator, Research and Innovative Technology Administration, U.S. Department of Transportation

Jim Buczkowski, Director, Electrical/Electronic Systems Engineering, Ford Motor Company

Adam Drobot, President, Advanced Technology Solutions, Chief Technology Officer, Telcordia Technologies, Inc.

Steve Millstein, President and CEO, ATX Group, Inc.

Harry Voccola, Senior Vice President, NAVTEQ and Chairman, Connected Vehicle Trade Association

John Waraniak, Vice President of Vehicle Technology, Specialty Equipment Market Association

► **Networking Social Hour: 5-7 p.m. under the yellow tent.**



2008 Management Briefings Seminars Agenda

Tuesday Afternoon, August 12, 1:30-4:00 p.m. **Energy, Efficiency, and Climate: What Role for Auto?**

How can the automotive industry come to be a leading constructive voice in Washington, D.C. when it comes to addressing public concerns about global warming and energy security? The most recent energy bill targeted automakers as the party with the greatest responsibility for cutting fossil fuel use and carbon emissions. The bill was nearly silent on many other contributing factors and industries. Auto manufacturers & suppliers and policymakers agree that higher automotive fuel economy is a worthy goal that serves many purposes. It appears to be less well recognized that other contributing factors such as the fuels industry, consumer choices, and the planning and pricing of transportation systems are also important. It is vital that the burden of carbon reductions be more broadly shared.

Moreover, achieving such goals without imperiling the U.S. auto industry—and the jobs that depend on it—is critical. It is clear the automotive industry needs to find a way to share its wisdom and make its voice better heard in future policy discussions. It is imperative that the next round of the debate on national climate policy involve automakers and auto making communities in a way that enables them to better educate and partner with policymakers and other stakeholders to seek common ground for achieving these challenging goals.

This panel will foster a groundbreaking public dialogue between invited representatives of automotive, environmental, government and other experts on ideas aimed at improving the efficiency of carbon-based product consumption while growing our economy, achieving energy independence, and providing jobs for Americans.

Co-Chairs:

Kim Hill, Director, Automotive Communities Program and Associate Director, Economics and Business Group, Center for Automotive Research

Brett Smith, Assistant Director, Manufacturing, Engineering and Technology Group, Center for Automotive Research

Speakers:

Mike Stanton, President and CEO, Association of International Automobile Manufacturers

John DeCicco, Senior Fellow, Automotive Strategies, Environmental Defense Fund

Amory Lovins, Cofounder, Chairman, and Chief Scientist, Rocky Mountain Institute

Beth Lowery, Vice President, Environment, Energy and Safety Policy, General Motors Corporation

John German, Manager, Environmental and Energy Analysis, American Honda Motor Company, Inc.

► **Networking Social Hour: 5-7 p.m. under the yellow tent.**



2008 Management Briefings Seminars Agenda

Wednesday Morning and Afternoon, August 13, 8:30 a.m.-4:30 p.m. and

Thursday Morning, August 14, 8:30 a.m.-12:30 p.m.

Automotive-Transcending Turbulence: A New Beginning?

► **Continental Breakfast: 7:30-8:30 a.m.-Governors Hall AB**

The global automotive industry continues to undergo profound change. Corporate restructuring, a softening economy, global integration, tougher fuel economy and environmental requirements, increasing material costs, transformational labor agreements, rapid development of new powertrains, an emerging role for bio fuels, and reduced pricing power are just some of the challenging issues. In reality, most of these factors have been facing the industry players for a number of years and have created a turbulent and difficult environment for all as discontinuous change became the norm. However, the rewards of hard work, collaboration, and learning to operate faster and smarter are beginning to transcend the turbulence. By embracing change, suppliers, manufacturers, and retailers appear to be at the edge of a "New Beginning" that promises to lead this industry to an era of success and prosperity. Challenges remain, to be sure, but progress is being made. The future--while still tough--appears brighter and optimism is growing.

Chair:

David E. Cole, Ph.D., Chairman, Center for Automotive Research

Speakers:

Wednesday a.m.

Tom LaSorda, Vice Chairman and President, Chrysler LLC

Gary Convis, Chief Executive Officer, Dana Holding Corporation

Richard Colliver, Executive Vice President, American Honda Motor Co.

Bill Kozyra, Chief Executive Officer, TI Automotive

Mark Fields, Executive Vice President, Ford Motor Company, and President, The Americas

► **Lunch: 12:30-1:30 p.m.-Governors Hall AB**

Wednesday p.m.

Mike Stanton, President and CEO, Association of International Automobile Manufacturers

Justin Mirro, Managing Director and Head, Automotive and Transportation Investment Banking, Moelis and Company

Sanjay D. Rishi, Vice President and Global Automotive Industry Leader, IBM Corporation

Rick Wainschel, Senior Vice President, Marketing & Analytics, Kelley Blue Book

Thursday a.m.

Bob Carter, Group Vice President and General Manager, Toyota Division, Toyota Motor Sales, U.S.A., Inc.

Bob Boniface, Director of Design, Chevrolet Volt and E-Flex Studio, General Motors Corporation

Jim Kamsickas, President and CEO, International Automotive Components, North America and Asia

Peter Marks, Chairman, President and CEO, Robert Bosch LLC

► **Lunch: 12:30-1:30 p.m.-Governors Hall AB**

► **Networking Social Hour: 5-7 p.m. under the yellow tent.**

► **Wednesday Evening Dinner and Party 7-11 p.m.** will take place on the Golf green behind the Yellow Tent, immediately following Wednesday's Social Hour.



2008 Management Briefings Seminars Agenda

Thursday Afternoon, August 14, 1:30-4:30 p.m.

