



**2013 Southern Automotive Conference**  
*In the Driver's Seat: Steering Strategically*  
 October 2 – 4, 2013  
 Beau Rivage Resort, Biloxi, MS

**AGENDA**

**Wednesday, October 2 – Early Bird Options**

<b>9:00am</b>	<b>Early Registration</b>	Conference Floor
<b>11:00am</b>	<b>Lunch and Golf</b> - Tee times begin at 12:00pm (Cost - \$150)	Fallen Oak Golf Club
<b>12:30pm</b>	<b>Deep Sea Charter Fishing</b> – 4 hours (Cost - \$125)	Point Cadet Marina
<b>1:00pm</b>	<b>Exhibit Hall Opens for Set-up</b>	Magnolia Ballroom
<b>5:00pm</b>	<b>Southern Automotive Women’s Forum</b> (separate registration)	Camellia Ballroom B

**Thursday, October 3**

<b>7:00am</b>	<b>Registration</b>	Conference Floor
	<b>Breakfast Buffet</b> (Presented by Mississippi State University, Center for Advanced Vehicular Systems)	Camellia Ballroom
	<b>Exhibit Hall Opens</b>	Magnolia Ballroom
<b>8:25am</b>	<b>Welcome and Opening Remarks</b> Barbara McDaniel, Manager, External Affairs/Governmental Relations, Toyota Motor Engineering and Manufacturing North America, and President, Mississippi Automotive Manufacturers Association	Camellia Ballroom
<b>8:30am</b>	<b>Opening Plenary Session</b> (Presented by Toyota Motor Engineering and Manufacturing North America) Peter Ricchiuti, Founder and Director of Burkenroad Reports, Tulane University	Camellia Ballroom
<b>9:45am</b>	<b>Break</b>	Exhibit Hall in Magnolia Ballroom
<b>10:15am</b>	<b>Breakout Sessions:</b>	Azalea Rooms A,B,C,D

Azalea Rooms A/B

Track: Workforce

Topic: *Right Skills Now: Priming the Manufacturing Employee Pipeline*

Objective: Review of national credentialing efforts of the workforce and regional success stories feeding the automotive sector

Presented by: Entergy Mississippi

Panel Participants: Melanie Stover, Program Manager, The Manufacturing Institute; Hugh “Kirk” Atkinson, Business Development Manager, BLG Logistics, Inc.; Thomas Brewer, Managing Director, Northfield Workforce Development and Conference Center, South Central Tennessee Workforce Alliance

Azalea Room C

Track: Procurement

Topic: *International Suppliers and Buyers*

Objective: Relate international perspectives and trends in sourcing and selling

Presented by: CARCAM

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Panel Participants: Andrea Schenone, Manager, Intertec, snc (Italy), Markus Mohr, Manager of Operations, Kangxiang (China), Joachim Götz, Principal, Götz Engineering (Brazil), Patric Olsson, Sales & Marketing Manager, AB AUTOMETALL (Sweden), Sudhir Nerurkar, President, Quanzen Consultants (India), Rodrigo Meirelles, Vice President and General Manager, Sindipeças (Brazil)

Azalea Room D

Track: Sustainability

Topic: *Multi Material Approach to 54.5 mpg by 2025*

Objective: Managing the growth of multiple materials in manufacturing and their impact on fuel efficiency

Presented by: Madison County Economic Development Authority

Panel Participants: Dr. Bryan Brister, Director, The Mississippi Polymer Institute, USM; Dr. Prabhat Rastogi, Manager, ArcelorMittal; Kevin Moore, President, All Raw Materials Consulting

<b>11:45am</b>	<b>Seated Luncheon</b> (Presented by Mississippi Power Company and Tennessee Valley Authority)	Camellia Ballroom
<b>12:30pm</b>	<b>Governor Phil Bryant, State of Mississippi</b>	Camellia Ballroom
<b>12:50pm</b>	<b>MAMA Award of Excellence Presentation</b>	Camellia Ballroom
<b>1:00pm</b>	<b>Panel Session</b> Topic: Energy's Impact on Manufacturing and Consumer Demand Panel Participants: Thomas A. "Tom" Fanning, President & CEO, Southern Company; William "Bill" Johnson, President & CEO, Tennessee Valley Authority	Camellia Ballroom
<b>2:00pm</b>	<b>Break</b>	Exhibit Hall in Magnolia Ballroom
<b>2:30pm</b>	<b>Breakout Sessions:</b>	Azalea Rooms A,B,C,D

