



To: WNJ Guests
From: Neil De Koker, President and CEO, OESA

BULLETIN: 11-01
Issue Date: February 1, 2011

A Roadmap for Automotive Suppliers: 2011 Challenges and Opportunities

An OESA Regional Meeting – Birmingham, Ala.

Conducted jointly with the Alabama Automotive Manufacturers Association

February 17, 2011

12 p.m. – 1 p.m. Registration, Networking and Light Lunch

1 p.m. – 5 p.m. Program

5 p.m. – 8:30 p.m. AAMA Quarterly Meeting, Supplier Awards Reception and Dinner
Barber Sports Museum, Leeds/Birmingham, Ala.

OESA invites automotive OE suppliers to attend “A Roadmap for Automotive Suppliers: 2011 Challenges and Opportunities” on Feb. 17, 2011, at the Barber Sports Museum, Leeds/Birmingham, Ala. The program is intended to provide suppliers with insight into the business and operational strategies needed to thrive in the automotive industry in 2011. This meeting coincides with the Alabama Automotive Manufacturing Association’s quarterly meeting and supplier awards dinner.

Michael Heneka, president, Faurecia North America, and **Maurica M. Buckner**, purchasing manager, ZF Lemforder Corporation, will join a panel moderated by **Bill Diehl**, president and CEO, BBK. The panel will focus on challenges that face today’s lean supply chains, restructuring and OEM purchasing activity. Joining **Burzer, Buckner** and **Diehl** will be a Mercedes representative TBA and **Tom Manganello**, chair, automotive industry group, Warner Norcross & Judd LLP.

Kim Korth, president and CEO, IRN, Inc., is a perennial favorite at OESA regional meetings. **Korth** consistently challenges suppliers to plan for the best-case scenario, and to truly scrutinize their business plan and model. She will share insights gleaned from her practice in the automotive industry and the various supplier surveys conducted by IRN.

Glenn Stevens, vice president, sales and membership, OESA, will moderate the meeting, and invite frank dialogue among suppliers. Discussion topics include challenges and opportunities suppliers currently face, as well as sharing issues and subject matter to be addressed at a future meeting. **Ann Wilson**, senior vice president, government affairs, Motor and Equipment Manufacturers Association (MEMA), will discuss the supplier legislative and regulatory agenda in Washington, D.C., and the imperative for supplier involvement in the process.

Automotive suppliers should take advantage of this opportunity to network with industry peers and hear thought leadership from industry experts. Registration is available via fax or by returning the form via e-mail to fhickman@oesa.org. (On line registration is not available for this event). For registration assistance, contact Felece Hickman at 248.952.6401 ext. 237 or fhickman@oesa.org. For program information, contact Glenn Stevens at 248.952.6401 ext. 225 or gstevens@oesa.org. Hotel accommodations are available at the nearby Hampton Inn, prices start at \$99 per night. Contact the hotel directly at 205.702.4141.

Supporting Partners:





A Roadmap for Automotive Suppliers: 2011 Challenges and Opportunities

An OESA Regional Meeting – Birmingham, Ala.

Conducted jointly with the Alabama Automotive Manufacturers Association

February 17, 2011

12 p.m. – 1 p.m. Registration, Networking and Light Lunch

1 p.m. – 5 p.m. Program

5 p.m. – 8:30 p.m. AAMA Quarterly Meeting, Supplier Awards Reception and Dinner
Barber Sports Museum, Leeds/Birmingham, Ala.

12 p.m. Registration, Networking and Light Lunch

1 p.m. Welcome and Introduction
Glenn Stevens, Vice President, Sales and Membership, OESA
• Review of Antitrust Guidelines
• Participant Self-Introductions
• Attendee Discussion

1:30 a.m. Legislative and Regulatory Environment:
The Imperative for Supplier Involvement in 2011
Ann Wilson, Senior Vice President, Government Affairs, MEMA

2 p.m. Supplier Insights for 2011
Kim Korth, President and CEO, IRN, Inc.

3:15 p.m. Networking Break

3:30 p.m. Industry Restructuring: OEM and Supplier Panel
Moderator: **Bill Diehl**, President and CEO, BBK
Jorg Burzer, Vice President, Purchasing and Logistics, Mercedes Benz US International (invited)
Maurica M. Buckner, Purchasing Manager, ZF Lemforder Corporation
Michael Heneka, President Faurecia North America
Tom Manganello, Chair, Automotive Industry Group, Warner Norcross & Judd LLP

4:45 p.m. Closing Remarks and Adjournment
Glenn Stevens, Vice President, Sales and Membership, OESA

5 p.m. OESA Program Ends

5 p.m. AAMA Reception

6:30 p.m. Supplier of the Year Awards Dinner

7:30 p.m. Keynote Speaker: **James J. Tobin**, Chief Marketing Officer & President Magna Japan & Korea, Magna International, Inc.

8:30 p.m. Adjournment