

## Preparing for the Electric Car – Smart Grid, Clean Energy, and Energy Policy

This breakout group includes a panel of experts to discuss the opportunities and challenges related to preparing for the electric car. This includes the perspective of the electric utility industry, smart grid implications, types of policy and government incentives, driving habits, and impact on vehicle design. This will include interactive discussions of the implications of these emerging trends for Southern Automotive manufacturers. Panel members will include representatives from the automotive industry, energy and utility industries, and academia.

*Thursday, October 7; 10:30-11:45; Ball Room A*

*Panel Members:* Dr. Jason Dean of Mississippi Energy Policy Institute; Dr. Roger King of the Center for Advanced Vehicular Systems, Mississippi State University; Mr. Rusty Burroughs Vice President, Integrated Energy Management of Entergy; and Dan Heur, Senior Manager for Manufacturing Program Management for Electric Vehicles, Nissan North America.

### **Panel Participants**



Jason Dean, Ph.D. is currently the President of Fidelis Policy Group which provides economic and education policy and resource support for associations, agencies, non-profit organizations, and corporations. He has also worked for the Mississippi Energy Policy Institute whose purpose is to promote energy policy across all of its multiple subsectors in a way that ultimately leads to greater economic development opportunities in Mississippi. He has served as Vice-President for Economic Policy of the Mississippi Economic Council where he was COO of the Momentum Mississippi initiative and as a Policy Advisor for Governor Haley Barbour during his first term. In 2006-2007, Dr. Dean was appointed by President Bush as a White House Fellow.



Dan Heur (*pronounced HER*) is Senior Manager, Manufacturing Program Management for Electric Vehicles at Nissan North America, Inc. in Smyrna, Tennessee. He has responsibility for establishing Nissan's first production assembly system for Electric Vehicles in North America. Mr. Heur joined Nissan in 2004 as a design engineer at Nissan Technical Center, N.A. in Farmington Hills, Michigan. He assumed his current position in 2009. Prior to joining Nissan, Mr. Heur spent eight years at General Motors in advanced design engineering and locomotive systems engineering. Mr. Heur earned his B.S in mechanical engineering from Massachusetts Institute of Technology and a Masters of Science in Manufacturing Systems and a Masters of Business Administration from Stanford University.



William J. (Rusty) Burroughs is the Vice President of Integrated Energy Management at Entergy. Entergy's integrated energy management organization is focused on developing regulatory strategies and putting effective programs in place to advance the goal of providing superior customer service and improving operational efficiency. Burroughs leads Entergy's development of an energy-efficiency strategy for utility operations and of programs designed to deliver effective demand-side management services that could potentially address power-supply alternatives, maximize the use of smart-grid technology and integrate energy efficiency into key business and growth strategies. Burroughs most recently served as vice president of Entergy's gas distribution business in New Orleans and Baton Rouge, a job he held 2006-2008. Post-Katrina, he played a key role in the restoration, rebuilding and reconstruction of the gas system in New Orleans. Burroughs holds a bachelor's degree in finance from Louisiana State University, and a master's of business administration degree from Tulane University.



Roger King, Ph.D. is Mississippi State University's Director of the Center for Advanced Vehicular Systems (CAVS) in the Bagley College of Engineering. King received his BS from West Virginia University (1973) and his MS from the University of Pittsburgh (1978) in electrical engineering. He received his Ph.D. in engineering from the University of Wales – Cardiff (1988). He began his career with Westinghouse Electric Corporation, but soon moved to the U.S. Bureau of Mines Pittsburgh Mining and Safety Research Center. Upon receiving his Ph.D. in 1988 he accepted a position in the Department of Electrical and Computer Engineering at Mississippi State University where he now holds the position of Giles Distinguished Professor. Dr. King also is an Honorary Professor at the Cardiff University in the United Kingdom. Dr. King has received numerous awards for his research including the Department of Interior's Meritorious Service Medal. Dr. King is a registered professional engineer in the state of Mississippi. Over the last 30 years, Dr. King has served in a variety of leadership roles within government and academia and has published approximately 200 papers and holds 4 patents.

## The New Economic Reality of the Automotive Industry

This presentation would include a review of the macroeconomic environment, specific outlook for the automotive industry, and key issues for suppliers.

*This session will be lead by Kim Korth, President of IRN, a well known global consulting firm focusing on strategic advisory services for the automotive industry.*

*Thursday, October 7; 10:30 –11:45; Rooms 4,5,6*

### Break Out Session Speaker



#### **KIM KORTH**

Kim Korth is President and owner of IRN, Inc., a well-known consulting firm specializing in strategic advisory services to middle market manufacturing. She founded IRN in 1983 and has spearheaded its growth into a leading consulting firm for global automotive suppliers. Kim earned a B.A. from Western Michigan University in 1977 and an M.I.M. from the American Graduate School of International Management (Thunderbird) in 1980.

She also spent her junior year in college at the University of Wales in 1975-6.

Her work has centered on helping suppliers understand the dynamics and structure of their industry, and how they should position themselves to compete in an increasingly volatile worldwide market. Her primary role has been in management consulting and planning, guiding companies to establish sustainable strategies for growth and improved financial performance.

Consistently ranked one of the top speakers in the industry, her views on middle market manufacturers are frequently quoted in major publications. She has traveled extensively in the past few years as a featured speaker at numerous domestic and international conferences, including strategy workshops in Europe and North America, as well as keynote addresses for various financial institutions and trade associations (e.g., PMA, SAE, TMA, IFI, etc.).