Azalea A/B

Track: Workforce

Topic: *Leadership Deficit: Managing the Generation Gap*

Objective: Management insight in working with millennials

Presented by: Nissan North America

Speaker: Lance Richards, Vice President, Office of Innovation, Kelly Services

Azalea C

Track: Procurement

Topic: *Supplier Development: Building and Maintaining the Automotive Supply Chain*

Objective: Discovering hidden issues impacting supplier relationships

Presented by: Frost Brown & Todd LLC

Panel Participants: J. Scot Sharland, Executive Director, Automotive Industry Action Group; Robert Sartin, Member, Co-Chair Automotive Industry Team, Frost Brown & Todd LLC; Jim Holloway, General Manager, Supplier Relations, Toyota Motor Engineering and Manufacturing North America

Azalea D

Track: Sustainability

Topic: *Corporate Responsibility: Sustaining People, Communities and the Environment*

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Objective: Relate the business benefits of engagement via examples for others to follow

Presented by: C Spire Wireless

Panel Participants: Barbara McDaniel, Manager, External Affairs/Governmental Relations, Toyota Motor Engineering and Manufacturing North America, and President, Mississippi Automotive Manufacturers Association; Charles Wood, Vice President, Economic Development, Chattanooga Area Chamber of Commerce; Loula Merkel, Director, Project Development, Coskata, Inc.

<b>4:30pm</b>	<b>SAC Reception</b> - Entertainment: <i>Homemade Jamz</i> Presented by: MAMA, TAMA, AAMA	Exhibit Hall in Magnolia Ballroom
<b>6:00pm</b>	<b>Dinner on your own</b>	

### Friday, October 4

<b>7:00am</b>	<b>Registration</b> <b>Exhibit Hall Open</b>	Conference Floor Magnolia Ballroom
	<b>Breakfast Buffet</b> (Presented by: Kelly Services)	Camellia Ballroom
<b>8:15am</b>	<b>National Manufacturing Day</b> (Presented by: Mississippi Manufacturers Association) Speaker: Melanie Stover, Program Manager, The Manufacturing Institute	Camellia Ballroom
<b>8:30am</b>	<b>Plenary Session</b> Topic: <i>State of the Southern Automotive Corridor</i> Objective: Provide independent insight on the state of the auto industry in the South Presented by: Applied Software Technology, Inc. Panel Participants: Dr. Robert E. "Rob" Martínez, Vice President, Business Development, Norfolk Southern Corporation; Buzz Canup, President, Canup and Associates, Inc.; Dr. Thomas Klier, Senior Economist, Federal Reserve Bank of Chicago; Dr. Jay Baron, President & CEO, Center for Automotive Research	Camellia Ballroom
<b>10:00am</b>	<b>Break/Final Exhibit Visits</b>	Exhibit Hall in Magnolia Ballroom
<b>10:30am</b>	<b>Plenary Session</b> Topic: <i>OEM Roundtable</i> Objective: Firsthand review of activities and initiatives at Member OEMs Presented by: Automotive Industry Action Group Panel Participants: OEM Representatives from MS, AL and TN Doug Formby, Vice President, Production Control & Administration, Toyota Motor Engineering and Manufacturing North America; Don Stoegbauer, Director/Plant Manager, Nissan Motor Company, LTD; Lex Lemmers, Plant Manager, PACCAR Engine; Ashley Frye, Director of Production, Hyundai Motor Manufacturing Alabama, LLC	Camellia Ballroom
<b>11:45am</b>	<b>Closing Remarks and Door Prizes</b> (Presented by: Baker Donelson)	Camellia Ballroom