The Future of Automotive Leadership: Where Will We Find Tomorrow's Leaders?

The North American automotive industry has seen unprecedented change and turbulence over the last five years. The global auto industry has experienced record growth in many new regions and the creation of hundreds of new firms. As a result, changes in top automotive leadership positions have occurred at an ever-increasing pace. Perhaps never before have so many individuals taken strategic executive positions at such an early stage in their careers. And never before have so many managers have been recruited from other firms both inside and outside of the automotive industry.

Leadership is a key strategic factor in the success of every automotive firm. The experience, the example, and the decisions of top automotive executives affect every element of the company's performance. However, the industry is now entering a period when a record number of executives may be retiring. "Baby boomer" managers in each of the three mature industries in Europe, North America, and Japan will soon be retiring in record numbers. It is an open question as to whether a new generation of leadership has been sufficiently prepared in numbers to replace those who will leave. If not, then competition for the right talent will be fierce and changes in leadership will be frequent and perhaps disruptive.

This session will first consider the future challenge of automotive leadership in descriptive terms using the best available demographic information. The consequences of failing to acquire sufficient leadership will then be discussed followed by methods and solutions to meet the challenges of future management. A top international executive search firm, Korn/Ferry International, will provide its perspective on consequences and solutions. Other panel members will include senior executives, former and current, who represent a depth of knowledge regarding the industry's current problems and will provide potentially successful paths to solving the challenges of future automotive leadership.

Chair:

Sean P. McAlinden, Ph.D., Vice President of Research and Chief Economist, Center for Automotive Research

Speakers:

Brad Marion, Senior Client Partner and Leader, Global Automotive Practice, Korn/Ferry International

Chris Hosford, Vice President, Corporate Communications, Hyundai Motor America

John McElroy, Host Autoline, Blue Sky Productions

Nancy Rae, Executive Vice President, Human Resources and Communications,
Chrysler LLC

Kathryn Clark, President, Docere

► **Networking Social Hour: 5-7 p.m. under the yellow tent.**



2008 Management Briefings Seminars Agenda

Friday Morning, August 15, 8:30 a.m.-12:30 p.m.
Advanced Powertrain Forum

► **Continental Breakfast: 7:30-8:30 a.m.-Governors Hall AB**

Although government policy for fuel economy has become clearer, the technological pathway to a more energy efficient vehicle is still less than certain. Internal combustion engines, bio-fuels, hybrids, plug-in HEV, and electric vehicles present opportunity--and great challenge. OEMs must consider each technology for inclusion in a powertrain technology portfolio. The eighth annual Advanced Powertrain Forum will focus on these different powertrain technology pathways for the coming decade. Panelists from vehicle manufacturers, suppliers, alternative fuel organizations, and government will address the challenges of future powertrain strategy in a highly uncertain market.

Co-Chairs:

David E. Cole, Ph.D., Chairman, Center for Automotive Research

Brett Smith, Assistant Director, Manufacturing, Engineering, and Technology, Center for Automotive Research

Speakers:

Lou Rhodes, President, ENVI, Chrysler LLC

Justin Ward, Advanced Powertrain Program Manager, Advanced Technology Vehicles (ATV), Toyota Technical Center, Toyota Motor Engineering & Manufacturing, North American, Inc.

David Vieau, President and CEO, A123 Systems

Denise Gray, Director, Hybrid Energy Storage Systems, General Motors Corporation

Wes Boslen, Chief Marketing Officer and Vice President, Business Development, Coskata

► **Box lunch available following the end of Friday's sessions.**



2008 Management Briefings Seminars Agenda

Friday Morning, August 15, 8:30 a.m.-12:30 p.m.

Money Talks: A Supplier's Guide to Thriving in the Automotive Industry's New Financial Landscape

► **Continental Breakfast: 7:30-8:30 a.m.-Governors Hall AB**

From a global perspective, the automotive industry is in a growth phase. In the past, expansions could be counted on to provide a rising tide to lift all boats. This period of expansion, however, is different--growth in a few geographic areas and product segments is accompanied by contractions and financial struggles in others. Suppliers are called on to provide more value to the automotive food chain while running leaner, more efficient operations than ever before. They must also compete in an environment that calls for integrated international operations that function as a truly global enterprise--a smattering of overseas operations to provide international scope is no longer enough.

In order for suppliers to respond to these demands, access to capital, as well as optimized money management is a must. Particularly in North America, overall economic contraction has made money--whether for acquisitions, restructuring, or growth--challenging to obtain and manage. How can suppliers best learn what they need to know to thrive in this environment? This session seeks to answer that question by bringing "The Money" to Traverse City. Vice presidents of procurement from three major manufacturers, presenters from private equity investment firms and a supplier executive who has experienced a private equity-led restructuring will comprise the panel. They will discuss the nature of the automotive industry's new financial landscape and what suppliers need to do to thrive (globally), as they adapt their firms to deal with this challenging new environment.

Chair:

Bernard Swiecki, Senior Project Manager, Economics and Business Group, Center for Automotive Research

Speakers:

Bo Andersson, Group Vice President, Global Purchasing and Supply Chain, General Motors Corporation

Tony Brown, Group Vice President, Global Purchasing, Ford Motor Company

John Campi, Executive Vice President, Procurement, Chrysler LLC

John Casesa, Managing Partner, Casesa Shapiro Group LLC

Scott Merlis, Managing Director, Advisory, Ducker Worldwide

Douglas Grimm, Chief Executive Officer, Citation Corporation

Juergen Reers, Partner and Member, North America Management Team, Roland Berger Strategy Consultants

► **Box lunch available following the end of Friday's sessions.**