



Transmission

A quarterly newsletter of the
**Mississippi Automotive
Manufacturers Association**

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<http://www.mamaonline.net>

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In This Issue

- From the President's Desk
- Upcoming Events
- MAMA Scholar Spotlight
- Board of Directors
- SEEA Industry Coalition Event
- 2011 Nissan Innovation Conference
- 2010 SAC—Success!

Helpful Links

Mississippi Automotive Manufacturers Association (MAMA)

Alabama Automotive Manufacturers Association (AAMA)

Tennessee Automotive Manufacturers Association (TAMA)

Automotive News

Autobeat

Mississippi Department of Employment Security

Mississippi Development Authority

Southeast Energy Efficiency Alliance

From the Desk of the MAMA President

For those of you I have not met or may not know, my name is Don Stoegbauer, and I have the honor of being the president of this great [MAMA](#) organization for 2011. I am a director at the [Nissan](#) Plant and have been working there for 3 1/2 years. I have over 27 years of experience in this business and look forward to serving MAMA in any way possible to improve and accomplish our mission for the year.

We are coming off one of our busiest years so far. We sponsored the 2010 [Southern Automotive Conference](#) (SAC) in October, where we successfully spent 3 days in Tunica, MS, hosted over 450 people from all areas of the industry, and showcased our state as well as our association.

If I were to summarize the last two years of our business, I would say it has been to survive the worst downturn in the automotive industry since the Great Depression. But we didn't just survive. As highlighted at SAC, the growth expected in the next 2 yrs should propel industry sales volume in our region to beyond 12.3 million units, far exceeding the 9.5 million units sold in 2008-2009.

One of our goals for 2011 and 2012 is to grow with the industry and re-brand MAMA in order to become a more prominent state-wide organization with connections to suppliers, OEM's and universities. For example, last year we welcomed [Toyota](#) to the 2010 SAC as well as to one of our board meetings, giving them the opportunity to better understand the scope of our organization. We will be reaching out to all of our members through newsletters, a revised website, and a pre-determined schedule of events so everyone can plan to attend our meetings and get the maximum value from the association.

Our first quarterly meeting will be held March 25, 2011 at [Mississippi State University's Center for Advanced Vehicular Systems \(CAVS\) Extension Center](#) in Canton. Did you know our partnership with CAVS has allowed us to offer training classes, seminars, and problem solving projects at no cost to our members? Learn more at the March 25 meeting, which will feature great networking, information exchanges, training opportunities and, of course, excellent food.

I am excited to have the opportunity to serve as President of MAMA this year. The Board and I are dedicated to expanding our association and providing services to the entire group as we improve our communication to our members and work to re-brand MAMA. We also expect to offer more in scholarship awards for 2011 than we have since the association's inception. Please work with us and participate in our membership meetings. We also encourage each and every one of you to let your Board know what we are doing well and what we need to improve.

Have a great day, and I look forward to meeting all of you throughout the year.

'Stogie

Donald Stoegbauer
2011 MAMA President

Upcoming Events



Wednesday, February 16

[SEEA Industry Coalition Event](#)

Host/Location: [Nissan North America](#), Canton, MS

Time: 9:00am-4:00pm

[Register](#) by February 9

Thursday February 24–Friday February 25

[2011 Nissan Innovation Conference](#)

Hosts: [Nissan North America](#), [MAMA](#), [MSU CAVS Extension Center](#)

Location: Nissan NA, Canton, MS

Time: 2/24–8:00am-5:00pm; 2/25–8:00am-12:00noon

Friday, March 25

[MAMA Quarterly Meeting](#)

Topic: *A Pathway to Growth in the Automotive Manufacturing Industry*

Location: [MSU CAVS Ext Ctr](#), Canton, MS

Time: TBD

Friday, June 17

Friday, September 16

[Golf Tournament](#)

Friday, December 9

Thursday, November 3–Friday, November 4

[Southern Automotive Conference SAC2011](#)

[Joint AAMA, MAMA and TAMA Meeting](#)

A joint meeting of the Alabama, Mississippi and Tennessee Automotive Associations

Location: Huntsville, Alabama

Details TBD; visit [AAMA](#) website for more info.



MAMA Scholar Spotlight

The 2010 MAMA Scholarship program awarded \$14,000 between 8 deserving students at three community colleges and Mississippi State University. We are proud to feature the MAMA Scholars in this and future issues of the newsletter.