Kim has been an active participant in industry since 1980, beginning her career at Prince Corporation, now a part of Johnson Controls. She is currently a member of the Board of Directors of Shape Corporation, Burke E. Porter Machinery Company, Unwired Technology LLC, Stoneridge Inc., and the Original Equipment Suppliers Association (OESA). She is also a member of the Society of Automotive Analysts and is on the Advisory Board for Western Michigan University's MBA Program.

IRN's primary focus is to strengthen the competitive position of their clients. With fifteen staff members, IRN provides ongoing market intelligence and strategic support to over 200 firms.

## Employment Law and New Labor Legislation

This panel discussion will focus on recent law and regulations from the federal government, as well as potential legislation and related concerns. This will include legal perspective and that of the plant human resource manager. The session will focus on understanding the emerging requirements and the best way to prepare for these new regulations.

*Panel Members: Ed Young of Baker Donelson, Bob Baughn of Tower Automotive, and Jim Phillips of ZF Lemforder.*

*Thursday, October 7; 10:30 AM – 11:45 AM; Rooms 1, 2, 3*

### **Panel Participants**



Edward R. Young is a shareholder in the Memphis office of Baker Donelson, where he is engaged in a unique nationwide practice limited exclusively to the representation of management in all phases of labor relations and employment law. He began his practice with Newell Fowler, who was known as one of the first labor relations attorneys in the nation. For more than thirty years he has assisted clients in labor and employment litigation in state and federal courts in issues dealing with the EEOC and NLRB. He has litigated in federal courts opposite the EEOC, tried cases before the NLRB, as well as handled union elections before that agency. He has also defended matters before the U.S. Department of Labor. He has assisted clients in conducting self audits, and audits of subcontractors to assure compliance with the Fair Labor Standards Act, The Davis-Bacon Act and The Service Contract Act.



Bob Baughn has over 30 years of Human Resource management experience. The last five years has been in the automotive industry where he currently serves as the HR Manager for Tower Automotive. Bob has lifetime certification as a SPHR and has served as the Chairman of the SHRM State Council for Mississippi. Bob was recognized as the Professional of the Year by SHRM in 1999. He currently serves as the Legislative Director for the State Council and teaches the HR Certification Course at Holmes Community College in Ridgeland, MS. Bob is past chairman of the board of directors for the Mississippi Manufacturers Association and is currently serving on the board of directors of the Mississippi Automotive Manufacturers Association. For two years, Bob served as a lobbyist for the SHRM State Council.



For the past 5 years, Mr. Phillips has been Regional Human Resources Manager with ZF Lemforder, a JIT supplier of sequenced axle systems to MBUSI. He is a graduate of Old Dominion University in Norfolk, Virginia with a BS in Business Administration and concentration in Marketing and has 30 years of HR Management responsibility with ITT, Tyco Labs, Emerson Electric, and Amana. His primary work experience has been representing management in unionized workplaces - successful

Southern Automotive Conference; October 7-8, 2010; Tunica, MS

contract negotiations with Plumbers and Pipe Fitters, UNITE, IAM, and the UAW. Jim is married to his college sweetheart, Vicky: one child, Jennifer, a social worker living in Memphis, Tennessee.

## The Challenge of Rapid Problem Solving

This will be a highly interactive session designed to illustrate rapid and flexible approaches to effective problem solving. The session will be built around the basic pillars of using an effective problem solving methodology, data acquisition and instrumentation, and “soft side teaming skills. This workshop will be led by representatives from Mississippi State University, Nissan, and Holmes Community College.

*Panel Members:* This session will be lead by Dr. Clay Walden of CAVS Extension, Mississippi State University, Mike Blankenship of Holmes Community College, and Keith Wells from Nissan North America.

*Thursday, October 7; 1:30 – 2:45; Rooms 7,8,9*

### Panel Participants



Clay Walden, Ph.D. is Director at Mississippi State University’s Center for Advanced Vehicular System Extension located in Canton, MS. He has 20 years experience in successfully implementing quality and productivity improvement within a variety of companies including Mueller Industries, Dover Elevators, Faurecia, Tower Automotive, Herman Miller, and Northrop Grumman Ship Systems. In addition, he has taught courses within the Bagley College of Engineering including engineering statistics, manufacturing processes, and production control. Walden has a B.S., M.S., and Ph.D. in industrial engineering from Mississippi State University and is a certified Jonah from the Goldratt Institute.



Mike Blankenship is the Director of Workforce Development for Holmes Community College. Blankenship has worked with Holmes Community College for 10 years. Prior to joining Holmes he had 7 years of experience in industry serving in various management roles. Blankenship holds a B.S. and M.S. in Industrial Technology from Mississippi State University.



Keith Wells is the Senior Manager for Part Quality Engineering for Nissan North America. He has 17 years automotive experience combined between Nissan and General Motors. In addition he has 10 years manufacturing experience with other companies. Wells has had numerous projects involving JIT, Lean Manufacturing, Kaizen and problem solving related opportunities. He is a graduate of Tennessee Technological University and holds a Bachelor of Science in Industrial Technology.

**2010 Southern Automotive Conference; Summary of Break-Out Sessions**

- **“Employment Law and New Labor Legislation”** – This panel discussion will focus on recent law and regulations from the federal government, as well as potential legislation and related concerns. This will include legal perspective and that of the plant human resource manager. The session will focus on understanding the emerging requirements and the best way to prepare for these new regulations.
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