James Cumberland attends [East Central Community College](#) and is an engineering major. He is from Sebastopol, Mississippi.

“My time at East Central Community College has been exciting as well as challenging,” said James. “Being an engineer major, I am required to take several credit hours worth of classes, and knowing that I have received the Mississippi Automotive Manufacturers Association Scholarship has given me peace of mind that the scholarship is helping to pay for my schooling.”

James is the son of James D. Cumberland and Linda Cumberland.

Important MAMA Information

<http://www.mamaonline.net>

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To join MAMA

Please print the [PDF application](#) on the website and mail it to MAMA.

For additional information about MAMA or becoming a member, contact [Dave Boyer](#), MAMA Secretary.

MAMA Board of Directors

NAME	POSITION	TITLE/COMPANY
Gina Daniels	Past President	Regional Housing Counseling Manager CredAbility
Donald Stoegbauer	President	Director, Paint Operations Nissan North America
Kevin Logan*	Vice President	Vice President, Plant Manager Unipres Southeast USA, Inc.
Gene Delcomyn*	Treasurer	Senior Executive Vice President and President Metro Region BankPlus
Dave Boyer	Secretary	Vice President, Manufacturing (retired) Nissan North America
Bob Baughn~	Director	Human Resources Manager Tower Automotive-Madison
Steve Bednark~	Director	Plant Manager Tower Automotive-Madison
Dan Bednarzyk*	Director	Vice President, Manufacturing Nissan North America
Mike Blankenship*	Director	Director Workforce Development Center Holmes Community College
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Marty Hopkins*	Director	Group Manager, Maintenance Yates Services
Whit Hughes	Director	Deputy Director Mississippi Development Authority
Dr. Roger King	Director	Director Center for Advanced Vehicular Systems Mississippi State University
Trent Mulloy*	Director	President Laurel Machine & Foundry
John Turner	Director	Director of Economic Development Entergy
Kathryn Rodenmeyer, APR	Coordinator	Coordinator Mississippi Automotive Manufacturers Association

NOTE: * denotes officers who will appear on slate for (re)election at March 2011 General Meeting;

~ S. Bednark will complete B. Baughn's term, effective February 1, 2011-March 2012.

SEEA Industry Coalition Event

February 16, 2011



The next **SEEA Industrial Coalition Event** will be held on **Wednesday, February 16** from 9:00am-4:00pm, with registration and networking starting at 8:00am. This session will be hosted by [Nissan North America](#) at their Canton, Mississippi manufacturing facility.

Over the last 18 months, several key manufacturers, utilities and other stakeholders in the southeast have helped to build this unique peer-to-peer program to advance energy efficiency in the region. The agenda will present information about key resources, promote the exchange of best practices in energy management, and highlight direct experiences from the implementation of energy efficiency projects.

Note that there is no charge for attending, so please come and participate. The [Southeast Energy Efficiency Alliance](#) provides the SEEA Industrial Coalition initiative to regional manufacturers as a resource to help them achieve their energy efficiency goals and promote awareness for energy efficiency opportunities in the manufacturing sector.

[Click here to register](#) for this event with Rick Marsh, SEEA Industrial Program Manager by 12:00pm on **Wednesday, February 9**. You will receive an email response confirming your attendance.

[Click here to view full logistical information](#) for the event and background information about the SEEA Industrial Coalition initiative.

Nissan Innovation Conference

February 24-25, 2011



You are invited to attend the **2011 Nissan Innovation Conference** at the [Nissan North America](#) Canton, MS plant on February 24-25, 2011. Over 30 exhibitors will be displaying the latest in quality improvement technology products available to the automotive industry. The conference is open only to Nissan employees and [Mississippi Automotive Manufacturers Association](#) (MAMA) members. The hours are 8:00am-5:00pm on February 24th and 8:00am to 12noon on February 25th

Sean Suggs, Nissan Director of Quality at the Canton plant, urged vendors to participate with these words:

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“Your company has been recommended to participate in this conference, so seriously consider this opportunity. This event will conveniently showcase your products for our employees and suppliers. We believe your products represent promising technologies for improving quality. Also this event will provide you with a unique opportunity to meet us and better understand our business needs.”

The conference is being coordinated by [Mississippi State University's CAVS Extension Center](#). We look forward to seeing you there!

2010 Southern Automotive Conference— SUCCESS!

By Zach Rowland, Deputy Director, CAVS, Mississippi State University



The [2010 Southern Automotive Conference](#), sponsored by the [Mississippi Automotive Manufacturers Association](#) in Tunica, Mississippi was well attended with over 400 participants. The two day event included breakout sessions covering the ever changing business environment facing today's automotive decision makers. We had tremendous support from 25 Mississippi based corporate sponsors and 53 industrial exhibitors from Alabama, California, Georgia, Illinois, Indiana, Kentucky, Louisiana, Michigan, Mississippi, North Carolina, New York, Ohio, Rhode Island, South Carolina, Tennessee and Canada.

New to the conference this year was a display of a number of vehicles by [Honda](#), [Nissan](#) and [Toyota](#). Nissan brought two special vehicles; the [Leaf](#), an all electric vehicle, and their new [Light Commercial Vehicle \(LCV\)](#), both slated for production this year.

The first day started out with a breakfast meeting and a high spirited musical presentation by the *Nissan Choir* followed by a welcome speech by **Mississippi Governor Haley Barbour**. He outlined the importance of the automotive industry to the economic future of the state and proceeded to provide a vision where high-tech manufacturing will be a key component in the state's business future. After breakfast three morning breakout sessions were held.

- **Edward R. Young** ([Baker Donelson](#)), **Bob Baughn** ([Tower Automotive](#)) and **Jim Phillips** ([ZF Lemforder](#)) led the panel discussion that focused on recent laws and regulations from the federal government, potential legislation and related concerns, and best ways to understand the emerging requirements and prepare for these new regulations. The panelists provided not only legal perspectives, but also that of the plant human resource manager.
- **Dr. Jason Dean** (Fidelis Policy Group, LLC), **Dr. Roger King** ([CAVS, MSU](#)), **William J. (Rusty) Burroughs** ([Entergy](#)), **Dan Heur** ([Nissan North America](#)) explored the opportunities and challenges related to preparing for the electric car. Included were perspectives of the electric utility industry, smart grid implications, policy and government incentives, driving habits, and the impacts on vehicle design, and an interactive discussion of the implications for emerging trends for southern automotive manufacturers.

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- **Kim Korth** ([IRN, Inc.](#)) provided a riveting presentation, *The New Economic Reality of the Automotive Industry*, including a review of the current macroeconomic environment, specific outlook for the automotive industry, and key issues for suppliers.

The afternoon yielded to networking activities on the golf course and shooting range and a well-attended breakout session:

- **Dr. Clay Walden** ([CAVS Extension](#)), **Mike Blankenship**, ([Holmes Community College](#)) and **Keith Wells** ([Nissan](#)) conducted *The Challenge of Rapid Problem Solving*, a highly interactive session designed to illustrate rapid and flexible approaches to effective problem solving built around the basic pillars of using effective problem solving methodology, data acquisition and instrumentation, and “soft side” teaming skills.

The evening dinner featured a *Light Hearted History of the Automotive Industry* presented by our special guest **William Jeanes**, former editor of *Car and Driver* magazine.

Day two opened with a breakfast meeting and presentations of the Economic Overviews of Mississippi, Alabama and Tennessee. The speakers were

- **Gray Swoope**, Executive Director of the [Mississippi Development Authority](#)
- **Steve Sewell**, Executive Vice President of the [Economic Development Partnership of Alabama](#)
- **Paula Davis**, Deputy Commissioner of the [Tennessee Department of Economic and Community Development](#)

This was followed by an automotive panel discussion looking at the current business environment and status. Presenting were

- **Dan Bednarzyk**, VP of Manufacturing, [Nissan North America](#), Mississippi
- **David Copenhaver**, VP of Administration, [Toyota Motor Manufacturing, Mississippi, Inc.](#)
- **Mike Oatridge**, VP, [Honda Manufacturing of Alabama, LLC](#)
- **Ashley Frye**, VP of Production, [Hyundai Motor Manufacturing Alabama, LLC](#)
- **Matthew J. Kendrick**, General Counsel Legal & Compliance Department, [Mercedes-Benz U.S. International, Inc.](#), Alabama

Don Esmond, Senior VP of Automotive Operations, [Toyota Motor Sales, USA](#) provided our closing keynote presentation.